Pursuing your education while balancing work and home life can be a real challenge. Whether you’re just starting school or already in the thick of things, now is a good time to develop healthy strategies.

**Recruit Support**
A crucial ingredient to your success in school and the transition to a new profession is support from your friends and family. Start with a conversation about why you are going to school, what it means to you, and what role it will play in your life. This adventure will impact their lives, too, and it is important to hear their thoughts and feelings about your new endeavor. Real concerns that your loved ones may have include division of your attention, their own increased responsibility at home, and less time together.

Now it’s time to strategize. Make a plan for managing your resources, completing daily chores, and reconnecting with friends and family. Create a master plan that includes school, work, home life, and fun. Set regular times to connect with people in your life who understand your purpose and are invested in your success. Regularly remind them that they—and their contributions and sacrifices—are important in your life and are worthy of your attention.

Unforeseen events will come up and conflicts will arise. A particular school subject may require more study time than anticipated. Your work schedule might change, creating conflicts with chores, child care, or prearranged activities. Be flexible. Negotiate new solutions. Communicate. Find ways to resolve the conflict before it becomes a bigger issue.

**Get Organized**
A calendar or planner that consolidates all of your plans (for home, school, and work) is an essential tool for organizing your life. Whether you prefer a paper or electronic planner, choose one that can hold all of the information you need, but is still portable. Keep your calendar with you at all times, so it’s available if you add an assignment, change a study date, or cancel a meeting.

Update your calendar on a daily basis. There is a lot to keep track of in school; writing it down frees your mind to attend to other things. Remember to schedule time for self-care, fun, and connection with your friends and family. Synchronize calendars with your support people. Regular communication about the upcoming week or month can identify potential conflicts and help you strategize.

**Affirm Yourself and Your Goals**
Set positive goals for yourself to help identify what is important and to establish your intention. Ideally, goals are realistic, measurable, specific,
Each issue of Knead to Know explores a different career path. Here we look at massage therapists who work in on-site or event businesses.

It is difficult to imagine working in a single location each day? Do you thrive when meeting new people and spreading the word about massage and all of its benefits? One career path that may suit you is mobile massage.

Mobile massage provides an opportunity to pack your gear, head out of the office, and increase the public’s accessibility to massage services. Three major avenues are gaining popularity: corporate settings, special events, and retail locations.

Taking massage on the road requires a few adaptations.

• Different equipment. The massage chair revolutionized mobile massage, allowing clients to feel supported, while granting therapists easy access to common trouble areas, like the shoulders and low back. Attachable face cradles and other light, portable equipment creates a temporary massage environment instantly.

• Fully clothed clients. Mobile massage is usually given in an open environment so clients remain dressed. This can feel less intimidating to newcomers and may draw clients who would shy away from traditional massage environments.

• Shorter massages. Typical 10–30 minute sessions require less commitment by clients, allowing them to integrate your services into their workday or event.

Corporate Settings

Businesses are recognizing that massage therapy increases morale, decreases stress, decreases overuse injuries, and increases productivity. These benefits may help decrease company costs in the form of workers’ compensation claims and time lost due to injury or illness. Highlight these benefits when marketing your mobile business to corporations.
Let Music Help You Through School

Evidence suggests that listening to music trains the brain to organize incoming information. This skill may be applied to processing new information and facts, which can be particularly helpful during school. Music may both create context for new information—helping with memory recall—and affect moods.

Try the following tips to let music help you while you study.

- Allow music to create an attitude adjustment when you need a change of mood.
- Listen to fast tempo selections before study sessions to stimulate the mind.
- Listen to slower, calmer music to ease test anxiety or stress.
- Train your brain by listening to complex compositions, such as classical or baroque pieces.
- Use background music to set the stage for remembering.

Master these skills for mobile massage success!

- Develop your communication skills about the benefits of massage.
- Learn to negotiate contracts with business owners.
- Learn to use a massage chair.
- Manage the special environment of a mobile massage business.

Several payment options exist for corporate massage. The company or employer may pay for your services, viewing massage as an employee benefit or investment in staff wellness. Employees might contribute to a pool to bring in your services. This distributes the cost among the entire staff, making massage more affordable for all. Employees who utilize your services may also pay you directly.

Special Events

Event massage occurs at a specific forum where your services are integrated into other activities. Events that may coordinate well with mobile massage include athletic events, bridal showers, conferences, grand openings, parties, product launches, retreats, tournaments, trade shows, and wellness fairs.

Providing mobile massage in these environments is a great marketing opportunity—a chance to promote massage to people who may not otherwise have access to massage. Event organizers benefit because massage draws crowds and provides an enjoyable and memorable experience to participants. MTs must manage traffic; create privacy for client intake; and relax clients in an environment that might be busy and noisy. Good communication, organization, and planning will contribute to success.

Retail Locations

Mobile massage is taking up residence in high traffic retail locations such as airports, hotels, salons, shopping malls, and stores. Here, permanent installations of chair massage cater to shoppers or travelers. The same parameters exist for mobile massage at events, but therapists don’t set up and break down a temporary massage environment.
Preparing to get your massage practice up and running? Wondering what it takes to practice in a different state? Answers to these questions and others are available in the Members section of ABMP.com, by scrolling on your state massage regulation in your area. Our state map provides links to massage information about state requirements in every state. By clicking on your state and scrolling down to the “State Legislative Information” link, you can see what’s happening on the legislative state map. You can find contact information for your state board, including education and exam requirements, continuing education requirements, and much more. Direct links to massage board websites are provided. Please be sure ABMP has your correct email address on file so we can contact you about legislative updates and changes that may impact you or your practice.

Legislative Tools at ABMP.com

Laws, Regulations, and Resources