

# MENTORING PROGRAM FOR LICENSED MASSAGE THERAPISTS

## TOPICS MAY INCLUDE, BUT ARE NOT LIMITED TO:



### COMMUNICATION

- How do I upgrade my intake to upgrade how I personalize sessions for my clients?
- How do I talk to my clients about the value of regular massage?



### MARKETING

- What's the best way to reach the clients I want to work with?
- Wait, I'm trying to figure out who I want to work with. How do I do that?



### BODYWORK TECHNIQUES

- I've gotten into a rut, doing pretty much the same thing all the time. How do I bring variety into my sessions?
- I've forgotten so much since school. How do I refresh?



### SOCIAL MEDIA CONTENT

- I have no clue how to do this, let alone develop copy. How do I start?
- How do I keep current with this?



### PRINTED INFORMATION

- Do I still need hard copies of information?
- What makes sense to maintain in hard copy?



### RESEARCH

- Why should I bother with this? I do more energy work than anything. My clients don't care about research.
- I want to do a more evidence-based practice. How do I learn more about this?



### CONTINUING EDUCATION

- Why bother? It's not required in Michigan for a few years.
- I am having a hard time finding what I want and what I can afford. What are my options?



### SELF CARE

- I haven't had a massage since graduation. I simply can't afford it based on time and money. Help!
- I do a mediocre job of this, but when a client wants to schedule, I take them on.
- I'd like more ideas about how to integrate more self care easily into my routine.



### LICENSING REQUIREMENTS

- OMG – I can't even read the bill or the rules. I have no idea. I'm just pretending it doesn't affect me.
- I'd like to know more, I just don't know how to find out what it's all about.