

JAN. '21

BUYERS GUIDE

- A-Z Company Directory
- Product Directory
- Build a Positive Mindset
- Reciprocal Massage
- Choose Employment
- Client Retention & Acquisition
- Year-Long Resource

Ad close: Nov. 25
 Ad materials due: Dec. 1
 Mail date: Dec. 23

FEB. '21

SPORTS MASSAGE

- Sports Massage Success
- Frozen Shoulder
- Digital Strategies
- Assisted Stretching
- Hand Health
- Professional Attire
- Sanitation Practices

Ad close: Dec. 17
 Ad materials due: Dec. 28
 Mail date: Jan. 21

MARCH '21

SANITATION & SAFETY

- Cleaning & PPE Products
- Nutrition
- Market CBD
- Coronavirus News Update
- Recommit to Massage
- Herbs & Supplements
- Cupping

Ad close: Jan. 25
 Ad materials due: Jan. 27
 Mail date: Feb. 18

APRIL '21

MASSAGE CAREERS

- Create Passive Income
- Choose Best Workplace
- Social Media Strategies
- How to Get Health Insurance
- Better Sleep
- Client Communication
- Taping

Ad close: Feb. 24
 Ad materials due: Mar. 3
 Mail date: Mar. 25

MAY '21

TECHNIQUES

- Stone Massage
- Orthopedic Massage
- Yoga
- Reiki
- Essential Oils
- Advanced Technique CE
- Skin Protection

Ad close: Mar. 23
 Ad materials due: Mar. 30
 Mail date: April 22

JUNE '21

SMALL BUSINESS SUCCESS

- Business Software/Paperless Practice
- Create Budgets
- Learn to Bill Insurance
- Foot Care, Shoes, Insoles
- Corporate Massage
- Martial Arts
- Myofascial Release

Ad close: April 20
 Ad materials due: April 27
 Mail date: May 20

JULY '21

ANNUAL SELF-CARE ISSUE

- Music/Toning/Vibration
- Topicals for Self-Care
- Business-Building Advice
- Pregnancy Health
- Self-Assess to Succeed
- Love Your Body
- Hemp for Self-Care

Ad close: May 25
 Ad materials due: June 2
 Mail date: June 24

AUG. '21

EDUCATION

- Educate Clients on Massage
- SOAP Notes
- Online CE Best Practices
- Aromatherapy
- Body Mechanics
- Brain Health
- Male MT Success

Ad close: June 22
 Ad materials due: June 29
 Mail date: July 22

SEPT. '21

NEW PRACTITIONER

- Network with Physicians
- Products & Tools for New MTs
- Workplace Success
- Build a Career That Lasts
- Exercise Equipment
- Professional Presentation
- Business Processes & Forms

Ad close: July 28
 Ad materials due: Aug. 4
 Mail date: Aug. 26

SPECIAL
EDITION

OCT. '21

MASSAGE PRODUCTS & TOOLS

- Pain-Relieving Tools
- Improve Posture
- Assisted Stretching
- Retail to Clients
- Reflexology
- Thyroid Health
- Hemp Products

Ad close: Aug. 24
 Ad materials due: Aug. 31
 Mail date: Sept. 23

NOV. '21

PAIN PREVENTION & REHAB

- Rehabilitative Touch
- Hot & Cold Therapy
- Medical Massage
- Marketing Techniques
- Build Clientele
- New Massage Research
- Piriformis Syndrome

Ad close: Sept. 22
 Ad materials due: Sept. 29
 Mail date: Oct. 21

DEC. '21

THE CLIENT ISSUE

- Goal-Setting
- Hands-On Techniques
- Specializations
- Lymph Technique
- Heathy Boundaries
- Bone Health
- The Customer Journey

Ad close: Oct. 22
 Ad materials due: Oct. 29
 Mail date: Nov. 22