

**“How to Communicate Effectively” &  
 “How Marketing Can Make Your Massage Business Thrive”  
 (6 CE hours total)**

Saturday, February 20, 2010

Cost: \$60 AMTA members; \$120 non-AMTA members

*Early Registration discount of \$5 if post-marked by January 21, 2010*

Education Location: Georgia Massage School, 415 Horizon Drive,  
 Building 200, Suite 275, Suwanee, GA, 30024, (678) 482-1100

**Schedule**

Saturday

Registration – 7:30  
 Class Begins – 8:00 to 12:15  
 Lunch and Membership Meeting – 12:30 to 5:15  
 Class Resumes – 5:30 to 7:45

**About the Instructor**

Cary Bayer was the keynote speaker at the 2006 American Massage Therapy Association convention. A Life Coach in Florida and New York, he's worked with Oscar-winner Alan Arkin, David Steinberg, Quality Inns, and more than 125 massage therapists throughout the U.S., and ran his own marketing and PR firm for 18 years. He founded The Breakthrough Aerobics Inner Workout, and authored two dozen publications on personal growth, including The Prosperity Aerobics as well as six books and one DVD specifically for massage therapists.

A faculty member of Massage Business University, Cary writes regular columns for a variety of massage publications, including *Massage Today* nationally; *World Massage Forum* internationally; and AMTA publications in various states. He writes a syndicated column called "Life 101" that runs in newspapers throughout the country.

He's led seminars on Success, Prosperity, Marketing, Sales, Breakthroughs, Meditation, Relationships, and Communication. His Breakthrough Coaching develops quantum shifts in his clients' finances, careers, and relationships. Cary lives in south Florida and in legendary Woodstock, New York.

**About the Classes**

“How to Communicate Effectively” (3 CE hours) — This highly interactive workshop will teach communications and listening techniques to empower massage businesses, transform negative patterns in relationships, and create positive breakthroughs. Learn two key questions to ask clients right after massages to inspire them back to the massage table more quickly, as well as how to bring lapsed clients back. Learn how to communicate the truth quickly, effectively and kindly, avoiding unexpressed communications that hold back so many client relationships.

“How Marketing Can Help Your Massage Business Thrive” (3 CE hours) — This hands-on lecture and interactive workshop is vital if you want to continue to *have* a practice in these difficult times. It teaches marketing, promotional and sales skills so your business can be well *positioned*, a marketing term that differentiates you from competitors. The class shows how to incorporate successful promotional programs, develop niche markets, and develop a public relations program.

*Detach and send with full payment to: Linda Christie, Education Chair, 5806 Webb Bridge Court, Alpharetta, GA 30009  
 You may contact her regarding the class at 2ndVP@amtaga.org or (404) 790-5030*

**\*\* Make checks payable to: AMTA-GA Chapter \*\***

Name: \_\_\_\_\_ GA License #: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ AMTA #: \_\_\_\_\_ Professional or Associate  
 E-mail Address: \_\_\_\_\_

Lunch: Yes or No