



# REMARKABLE RESUMES

The purpose of a resume is to get you a job interview. Rarely is anyone hired solely on the basis of a resume. Indeed, most employers use resumes for the initial screening of job applicants. A resume that inspires a potential employer to interview you is one that conveys your talents and clearly demonstrates your ability to produce results that align with the particular company's goals. This is why it's so important to research your potential employers.

Make certain you know to whom you are writing: learn about the company's history, its mission, needs and problems; determine the ways your skills can contribute to the company's success; and finally, ascertain the

name and title of the person in charge of hiring (which isn't always the personnel administrator).

Your cover letter is an integral part of your resume packet. This is where you build rapport. Keep your tone friendly and use terminology that's appropriate to your field. Open your letter with something you find interesting about the company. Tell them how you can be of direct benefit to the company. Close your letter by requesting an interview.

In the massage field your resume may be very different from the traditional ones, where the focus is demonstrating results, and that may be difficult for you to do. It's important to think of your resume not in terms of a biography, but as a prospectus for your future.

The two major types of resumes are chronological and functional (see below). The chronological resume is used when you want to emphasize a good work history that is directly related to your desired job. The functional resume is used when you want to emphasize your talents, abilities and potential—not your work history. In most instances massage therapists use more of a functional resume or sometimes even just a targeted personal letter. A resume is a useful tool for promotion, even if you own your own business. If nothing else, the process of developing your resume clarifies your strengths and reinforces your self-esteem.



More help with [Resume Writing](#) is available in Issue 3's Online Resources.

## CHRONOLOGICAL RESUME FORMAT

### Objective

This is optional, particularly if you address it in your cover letter. If you do use an objective, make it very specific and concise. State what you can contribute to the organization. Objectives can help focus resumes when you have an eclectic background or you are embarking on a new career.

### Heading

Name, address and phone. Centered at top of the page.

### Education

Include the year graduated, the name of school, degree(s), certification(s) and any awards or honors. If your education is within the past few years, it should be the first thing listed after the heading, otherwise put it at the bottom.

### Work Experience

Start with your present or most recent job. It isn't necessary to give the month and day, just the year. List your employer, job title and a brief description of your duties. Emphasize your major accomplishments and abilities. You don't have to list each position change within a company.

### Personal

This is optional. Only include information you feel is valuable toward getting you the job.

## FUNCTIONAL RESUME FORMAT

### Objective

(See Chronological example)

### Heading

Name, address and phone. Centered at top of the page.

### Function

List your strongest abilities or accomplishments in four or five separate paragraphs—put them in order of relevance to desired job. Have a major headline for each paragraph. If you have a strong work history it can be by position (e.g., Staff Management). If you have limited work history and are relying on your education, list by modality (e.g., Sports Massage, Hydrotherapy) or related skills such as Organizational Skills.

### Education

Put at bottom unless it was within three years.

### Work Experience

(Optional.) List a brief summary at the bottom of the page. Include dates, employers and titles.

### Personal

Again, this is optional.



See examples of these resumes at [www.futureLMT.com](http://www.futureLMT.com), Issue 3.

# GETTING INTERVIEWED

Jump-start your career by having a job lined up before you graduate!

Most students are so overwhelmed with all the tasks necessary to complete their education that they wait to start their job search till they graduate. Take advantage of this to get your name higher on the “potential employee” list. One of the personality traits employers highly value is initiative and by contacting potential employers while you are still in school demonstrates your foresight and motivation.



- Set up initial contact on the phone. You must be well-organized; know your purpose and goals for this call. The primary goal, of course, is to get an interview.
- If you don't get an interview from this initial contact, send a resume with a cover letter or just send a letter.
- If you have not received a response within five days of the potential employer having received your letter, call them.
- In some cases, endurance

pays off. If you keep yourself so visible that an employer is fully aware that you really want to work for her company, you may get the job out of sheer persistence.

- Create a list of potential employers. Get their addresses, phone numbers and the names and titles of the people who have hiring authority.
- Network. Network. Network. Talk to people; let them know you're available. Ask for leads. Remember, quite often it's who you know that gets you the job.



Go to Issue 3's Online Resources for even more ways to prepare:

[Interview Questions](#), to impress them by asking questions of your own; [Potential Employer Checklist](#) and [Job Interview Checklist](#), to keep all your information in one place.

# JOB LONGEVITY

Creating a work environment that is enjoyable and nurturing takes effort beyond simply showing up on time with a smile on your face. Follow these suggestions to help create your ideal workplace.

- Maintain a positive attitude.
- Display dependability by arriving in

ample time before your shift.

- Be ethical.
- Take initiative and do things beyond your basic job description.
- Be clear with yourself and your employer that you are willing to work with the company's standards.
- Make sure there is alignment between

*Continued on next page*



Cherie Sohnen-Moe

**ABOUT THE AUTHOR:** Cherie Sohnen-Moe is an author, business coach, international workshop leader and successful business owner since 1978. Her company offers innovative support for increasing success through home-study courses, books, workshops, coaching, and free resources on their Web site, [www.sohnen-moe.com](http://www.sohnen-moe.com). Cherie was in private practice for many years as a massage and holistic health practitioner. She has served on the faculty of several schools and has written over 100 articles that have been published in more than 15 national and international magazines. She is the author of the book *Business Mastery* and co-author of *The Ethics of Touch*.

