

Making the Web Work for You



By Lara Evans Bracciante

The Internet has opened up a world of opportunities for practitioners. Whether it's research, marketing, client education, your own continuing education, networking with colleagues, or scheduling appointments, the Internet provides easy access.

ABMP.com is your source for the latest in massage, bodywork, and somatic information, including legislative changes and updates in all fifty states, a searchable database of *Massage & Bodywork* magazine articles, and a plethora of member benefits.

ABMP.com's Online Marketing Tools

As a member benefit, you are entitled to several business and marketing tools accessible on the web. You can create your own website, set up an e-mail account, network with colleagues, create customized materials, and more.

And best of all, there is no charge for these services. ABMP is the only massage and bodywork association to offer these practice management tools as part of your membership.

Simply go to www.abmp.com and log in to the ABMP Members section to access these benefits.

Customize Your Own Client Newsletter

Another online feature exclusive to ABMP members is ABMP's Online Newsletter Generator. This program allows you to name your newsletter, include your business information, choose from a selection of articles, include your own personal message or coupon, and generate a professional client newsletter to help market your practice and educate your clientele.

For more information, go to www.abmp.com, log in to the ABMP Members section, and select the link for the Client Newsletter. (Also, see page 100.)

Personalize Your Client Education Brochures

You can also create customized brochures by accessing the "Client Education Materials" on ABMP.com. This program allows you to input your business information and logo into education brochures. Titles include: *What*





to Expect During a Massage or Bodywork Session, Why Should I Get a Massage, About Reflexology, Maternity Massage, Geriatric Massage, A Pathway to Healthy Skin, and more. (Also, see page 100.)

Educate Clients With [Massagetherapy.com](http://www.massagetherapy.com)

ABMP publishes a public education website, www.massagetherapy.com, to help consumers learn more about the benefits of massage and bodywork. In addition to first-time information for new clients (what to expect, the benefits of massage, different types of bodywork, etc.), the site also includes a searchable database of select articles from *Massage & Bodywork* magazine and *Body Sense* magazine. If clients have questions about the effects of bodywork and pathologies (arthritis, headaches, backaches, carpal tunnel syndrome, multiple sclerosis, etc.), you can direct them to Massagetherapy.com for more information.

The site also hosts our [MassageFinder](#) program, ABMP's online referral program directing new clients in your area to you. **SBH**

Lara Evans Bracciante is the online editor for ABMP.

Search The Web 101

The Web can be invaluable in keeping up with the latest research in your field. But finding the information you're looking for in the vast world of the Internet can be cumbersome and even intimidating. Following are some tips for finding what you need.

1. Use a good search engine. Google and AltaVista are the ABMP editors' choices.
2. If searching for a phrase, such as "the benefits of reiki," use quotation marks around the phrase. This ensures the search engine is looking for all of the words rather than any of the words.
3. Some search engines, such as Google, include a "search within results" feature, which can be very useful. For example, if you want to find information on massage and multiple sclerosis in women, try the following:
 - First, search for "multiple sclerosis."
 - Second, click the "search within results" option at the bottom of the Google page, and type in "massage therapy."
 - Third, again click the "search within results" option at the bottom of the page, then type in "women." This will hone your search and hopefully provide you with some credible, relevant results.
4. If you're looking for peer-reviewed, double-blind studies that have been published in health journals, visit www.pubmed.com, the National Institutes of Health's catalog of submitted medical journals.