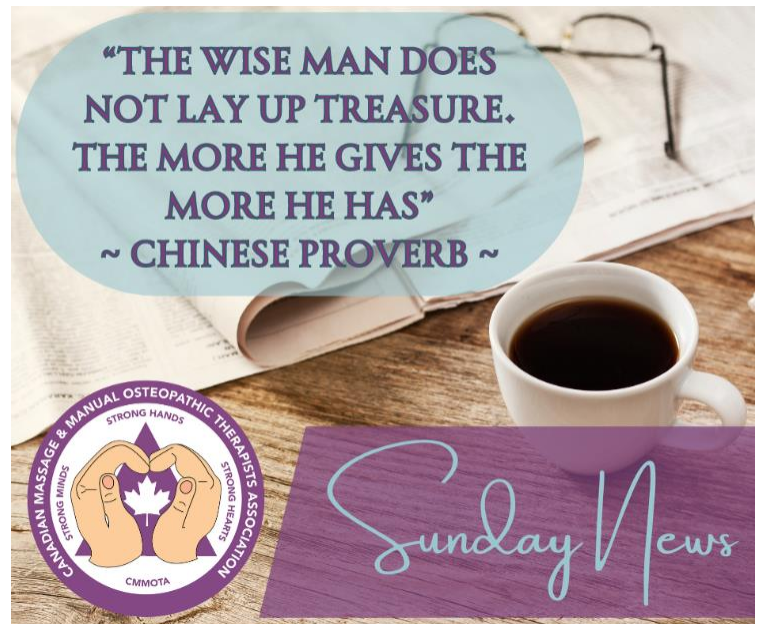




Sunday News – December 24, 2023

Merry Christmas Eve! We sure hope that you are all ready for a break over this Christmas season, and that you will be able to enjoy some time celebrating with friends and family! We hear that Santa is already in the air delivering gifts across the European continent and is due to arrive in North America some time this evening, perhaps after the littles are asleep! Christmas really is a fun time of the year from the food to the gifts and just time spent having fun ... we are glad that you have carved out some time to open up this edition, so grab some holiday treats and enjoy the great articles, video, podcast, and research highlighted in this edition! Now, as always, to help break the ice here is the #DadJoke of the day – “What do snowmen call their offspring?” Find the answer to this one by reading on – the answer below somewhere...



Scars, whether formed from light surface wounds or deeper traumatic accidents or surgical interventions, are just one of the many things that massage therapist encounter and provide treatment to. This article is a great look at the anatomy of scar tissue. Have a read through this article to learn more about how you can most effectively provide treatment for clients dealing with scars – find it here - <https://www.massageandbodyworkdigital.com/i/1509769-november-december-2023/72>

Podcast Highlight – If you are a business owner then this podcast is one that you will want to have a listen to. What do you do if you are faced with tough circumstances? Do you have a plan to deal with no shows, how about a client who propositions one of your therapists, or how do you deal with a client who reverses payment charges? Listen in to this podcast which talks about business policies and having policy already made to deal with some of the difficult things that business owners face – listen in here - <https://www.abmp.com/podcasts/ep-393-comfort-protocols-your-business-business-or-pressure-allissa-haines>

Business Tips – Maybe this year all you want for Christmas is a full client list – you know the kind where you are booking appointments 6 weeks in advance because your schedule is full! That is the wish of most therapists. Client Attraction strategy is incredibly important to build and maintain any business. This article looks at you can employ motivation and incentive to build massage referrals. Read about this important business strategy by visiting <https://www.massagemag.com/advanced-business-strategies-employ-motivation-and-incentive-to-build-massage-referrals-134653/>

Video Highlight – Do you have clients that are suffering from a tight psoas muscle? If so this is one video you are both going to want to watch, bookmark, and share with your clients who may benefit from learning this stretch to help relieve some of that tightness – find the video here - <https://www.youtube.com/watch?v=MCqcPs3LImk>

We love highlighting free resources, and this one is no different. This is a link to a free mini book which you should take the time to have a read through. Here is the author's description of the book which is entitled *5 Mindset Shifts that Changed My Practice*: “In this FREE mini ebook, I am sharing 5 mindset shifts that improve my massage practice, help me build a supportive community, and gives me confidence to follow new challenges beyond the massage table. I hope that even one of these mindset shifts helps you see your massage career as something special. There are average massage therapist but that’s not you. I know you’re here to be a Radical Massage Therapist too!” – source your free ebook copy here - <http://www.theradicalrmt.com/5-mindset-shifts-that-changed-my-practice.html>



Research – This article is a very important one which reports on a Hospital Based study of the use of Manual Lymphatic Drainage post surgery on patients being treated for Breast Cancer. It is important because of the conclusion that it comes to – to read the research paper entitled *Risk of Breast Cancer Recurrence in Patients Receiving Manual Lymphatic Drainage: A Hospital-Based Cohort Study* please visit this link - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4354455/>

Finally – here is our FOUI article of the week – have you ever wondered what might have spawned some of the greatest works of literature? Whether you are looking at the ancient writings of Homer or Plato, or more modern work, like the one highlighted in the article, the sources of inspiration are at the very least intriguing. On this Christmas eve have a read through this article which considers the source of the Mummy's Curse in Christina Agatha's writing – find the article here - <https://theconversation.com/how-sherlock-holmes-ancient-egypt-and-a-mysterious-curse-inspired-agatha-christie-212156>

Members, in the busyness of the season don't forget to complete your membership renewal. All renewals must be completed no later than December 31, 2023 in order to avoid having your membership suspended. If you are looking to pay your renewal fees outside of regular office hours, please send your payment through eTransfer or Paypal – details on how to complete this are included in your invoice email.

Members – if you have been with us long, you know that we have a great Partner Perk provided by TD Insurance. Whether you need car, home, condo or tenants' insurance, member can feel confident with preferred rates from TD Insurance. We have some members who have saved so much money using TD Insurance products that their annual savings more than covers their yearly membership fees. For more details about this and other CMMOTA Partner Perks, contact [info@cmmota.com](mailto:info@cmmota.com).

Not yet a member of CMMOTA?? – there is no better time to join our nearly 2600 members of this incredible association - here is the link to our application page <https://app.cmmota.com/apply>

Do you have a podcast, blog, article, YouTube source that you would be interested in potentially having us share? If so, please send a link to [jeremy@cmmota.com](mailto:jeremy@cmmota.com).

#DadJoke answer:  
Chill-dren! 😊



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