

Creating a Successful Massage Practice Home Study Course

8 CE Hours
Online Study Guide

Presented by the:
Center for Massage Therapy Continuing Education

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It is the responsibility of the practitioner to determine the appropriateness of the principles presented in terms within the scope of practice. This information is in no way meant to diagnose or treat medical conditions. Always have your client consult a physician for diagnosis before treating any medical condition. Written medical opinions are always the best way to resolve any questions regarding contraindications to massage therapy.

Instructions for Creating a Successful Massage Practice home study course

Thank you for investing in Creating a Successful Massage Practice home study course, an 8 CE hour course designed to give you suggestions and tips for creating and building a successful massage practice within one year. This guide will contain all of the instructions you will need to complete this course. This is an 8 CE hour course, so that means it should take you approximately 8 hours to read the text, access the online resources, and complete the exam and course evaluation.

The following are steps to follow in completing this course:

- 1. Read the instructions and review the text and exam. If you chose to download your textbook, it is located in the file marked “2”.**
- 2. Access the online examination in your account. To do that, go to www.massagetherapyceu.com. Click on the student login link on the top left and enter your information. Once logged in you will see you course in your member area. Click on the “test” button to being your exam.**
- 3. Access the online text and additional resources:**
 - a. Go to <http://thepoint.lww.com/allen1year>**
 - b. Once there, on the top right, click on either “New User” or “Return User”.**
 - c. If you are a new user, enter the access code located in the front inside cover of your textbook. Then click “next” and follow the steps from there to set up your account.**
 - d. If you are a return user, enter your log in information. Then click on “Enter a New Title to My Content”. Enter the code and follow the steps from there.**
- 4. Complete your examination and print your certificate. The exam is open book and there is no time limit for completion.**

You must pass the exam with an 80% or better to pass this home study course. You are allowed to access and take the exam up to 3 times if needed. There is no time limit when taking the exam and you can save your answers and return at a later date if needed. Feel free to review your textbook while taking the test. This course uses the textbook *One Year to a Successful Massage Therapy Practice*, by Laura Allen. There are no trick questions on the exam. All of the answers can be found in the textbook. It is advised to answer the exam questions in this study guide before testing online.

Good luck as you complete this course. If you have any questions please feel free to contact us at 866-784-5940, 712-490-8245 or info@massagetherapyceu.com. Most state boards require that you keep your “proof of completion” certificates for at least four years in case of audit. Thank you for taking our Creating a Successful Massage Practice home study course.

Creating a Successful Massage Practice Examination

Introduction

1. What is marketing?
 - A. Any activity that you do that is meant to decrease your business
 - B. Creating a plan for advertising
 - C. Any activity that you do that is meant to increase your business
 - D. Creating a plan for how you are going to run your business

2. Which of the following are the four P's of marketing?
 - A. Product, price, place, and promotion
 - B. Plan, price, presentation, and promotion
 - C. Product, packaging, place, and promotion
 - D. Policy, payment, place, and product

Chapter 1

3. Writing down your goals gives you:
 - A. A less concrete sense of them than idly daydreaming about things you want to happen "someday"
 - B. A more concrete sense of them than idly daydreaming about things you want to happen "someday"
 - C. Everything you need to open your business
 - D. Everything you need to create a monthly advertising budget

Chapter 2

4. All of the following are things that you must have in order to operate your business EXCEPT:
 - A. Rent
 - B. Electricity
 - C. Water
 - D. Satellite radio

5. When spending your advertising dollars:
 - A. Always stack up how much you are spending against possible return from the ad
 - B. Never stack up how much you are spending against possible return from the ad
 - C. Sometimes stack up how much you might gain against possible costs for the ad
 - D. Always stack up how much the other party needs the money against possible return from the ad

Chapter 3

6. Which of the following is a marketing venue that you should not do without?
 - A. A pharmacy bag
 - B. The Yellow Pages
 - C. Little league calendar
 - D. All of the above

Chapter 4

7. Why is using an obscure name for your business a poor choice?
- A. Because the general public is familiar with the word or term
 - B. Because the word or term has personal meaning to you
 - C. Because the general public isn't familiar with the word or term
 - D. Because the word or term has a personal meaning to the general public

Chapter 5

8. All of the following are examples of therapists creating/doing something a little extra that clients love EXCEPT:
- A. Placing a hot towel on your client's face for a few minutes after the massage has ended
 - B. Have printed cards with positive affirmations on the massage table when your client arrives
 - C. Offer an herbal pillow or chamomile tea bags to put on your client's eyes when they are supine
 - D. Making idle conversation with your client during the massage session
9. All of the following are ways you can make your product stand out from the crowd EXCEPT:
- A. Wear jeans with holes in them
 - B. Be on time for every appointment
 - C. Have good communication skills
 - D. Have a positive attitude

