

OWN Your Practice Program Syllabus

Instructor Information

Instructor

Isabel Spradlin, BA, LMT
OR LMT #14111

Email

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Office Location & Hours

Online, Live Weekly Q&A Sessions:
Tuesdays at 8:00am Pacific, Fridays
9:00am Pacific

General Information

Course Description

Self-study module-by-module, with additional materials to support special events, networking, and other practice-building efforts. Includes live weekly online support Q&A sessions with Isabel for the first 3 months of your program, with the option to purchase more months as needed.

Expectations and Goals

Learn and be able to execute the primary, foundational practice-building tools *specific to massage therapy practices* in order to build a full-time, stable massage business in the shortest time possible.

You will learn:

- Effective and efficient massage business planning
- How to set and meet the right goals for your practice
- How to build an effective sales funnel specific to a massage practice
- How to use your website and social media without getting overwhelmed
- How to set your prices and discounts
- How to write effective marketing materials (print and online)
- How to build effective, long-term referral relationships
- How to consistently retain your clients at your full rate
- How to make “networking” work for you (even if you’re an introvert)
- How to make sure your self-care is consistent

Course Materials

Required Materials

All of the following are included in the OYP Program.

- 7 workbooks, 1 for each module (total 220 pages), with audio introductions
- Additional Materials (Checklists, FB Ads training, Online Strategy Sheet, Events That Convert Strategy Sheet, Policies Swipe File, Overwhelm help video)
- List of resources to help you find the right services and tools for your growth (website design, marketing materials design, photos, online scheduling, additional reading list)
- 3 months of live, online group support Q&A sessions with Isabel (begins at your start date)
- Access to all Massage Business Academy classes for 1 year from your start date
- Access to a private FB group for OYP students only

Optional Materials (not required)

As you go through the program, you may find that you want to additionally purchase the following.

- Website hosting and/or website build-out
- Printed marketing materials
- Office space
- Advertising and networking opportunities
- Additional considerations as you grow your practice

Additional Information

Each of the 7 modules is designed to take about 4 hours to complete. Depending on what you already have in place for your website and other marketing materials and policies, some modules may require more or less time.

Course Schedule

Week	Topic	Reading	Exercises
1	Mindset	Course Module	Answer all module questions and prepare to dig deep into the nuts and bolts aspects of growing a massage practice
2	Online	Course Module	Answer all module questions and begin to build or revamp your website and social media
3	Who Are Your Clients?	Course Module	Answer all module questions and incorporate into printed and online marketing materials
4	Your Desires and Goal Setting	Course Module	Answer all module questions and begin setting your goals for your practice growth
5	Client Relationships & Retention	Course Module	Answer all module questions and set your internal and external policies to ensure your prices are right and that you are retaining clients with the utmost consistency
6	Referral Relationships	Course Module	Answer all module questions and begin identifying and reaching out to potential referral partners using your research and the scripts you created for yourself
7	Money	Course Module	Answer all module questions and create money tracking and planning systems that fit your practice
8	Review	Review	Review all of your module work and complete the program exam

Exam Schedule

Date	Subject
Rolling basis	The test covers the central issues of each module to ensure you understand where to keep your focus when building your practice.