



Build Your Massage Brand Online: Challenge Checklist

Welcome to the challenge! Below are thirty (30) tried-and-true tips to **create a standout digital portfolio in the massage industry**. Plus, there are 30 quick tasks that will help you apply these best practices to your massage and bodywork career right away. This challenge is beginner-friendly, i.e., you can start from scratch or update materials you created in the past.

Phase One: Branding Basics				
1	Know your Niche	Get clear on the specific massage services and techniques you truly enjoy and want to become known for. This helps you build a practice that feels aligned with your skills and passions.	Make a list of the massage techniques and services that you're trained in or want to learn. Highlight the ones you love performing most and want to offer in your practice.	☐
2	Know your Target Audience	Identify the type of people you'd love to serve in your practice. This will help you create messaging, offers, and services that truly connect with them.	Create a short profile of your ideal client. Think about their lifestyle, what they care about, and why they would enjoy the services you offer. (Ex: busy moms, athletes, or professionals dealing with stress.)	☐
3	Know your Audience Pain Points and Solutions	Understand what problems your clients are trying to solve and how your services can help. Speaking directly to their needs makes your offerings more impactful and easier to market.	Write down 3–5 common struggles your ideal clients face (like back pain, stress, or limited mobility). Next to each one, describe how your massage services help provide relief.	☐
4	Get Clear on Your Brand's Tone and Message	Your brand's voice is how people feel when they interact with you. Whether it's warm and welcoming, calm and clinical, or fun and energetic, getting clear on your tone and message helps you attract the right clients and stay consistent across everything—from emails to social media to in-person conversations.	Write 3–5 words that describe how you want your brand to sound (e.g. professional, nurturing, confident, down-to-earth). Then, draft a one-sentence brand message that communicates who you are, what you offer, and how you make people feel.	☐
5	Design Your Dream Client Experience	Create an intentional experience that reflects your values and makes clients feel cared for from start to finish—from booking to treatment room and beyond.	Write out the ideal client journey at your spa. Include how they'll book, how you'll greet them, what the space looks and feels like, and how you want them to feel when they leave.	☐
6	Define Your Visual Brand Style	Your visual brand—things like colors, fonts, and imagery—sets the tone before you ever say a word. A consistent and intentional look helps build trust, recognition, and a professional feel across all your platforms. Use your brand style consistently in your social media, website, and print.	Choose 2–3 brand colors, 1–2 fonts, and a photo style (light and airy, earthy and grounded, clean and modern, etc.) that match the feeling you want clients to associate with your business.	☐
Phase Two: Website or Booking Site				
7	Find a Website Platform	Your website is your digital home—where potential clients go to learn about your services and get a feel for your brand. Whether you choose a simple template or a custom build, make sure it reflects how you want clients to feel when they visit your site.	Research website builders and website hosts. Find one that fits your needs and can be customized to your brand style. Tell us about it!	☐
8	Try a booking app	A booking app helps streamline your business while giving clients a professional and convenient way to schedule services. Explore booking platforms that offer features such as automated reminders, flexible payment options, text communication, and marketing tools. (Tip: PocketSuite offers all of these in one)	Tell us what features you think are a must-have for your booking app, OR Sign Up for a 30-day FREE Trial of the Massage Therapy Edition of PocketSuite and customize your booking site.	☐
9	Website Links	Clickable links and buttons guide your clients to take action—whether it's booking, learning more, or contacting you. The easier it is to navigate, the better the experience for your clients.	Create a sample “Home Page” for your business website. Make sure it includes easy-to-find links to your booking site or page, services, and contact info. Show it to us!	☐
10	Apply Branding to Your Online Presence	A cohesive look and feel across your website, booking system, and social media helps your brand feel strong, intentional, and trustworthy.	Make sure your website and booking site reflect the brand personality and values you shared in Phase One. Update your colors, fonts, tone, and messaging if needed. Show it to us!	☐
11	Ensure Platform Compatibility	Your website and booking tools should work seamlessly together so clients can move through the process without confusion or frustration. Fewer clicks and less friction mean more bookings.	Double-check that your booking links work smoothly across your website, mobile devices, and social platforms. Show it to us!	☐
12	Set Up a Business Phone Number	Having a separate business number keeps your personal life private while helping you look more professional and organized.	Write 2-3 benefits of using a business line to communicate with clients, or if you're ready to launch, set up a business line through an online service. (Tip: PocketSuite comes with a dedicated business line.)	☐
Phase Three: Social Media				
13	Establish Your Social Media Brand	Think about the brand identity you developed in Phase One. Use this to guide the look, feel, and voice of your brand across everything you share on social media. Your brand should feel true to you.	Create a professional social media profile with a profile pic and bio that aligns with the brand style, tone, and message you created in Phase One. Launch the profile on either, Facebook, Instagram, Tiktok etc. Show it to us!	☐
14	Learn How to Capture Content	Photos and videos help people see your work, personality, and space—so learning how to capture content is key. Remember to mix professional and personal content.	Create two (2) sample social media posts that mix professional and personal content. Use high-quality photos or behind-the-scenes clips to show your personality and build connections with followers (i.e., potential clients). Show us!	☐