Chapter 6

10. What is an elevator speech?
- A. A prepared script that you can give in three minutes or less to tell clients how massage can fix their condition
 - B. A prepared script that you can give in three minutes or less to tell people why massage therapy is better than traditional medicine
 - C. A prepared script that you can give in three minutes or less to tell people what you do and how it can be of benefit to them
 - D. A prepared script that you can give in three minutes or less to tell clients what you have diagnosed on them

Chapter 7

11. Your business literature includes:
- A. Business cards
 - B. Brochures
 - C. Intake forms
 - D. All of the above

Chapter 8

12. Your menu of services should include all of the following EXCEPT:
- A. Services available
 - B. Work history
 - C. Address and phone number
 - D. Hours of operation

Chapter 9

13. Your _____ is often the first impression people have of you.
- A. Telephone demeanor
 - B. Office appearance
 - C. Personal appearance
 - D. Business card
14. Why is it important to have a business phone as well as a cell phone?
- A. You can use your cell while you're away from your office to check your messages
 - B. You can forward all office calls to your cell
 - C. It presents a professional image
 - D. All of the above

Chapter 10

15. Building a successful business requires:
- A. Commitment, sacrifice, resources, and most importantly, money
 - B. An office away from home, time, money, and most importantly, sacrifice
 - C. Commitment, time, money, and most importantly, effort
 - D. Travel, money, resources, and most importantly, family approval

Chapter 11

16. All of the following are major organizations for massage therapists EXCEPT:
- A. American Massage Therapy Association (AMTA)
 - B. American Massage Therapy Union (AMTU)
 - C. Associated Bodywork and Massage Professionals (ABMP)
 - D. American Massage Council
17. Which of the following is a benefit of belonging to a national organization?
- A. Insurance
 - B. Continuing education opportunities
 - C. Volunteer opportunities
 - D. All of the above

Chapter 12

18. Why is joining the Chamber of Commerce beneficial to your massage business?
- A. It provides many marketing opportunities that are low-cost and no-cost in exchange for their nominal membership fee
 - B. It provides many marketing opportunities that are high-cost in exchange for their nominal membership fee
 - C. It provides many marketing opportunities that are low-cost and no-cost in exchange for their high membership fee
 - D. It provides few marketing opportunities that are low-cost and no-cost in exchange for their high membership fee

Chapter 13

19. If you decide to accept _____, you need to have a policy posted.
- A. Cash
 - B. Credit cards
 - C. Personal checks
 - D. All of the above
20. If you decide to accept insurance, you will want to have the client sign a _____, stating that in the event the insurance company doesn't pay, that they acknowledge that they are responsible and agree to pay the full amount.
- A. Payment agreement
 - B. Practitioner's lien
 - C. Health history
 - D. Informed consent

Chapter 14

21. Which of the following is a way you can develop your own mailing or email list?
- A. Have a sign in sheet when working at a community service event
 - B. Solicit current clients for their friends' information
 - C. Cold call people randomly from the phone book for information
 - D. Solicit your family for their friends' information

Chapter 15

22. What is the purpose of hosting a grand opening or an open house for people?
- A. The feed them and to acquaint them with the services that you have to offer
 - B. The entice them to come in and see your new space and to pressure them into making an appointment
 - C. The entice them to come in and see your new space and to feed them
 - D. The entice them to come in and see your new space and to acquaint them with the services that you have to offer

Chapter 16

23. All of the following are ways you can get involved in your community EXCEPT:
- A. Join a civic, community, or social group
 - B. Attend a town meeting
 - C. Wave to people as they drive by your office
 - D. Visit other local businesses, introduce yourself, and give them a business card

Chapter 17

24. Community service is an opportunity to:
- A. Be in service, to give away free massages, and an opportunity to meet potential new clients
 - B. Be in service, to educate the public about massage, and an opportunity to meet potential new clients
 - C. Be out of your office at busy times, to educate the public about massage, and an opportunity to lose potential new clients
 - D. Be out of your office at busy times, to educate the public about massage, and an opportunity to give away free services

Chapter 18

25. All of the following have potential for mutual referral relationships EXCEPT:

- A. Physicians
- B. Chiropractors
- C. Children
- D. All your clients

Chapter 19

26. All of the following are examples of “partners in advertising” EXCEPT:

- A. Paying for an ad by yourself and including another businesses information in the ad
- B. Splitting the cost of advertising with other therapists or colleagues
- C. Having a realtor give out discount cards to their clients for you
- D. Having a local restaurant offer your discount cards to his customers

