

# Market Yourself and Your Practice during National Massage Therapy Awareness Week



## AMT's National Massage Therapy Awareness Week

September 8-15, 2014

Here are a few marketing suggestions to promote the profession and your practice during this special event:

1	Create specialty offers for health-care and hospice workers, students, police officers, firefighters, or teachers.
2	Donate a massage session to be auctioned for charity.
3	Offer on-site massage for employees at local businesses (examples: animal shelters, food banks, hospices, hospitals, nursing homes, etc.).
4	Offer free or discounted chair massages in public venues such as: parks, shopping centres, community events, markets, health and fitness clubs, holiday gatherings and workplaces.
5	Provide discounts to senior citizens.
6	Raise awareness for different modalities you practice. Give mini trial treatments for clients to try a new service.
7	Bring the message of massage to your local markets. Set up a massage stall at your local markets and offer free/discounted treatments.
8	Host an open house at your massage therapy practice..
9	Hold a massage info session with health professionals in your local area.
10	Run a competition in your local paper to win a free relaxation massage.

Many of these options provide excellent opportunities to promote discounts for first-time client offers.



*in good hands*

PO Box 826  
Broadway NSW 2007

T: 02 9211 2441

F: 02 9211 2281

[www.amt.org.au](http://www.amt.org.au)

[info@amt.org.au](mailto:info@amt.org.au)

ABN 32 001 859 285

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