15	Done is Better Than Perfect	Don't wait for things to be perfect—just start! Consistency builds confidence and helps your audience grow. Over time, you'll find your voice, your flow, and what kind of content feels right for you!	Write your social media content schedule. i.e. pick one or two days a week that you will post content. This will help you stay consistent, even if the content is simple.	☐
16	Simplify Your Message	People scroll fast, so your message needs to be short, clear, and to the point—while still making them want to learn more. Break down your content into bite-sized tips. Ask engaging questions or use call-to-actions like “Want to learn more?” to invite interaction.	Write three social media post captions promoting your massage brand with a clear call to action and simple messages.	☐
17	Use Tools to Support Your Content Creation	Content doesn't have to be overwhelming. Use creative tools and apps to help you plan, create, and stay inspired. Try tools like: Canva for templates and visuals, ChatGPT for content ideas and captions, or CapCut for easy video editing on your phone.	Tell us about the tools you used to help you create content for this phase of the challenge (e.g., online video editors, AI image generators, etc.)	☐
18	Organize Your Links	A link-in-bio tool helps clients easily find everything they need in one place—like your booking page, tip jar, or affiliate links. This makes it simple for clients to access your offerings on social media without extra clicks or confusion.	Set up a link-in-bio tool, like PocketSuite's Suite Link, and include all your most important links. Show it to us!	☐
Phase Four: Marketing and Client Communications				
19	Try Text Marketing	Text marketing is a low-cost, high-converting way to stay top of mind with your clients—and your messages won't get buried in their inbox. (Tip: PocketSuite allows you to create automated text-campaigns to targeted groups of clients.)	Write a short promotional text highlighting a holiday special or featured service. Keep it under 250 characters and include a booking link.	☐
20	Try Paid Social Media Marketing	Your followers already know, like, and trust you—use that to your advantage by marketing directly to them on social media. You can boost performance by creating a paid ads on social media. It's best to start with a small budget (\$5–\$20) to test what works, then increase your spend if you're seeing engagement or bookings.	Define your target audience for a paid ad on social media. What's their location, age, gender, job title, hobbies, interests, and income?	☐
21	Try Email Marketing	Email gives you more space to communicate, educate, and connect with clients. It's perfect for sharing updates, promotions, and wellness tips. Aim to send emails once per week or once per month, depending on your goals. Multiple online platforms allows you to start free emails or drip campaigns.	Write a welcome email for first-time clients. Implement your brand tone and messaging from Phase One.	☐
22	Clarify your message	When clients clearly understand what you offer, they're more likely to book. Simple, consistent messaging builds trust and recognition.	Write one clear sentence about your main service or specialty.	☐
23	Simplify the system	A streamlined system makes it easier to plan, schedule, and launch marketing consistently—without the overwhelm.	Choose one or two marketing channels (like Instagram or text message marketing), and write a repeatable plan for when and how you'll post or send messages through these channels each week.	☐
24	Be strategic	Not every post needs to sell something. Rotate between awareness, education, and promotions so your audience stays engaged without feeling "sold to."	Create a simple calendar with holidays or seasonal events that align with your services. Use it to plan when to promote offers—and when to simply build brand awareness. Show it to us!	☐
Phase Five: Networking				
25	Join Professional Facebook Groups	Facebook groups are a great way to connect with other business owners, find support, and get industry-specific advice—all within your community.	Search for Facebook groups using keywords like your city, state, and profession (ex: “Southlake Massage Therapists” or “DFW Wellness Professionals”). Consider niche groups like local mom groups or fitness communities where your services could be valuable. Share 2 - 3 relevant groups below.	☐
26	Research and Attend Conferences	Conferences and networking events are powerful tools for gaining exposure, learning from others, and building local connections. Check out your local Chamber of Commerce or city event pages for upcoming events.	Find an upcoming conference or a massage business event to meet like-minded professionals and grow your presence in the community. Tell us about it! Will you attend? Why or why not?	☐
27	Look for the Positive in Networking	Not every networking event will be a game-changer—but every one is a chance to practice how you talk about your business.	Set a personal goal for the conference/event you've researched. Whether it's refining your elevator pitch, testing new marketing materials, or simply introducing yourself confidently, every experience helps build your skills.	☐
28	Look for strategic partnerships	Strategic partnerships go beyond basic networking. They connect you with businesses that serve the same client base in a complementary way.	Make a list of businesses your clients already visit or would benefit from—think chiropractors, fitness studios, or estheticians. Write a sample partner outreach message to explore potential referral relationships or creative collaborations.	☐
29	Learn to Speak in Public	Many networking groups ask members to give short intros or presentations. Public speaking helps you gain confidence in sharing your story and teaching others about your business.	Record a short video (3 minutes max) introducing yourself and your business (or a relevant industry topic) to a massage pro networking group.	☐
30	Master your message	A strong 60-second elevator pitch helps people quickly understand who you are, what you do, and how you help.	Write and practice different versions of your pitch tailored to different settings (like networking events or client conversations). The more you practice, the more natural it will feel.	☐