# MARKETING MATERIALS ✓

High-quality printed marketing materials are essential to generate a professional image. Even if you are an employee you might have input into the design and types of materials your company uses. The ultimate design of your materials depends on your target market(s) and the image you wish to portray. Not all these items have to look identical but the colors, designs and overall look should blend well. For your visual promotional materials to be effective, they must appeal to the clients you want to attract.

The three major choices for most of your basic marketing materials are: work with a graphic artist to design your marketing materials; purchase preprinted materials that you can personalize by affixing an address label or inserting a panel with specific information about yourself; order semi-customizable preformatted materials.



For a list of sources see [Preprinted and Customizable Marketing Materials](#) in Issue 3's Online Resources.

## ✓ ESSENTIAL MATERIALS

- Business Cards
- Brochures
- Stationery: letter-head and envelopes
- Appointment Cards
- Thank-you Cards
- Greeting Cards
- Gift Certificates
- Referral Cards
- Educational Pamphlets and Handouts
- Client Forms: Intake; Health History; Informed Consent
- Newsletters
- Web Site

## ✓ OPTIONAL MATERIALS

- Displays
- Signage
- Posters
- Treatment Menu
- Music Menu
- Personalized Gift Items (e.g., pens, bottled water with custom labels)
- Door hangers
- Fliers
- Direct Mail Letters
- Articles
- Informational Videos/DVDs
- Comment Cards

Job Longevity, continued from previous page

what you feel is ethical and what the company feels is ethical.

- Communicate in advance about what treatments you are willing to do, and with whom you are willing to work.
- Have enough tools and modality experience to work around most conditions.
- Maintain confidence in your skills.
- Continue your education.
- Be professional and appropriate.
- Be aware that in many cases you are dealing with a transient population. Don't expect to attract many regular clients (unless you work in a day spa or clinic).
- Maintain your professional standards and hold yourself accountable for your actions.

- If you feel the client is infringing on your personal space and making you uncomfortable during a session, end it and notify your supervisor immediately.
- Respect your own body and mind as well as the bodies and minds of those to whom you are providing services.
- Be a team player.
- Interact positively with clients and co-workers.
- Review policy and procedure manuals (discuss areas of concern and clarify ambiguous policies).
- Determine logistical requirements such as who prepares the room for a session.
- Set explicit duties and responsibilities.

- Create clear financial contracts.
- Specify marketing expectations.
- Be certain the front desk personnel is educated about standards, scope of practice and common contraindications.
- Clarify the expected types and levels of communication between practitioners as well as practitioner/management and practitioner/client interactions.
- Take care of yourself: use proper body mechanics and get weekly massages.
- Know what you can live with and without—because you will be tested.



Read about First Job Flubs and ways to be a good employee at "Job Longevity" in Issue 3's Online Resources.

**Don't miss a single issue!**

- ✓ Sign up for your **FREE E-SUBSCRIPTION** at [www.futureLMT.com](http://www.futureLMT.com)
- ✓ Tap into our **RESOURCES** for students—online only—at [www.futureLMT.com](http://www.futureLMT.com)
- ✓ What can we help you with? Give us your **FEEDBACK**. Go to [www.futureLMT.com](http://www.futureLMT.com)

## BROUGHT TO YOU BY YOUR INDUSTRY LEADERS



**OAKWORKS**<sup>®</sup>  
Bodies Talk. We Listen.

Oakworks... #1 Choice of Professionals for 28 Years. Talk to your school, or visit us at [www.oakworks.net](http://www.oakworks.net).

717-235-6807 • [www.oakworks.net](http://www.oakworks.net)



Custom Craftworks massage tables are preferred by massage schools nationwide and internationally. Reinforce your healing spirit. Ask about our packages at your massage school today!

800-627-2387 • [www.customcraftworks.com](http://www.customcraftworks.com)



Get your FREE Student Gift Pack from the Upledger Institute. Visit [www.upledger.com/student](http://www.upledger.com/student), or call 800-233-5880 today!

800-233-5880 • [www.upledger.com/student](http://www.upledger.com/student)



Save over \$100 (30%). Deluxe table package with oils, cream, lotion, sheets, bolster and more. Only \$229.95. Use source code LMT1106 at checkout.

800-910-9955 • [www.massagewarehouse.com](http://www.massagewarehouse.com)



**BIOFREEZE**<sup>®</sup> pain relieving gel and roll-on effectively relieves pain and also aids in reducing swelling and inflammation.

**Prossage Heat** is a unique blend of natural ingredients formulated to produce a gentle heat & area-specific, controlled glide.

800-BIOFREEZE • [www.biofreeze.com](http://www.biofreeze.com)  
866-4-PROSSAGE • [www.prossage.us](http://www.prossage.us)



**BIOTONE**<sup>®</sup>

Professional Massage & Spa Therapy Products

As a leader in the massage therapy field, **BIOTONE** offers a wide selection of massage, spa, and aromatherapy products. Dedicated to continuing education and research sponsorships, **BIOTONE** delivers quality and trusted products.

800-445-6457 • [www.biotone.com](http://www.biotone.com)

**Subscribe to MASSAGE magazine and get a FREE Music CD!**  
call 888.883.3801, or go to [www.massagemag.com/89](http://www.massagemag.com/89)

**FREE Music CD**  
With your paid subscription  
"Soundings of the Planet"  
contains 62 minutes, 16 tracks of soothing massage music.

