

BUSINESS

Business: Introduction

Business Instructors

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Assessment for Students

Highlighting
that can be

List the following:

Which previous jobs have you most enjoyed?

Which previous jobs have you least enjoyed?

Do you feel comfortable reporting to others?

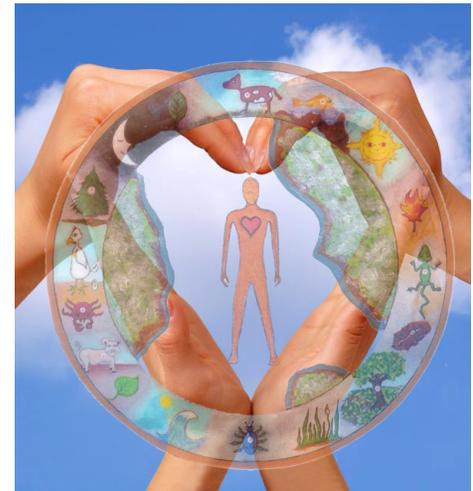
Do you like to manage your own time or prefer someone else setting priorities and schedules?

What kinds of clients do you prefer to work with?

Do you enjoy or genuinely dislike paperwork?

Do you like performing a variety of business tasks each day and week?

How many hours do you work or want to work each week?



What does Professionalism Mean to You?

- Dress/Cleanliness
- Philosophy
- Expertise
- Punctuality
- Location
- Literature

Employment Pros and Cons

Being an Employee

Pros

Greater possibilities of getting lots of clients quickly

Part of team

Easier re paperwork, marketing, supplies needed, taxes, bookkeeping, scheduling,

Ability to focus on hands on work.

Possible benefits in addition to salary.

Cons

Lack of control

Poor management, lack of freedom re dress, choice of session design,

Difficult co-workers, less money, possibly unclear boundaries

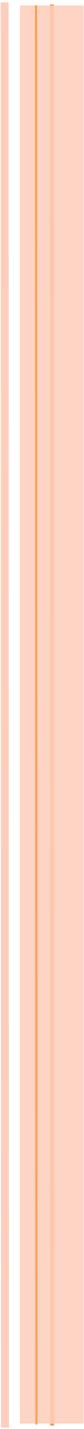
Self-Employment Pros and Cons

Self-employment

Pros - more control over work atmosphere, session design, more repeat clients, environment, more autonomy, more money (if you do business well)

Cons - more isolated, more risks and responsibility, more non-massage work required.





What is the purpose of
your life?

Why do you want to be a
massage therapist?



What priorities do
you have for developing
your career?



Goal Setting

Purpose: General direction, theme, ongoing process, never ends. Also know as “Mission statement”.

Priorities: Areas of general concern. Realms of value.

Goals:

- Specific
- Measurable
- Attainable
- Realistic
- Timelined
- Enthusiastic
- Rewarding



Goal Setting Techniques

State goals in the positive tense.

Personalize your goals.

Make your goals realistic.

Do not use these terms:

try

will

never

should

not

want

Include deadline dates.

Have fun!

Sample Purpose, Priorities & Goals

Purpose: I am a successful massage therapist

● **Priority:** I continually expand my knowledge and skills

Year 1

- Goal 1- Complete my 500-hour training by June 1, 2015
- Goal 2- Take and pass the licensing exam by June 15, 2015

Year 5

- Goal 1- Take 250+ hour Advanced Program
- Goal 2- Read one professional journal each month



Outline Format Example

- Purpose:** *My career is an expression of who I am.*
- Priority 1:** *I continually expand my knowledge and skills.*
- Priority 1 Goals:** *Each month I meet with colleagues to share business experiences.*
I read at least two business magazines each month.
I take a public speaking course before my second year in business.
- Priority 2:** *My work environment is professional and nurturing.*
- Priority 2 Goals:** *I paint my office by July 1.*
Have a wonderful music system in my office by August 15.
I clean my office every week.
- Priority 3:** *My career provides me with the income I desire.*
- Priority 3 Goals:** *I earn at least \$40,000 this year.*
I take a three-week vacation this winter.
I increase my client retention rate by at least 20 percent.



Time Management and Planning

- Scheduling Book - Franklin Planner, Day Minder, other calendar book
- On-line Calendar (smart phone app, PDA, stand-alone electronic calendar)
- Scheduling Services (needs to be accessible)



Time Management

- Pareto 80/20 Rule
- Prioritize!
- Don't procrastinate
- Avoid interruptions (but take breaks)
- Distinguish what's vital from what's urgent
- Don't take on too much!



Driving Forces - Desires

- For meaningful work – that makes you healthier and happy
- To help others
- Work that empowers your body, mind and spirit
- For a skill you can use to support yourself anywhere in the world
- For a skill that ultimately allows you to be happily self-employed



Restraining Forces

- Natural Aversion to What You Don't Like
- Passivity
- Negative Predictions
- Mismatched Anger



Legal requirements to practice massage in Texas

- 500-hour course mandated by the Texas Department of State Health Services
- Pass **MBLEx** - \$195
- Read the Massage Therapy Act, and submit application with \$117, official transcript, copy of Social Security card, proof of jurisprudence exam (\$35), and supporting documents (if you answered “yes” to #14 or #15)



Licensing Exam

- Massage & Bodywork Licensing Exam (MBLEx, \$195), recognized by 43 states
- Massageprep.com is a required on-line resource that you sign up for about 3 months before you graduate. Through us it is \$57 (otherwise you pay more— we get \$0 from this). Register for this at the front desk.



Other requirements & Options

- LMT License Renewal every 2 years (\$106)
 - Minimum of 12 CE hours every 2 years
 - Liability Insurance (not required but important)
 - Advanced Certifications - trademarked - Zero Balancing, Trager, Feldenkrais, Rolfing, etc.
 - Non-trademarked – depends on training and self-estimation – sports massage, shiatsu, deep tissue, deep massage, structural bodywork, cranio-sacral therapy, orthopedic massage, pregnancy massage, etc.
 - Board Certification – 750 hrs. education, 250 hours, work, Board certification exam
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“There are moments when things go well and one feels encouraged. There are difficult moments and one feels overwhelmed. But it’s senseless to speak of optimism or pessimism. The only important thing is to know that if one works well in a potato field, the potatoes will grow -- that’s reality. The rest is smoke. It’s important to know that words don’t move mountains. Work, exacting work, moves mountains.”

- Danilo Dolci



“Every one of us is called upon, probably many times, to start a new life. A frightening diagnosis, a marriage, a move, loss of a job or a limb or a loved one, a graduation, bringing a new baby home: it’s impossible to think at first how this all will be possible. Eventually what moves it all forward is the subterranean ebb and flow of being alive among the living.”

From **High Tide in Tucson** by Barbara Kingsolver

