

Student to Professional CHECKLIST TO SUCCESS

With this checklist you won't miss any of the important things on your journey from student to professional with this checklist. From passing the MBLEx to building your client base, we have you covered.

MBLEx Prep

The MBLEx is an essential part of becoming a massage therapist and it's never too early to start prepping to make sure you pass your test when it's time. Finding and using a strong MBLEx test prep program can help you study, reduce test day anxiety, and increase your chances of passing the first time.

Never too Early to Market Yourself

If you're planning to go into massage as an independent practitioner, working on a strategy for finding clients early can mean the difference between a good book of clients your first year and working. Spend some time while still in school researching small business marketing and seek out advice from instructors and peers to gather ideas for when you're ready.

Explore Your Practice Options

There are a lot of ways you can practice once you become a massage therapist and knowing your options while you're still in school can make things after graduation easier. Do your homework now and learn about the differences between independent practice, integrated practices, and franchise work so you can budget for the supplies or marketing you may need soon.

Confirm Your State Requirements

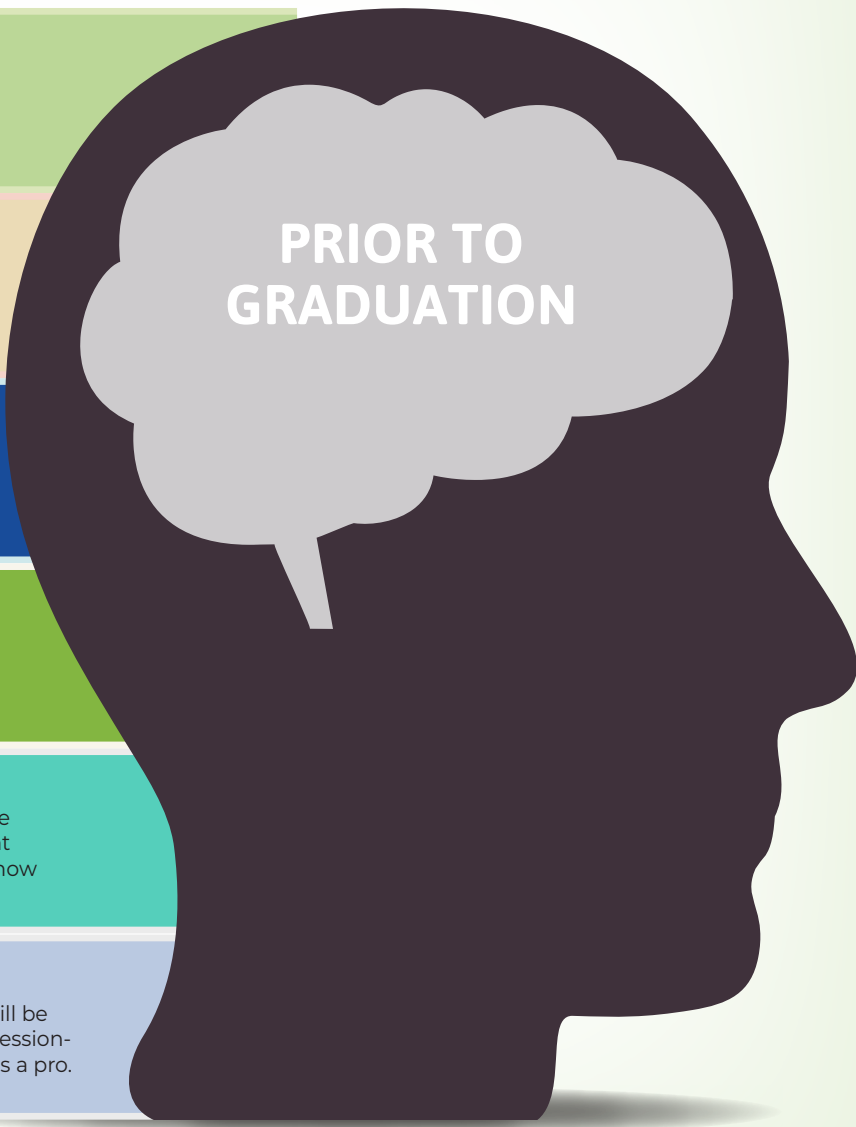
As you get closer to graduation, knowing what is required to earn and maintain a license from your state is important. Make sure you know how much the fees are, when you have to apply, and if there are extra requirements so the day you get your certificate, you're ready to hit the ground running.

Know Your Loan Requirements

If you took out a loan to complete your education, you might want to spend a few minutes before graduation getting familiar with your payment options. Understanding your payments, payment schedule, and any other requirements could change the type of practice you want to go into or how much marketing you need to do to find clients.

Understand Self Care

Self-care is a crucial part of any massage therapist's life. As a new massage therapist, you may still be learning your limits so self-care will be even more important. Even before you start working professionally start to build a self-care regimen and make it habit now so you're ready for those long days as a pro.



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GRADUATION

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☐ Create Business Cards with license

Business cards can be an important tool in your arsenal post-graduation, especially if you're going to be building a private practice. Having business cards printed with all your info for current or prospective clients is a great idea. Make sure to add your state license number and even your insurance info to add credibility.



☐ Make sure your protected from liability

When just starting a new career you never want to think about the worst that could happen, but it never helps to plan ahead for your own protection. Making sure you have professional liability insurance designed to cover all the different modalities you practice can be the difference between coverage when you need it and a denied claim.



☐ Build LinkedIn profile and Social Media presence for marketing purposes

Social media can be a great way to share news about your business and find new clients. Building a strong following on LinkedIn, Facebook, Instagram, and Twitter can allow prospective clients to find you where they are and message you quickly. Remember to change your message and strategy based on the platform. What works on Facebook might not be right for Twitter.



☐ Check State specific license renewal and continuing education requirements

Now that you've graduated, obtained your license and are actively practicing, it is time to start paying attention to maintaining all your requirements. Many states have ongoing continuing education requirements and renewal rules. Find out what your state requires and build a plan with calendar reminders now so you don't miss any important milestones.

<https://www.fsmtb.org/consumer-information/regulated-states/>