Chapter 20

27. Which of the following information can be included in your newsletter?

- A. Articles
- B. Discount coupons
- C. Client testimonials
- D. All of the above

Chapter 21

28. When it comes to advertising on the radio, the author recommends:

- A. Paying for an expensive monthly package year-round
- B. Trying to talk the radio station into giving you free advertising
- C. Offering a few free massage certificates in exchange for free advertising
- D. All of the above

Chapter 22

29. Your website should include all of the following EXCEPT:

- A. Services you offer
- B. Flashy bells and whistles
- C. Special package deals
- D. Phone and address

30. Which of the following is a way to get a lot of free Internet exposure?

- A. Exchanging links with other, reputable sites
- B. Search for sites that allow you to build your own free website
- C. Use a program that allows you to harvest the addresses of those that visit your site, so that you may spam them with unsolicited messages
- D. Pay a listing service to list your information

Chapter 23

31. All of the following are things you can do to try and retrieve lost clients EXCEPT:

- A. Send them a card in the mail
- B. Give them a call
- C. Send them an email
- D. Drive by their house and see if they are home

Chapter 24

32. The response rate on surveys is typically low – if _____ of direct mail gets a response that's considered a success – so don't get discouraged.
- A. 3%
 - B. 8%
 - C. 10%
 - D. 12%

Chapter 25

33. Which of the following are stipulations that have to be put on a "two-fer" offer for it to have the desired effect?
- A. It has to be someone who has been to your business and it has to be someone who lives in your town
 - B. It has to be someone who has never been to your business and it has to be someone who lives in your town
 - C. It has to be someone who has never been to your business and it has to be someone who does not live in your town
 - D. It has to be someone who has been to your business and it has to be someone who does not live in your town

Chapter 26

34. All of the following are benefits of hosting a holistic health fair EXCEPT:
- A. To publicize your business
 - B. To raise cash for yourself or for a charity
 - C. To give away free massages
 - D. To educate the public that you don't have to take a pill for everything that ails you

Chapter 27

35. What is a mentor?
- A. Someone who is more educated than you, to turn to for advice, whose experience and expertise exceed yours, and whose opinion you value and trust
 - B. Someone who is qualified to practice medicine, whose experience and expertise exceed yours, and whose opinion you value and trust
 - C. Someone who holds a greater license than yours, to turn to for advice, whose experience and expertise exceed yours, and whose opinion you value and trust
 - D. Someone to look up to, to turn to for advice, whose experience and expertise exceed yours, and whose opinion you value and trust

Chapter 28

36. How can you turn your car into an advertising tool?
- A. Purchase vanity plates with your business name on it
 - B. Purchase a plate holder with your business name on it
 - C. Use vinyl or magnetic decals on the back of your car with your business name on it
 - D. All of the above

Chapter 29

37. What is bartering?
- A. Trading something someone needs for something you need
 - B. Purchasing advertising from a local paper
 - C. Offering discounted massage packages to clients
 - D. Selling retail items in your office

Chapter 30

38. What is retailing?
- A. Having a separate website in which you sell products and services on
 - B. Selling products in your massage therapy office
 - C. Sending periodic emails out to a mailing list with current specials
 - D. Creating a newsletter quarterly

Chapter 31

39. To maximize exposure, which of the following would be best to pass out as you walk or drive in a parade?
- A. Candy
 - B. Massage oil
 - C. Discount coupons
 - D. Gum

Chapter 32

40. Your primary concern with Outcalls is always:
- A. Bringing all your supplies
 - B. Limiting your driving radius
 - C. Your personal safety
 - D. Placing your advertising materials in the right place

Chapter 33

41. All of the following locations are ideal for chair massage EXCEPT:
- A. In your office
 - B. At a corporate event
 - C. At a charity event
 - D. At a rock concert

Chapter 34

42. What is an “Adopt-a-Highway” program?
- A. Where you pick up litter on a two mile stretch of road in exchange for a sign on the highway stating that your business has adopted that portion of the highway
 - B. Where you pay the highway department a fee in exchange for a sign on the highway stating that your business has adopted that portion of the highway
 - C. Where you pick up litter on a two mile stretch of road in exchange for free advertising on the nearest billboard
 - D. Where you pick up litter on a ten mile stretch of road in exchange for a sign on the highway stating that your business has adopted that portion of the highway

Chapter 35

43. If you truly think you can't teach a seminar, who can you collaborate with to help you out?
- A. Chiropractor
 - B. Another health care professional
 - C. Company representative of products you retail
 - D. All of the above

