

communicating with clients

Good communication is **critical** to building a strong client base. Having clear communication channels in place will help you support your clients, develop your abilities and grow your business!

Here are some tips to help you strengthen this essential skill:

Thoroughly explain your services, policies and procedures prior to giving the massage.

Be an active listener. Your client needs your full attention so you can best understand what they are communicating. Ask questions, but be careful not to interrupt.

Take your time when you are speaking, so you are conveying information clearly and effectively. Massage therapy may be new to some of your clients. Be sure to ask if your client has had a massage before and what that experience was like.

Be careful about using clinical terminology when speaking with a client. This may be confusing to someone who is not familiar with massage therapy.

Discuss client history to determine if your client has conditions that contraindicate use of massage or specific modalities.

Be perceptive. Be mindful of your client's reactions. This will help to build trust and understand your client's physical and emotional boundaries.

Develop and propose treatment plans that will be the most advantageous to the client's health and healing. Explain how massage can improve personal health.

Provide guidance and information about postural improvement techniques as well as stretching and relaxation. Share the importance of self care. Find relevant articles in amta's *Massage Therapy Journal* (mtj).

Find a mentor and expand your understanding of the profession while building your network of massage therapists. Participate in amta's mentoring program. A mentor can help guide you to develop good communication strategies.

Thank your client and help them set up their next appointment.