

# IBCI Chair Massage Promotion Basic Tools

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## 1. Things to plan in advance

- **Lighting**
- **Sound volume — or music**
- **Time to fill out health forms**
- **Remind participants to bring glasses to read with** if filling out forms of any kind

## 2. Be sure to have these things with you when you go on site!

**A. Sign-up sheet** (may be picked up at location, but provider should call in advance to prepare for number of participants.)

### **B. Information and Promotional Materials**

- Business Cards
- Brochures
- Flyers
- Coupons
- Mailing List Forms
- Pen/Pencil (S)
- Signs
- Price List(S)
- Articles/testimonials

### **C. Booth Or Area Elements**

- Waste basket
- Tissues
- Chairs/Tables
- Massage chair or table
- Refreshments or water if needed
- Retail items for sale
- A smile!
- Overhead tarp
- Backscreen
- Sidewalls
- Front ropes
- Storage space
- Electrical outlet, if needed
- Laptop, if needed