

Business Card Basics

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Business cards are an essential business tool. When considering the content of your business card, talk with other massage practitioners and look at sample business cards online or at a printer shop.

Business cards should communicate basic contact information:

- Name
- Street address
- Phone and cell phone numbers
- E-mail address
- Website address
- Professional membership affiliations

Along with that, you have the freedom to:

- List modalities of bodywork that you specialize in
- Add a logo
- Choose colors
- Include your business hours or a favorite quotation

Most cards are one sided, but you can also have both sides printed. Some use the back as a place to list the client's next appointment. Some cards open like a small greeting card, providing more room for information. If you are employed by an organization, that business may supply you with a business card that uses their logo and information.

In deciding on content, keep the end product in mind. A card should be nice looking, easy to read, and should provide the reader with all the information needed to contact you. Cards that are cluttered can create confusion for the reader.

Remember to keep business cards with you all the time. You just never know when the opportunity will arise to hand one out to a potential client. Distribute them to new acquaintances and post them on community bulletin boards in locations like your local health food store, library, or gym.

One consideration for massage practitioners who work from home is whether or not to include your address on your business card. For safety reasons, some therapists choose to list only a phone number with the phrase "by appointment only".

Business cards are also an effective way to have clients spread the word about your practice. Occasionally, mail some cards to the clients on your list and ask them to hand them out to friends, co-workers, and family. The best referral you have is someone who has benefited from being on your table. Offer an incentive to your clients as a way of saying thanks for their help.

ABMP offers many marketing materials that you can utilize in creating your card. Log in to the Members section of ABMP.com for more information on business cards and marketing materials.