Chapter 36

44. All of the following are worthy of press releases EXCEPT:
- A. Opening a new business
 - B. Winning an award
 - C. Getting a new car
 - D. Offering a new service that hasn't previously been available

Chapter 37

45. Which of the following does the author recommend for a promotional giveaway?
- A. Tape measure
 - B. Water bottle
 - C. Letter opener
 - D. Ball cap

Chapter 38

46. Which of the following is a creative and/or unusual way to market your practice?
- A. Have a lemonade stand outside your office
 - B. Announce that your office is a drop-off place for gifts for the needy during the holidays
 - C. Dress up and decorate your office for Halloween, and hand out discount coupons along with candy
 - D. All of the above

Chapter 39

47. By sharing your space, you will be doing all of the following EXCEPT:
- A. Decreasing your own wealth
 - B. Increasing your own wealth
 - C. Helping someone else who possibly can't afford their own office
 - D. Offering increased benefits to clients

Chapter 40

48. Sending a handwritten note to a client:
- A. Lets the public know that you have taken an extra minute to think about your client
 - B. Lets the client know that you haven't taken an extra minute to think about them
 - C. Lets the client know that you have taken an extra minute to think about them
 - D. Lets the public know that you use personal touches instead of computers to send letters

Chapter 41

49. A message party works on:
- A. The same principle as other home product parties (remember, you are the product)
 - B. The same principle as cuddle parties (remember, you are the product)
 - C. The same principle as multi-level marketing parties (remember, you are not the product)
 - D. The same principle as online selling (remember, you are not the product)

Chapter 42

50. Public access television is usually:
- A. Free
 - B. Available for a small fee
 - C. Free as long as you have more than one therapist involved
 - D. Available for a large fee

Chapter 43

51. What is a Monday morning schedule blitz (which can also be done on social networking sites, such as Facebook or Twitter)?
- A. On Monday morning, take inventory of the retail products you have available and email and/or broadcast fax a short note to your client list
 - B. On Monday morning, make a list of the appointment times you have available for the week and email and/or broadcast fax a short note to your client list
 - C. On Monday morning, make a list of massage modalities you offer and email and/or broadcast fax a short note to your client list
 - D. On Monday morning, make a list of the appointment times you have available for the week and call people from the phone book asking them if they want to schedule

Chapter 44

52. All of the following are opportunities you may not have thought about as places for an ad EXCEPT:
- A. Grocery carts
 - B. Bowling alley or golf course scorecards
 - C. Lower end motels
 - D. In a kiosk at the airport

Chapter 45

53. Conducting research projects can serve multiple purposes and can have multiple benefits such as:
- A. You can gain new clients
 - B. You can gain new knowledge, or reinforce a theory you have had
 - C. You can gain other media attention from the effort
 - D. All of the above

Chapter 46

54. If you are interested in writing for a grant, or want more information on available grants, where can you look for information?
- A. Community foundations
 - B. Internet
 - C. American Massage Therapy Association
 - D. All of the above

Chapter 47

55. All of the following are things that you can try and get published EXCEPT:
- A. Your clients' personal information and SOAP notes
 - B. A new technique you have developed
 - C. A new twist on an old technique you have developed
 - D. Research that you have conducted

Chapter 48

56. All of the following are people you would expect to contact about performing sports massage EXCEPT:
- A. A team manager
 - B. A coach
 - C. Your accountant
 - D. A gym manager

Chapter 49

57. Fostering a _____ among other massage therapists is the way to success.
- A. Spirit of competition, rather than collaboration
 - B. Spirit of collaboration, rather than competition
 - C. Spirit of secrecy, rather than openness
 - D. Spirit of openness, rather than secrecy

Chapter 50

58. An on-call therapist typically:
- A. Isn't looking for full time work
 - B. Is ethical and doesn't try to take clients with her from one place to another
 - C. Is available on a first-come, first-served basis
 - D. All of the above

Chapter 51

59. One of the most important strategies for continuing your marketing education is to:
- A. Follow every single one of the authors suggestions for marketing
 - B. Pick other businesses that are successful and that you admire and see what they're doing
 - C. Continue your education and obtain a Bachelor's degree in marketing
 - D. Copy exactly what your competition is doing, whether they are successful or not

Chapter 52

60. If you expect to succeed - _____ - you've taken the first step on the path to success.
- A. And you procrastinate
 - B. And you make excuses
 - C. And you take action
 - D. And you wait for others to contact you

This completes the Creating a Successful Massage Practice exam.