



10-STEP CHECKLIST TO PROTECT YOU AND YOUR PRACTICE

1. Screen Every Client
 - Ask the right screening questions before scheduling
 - Gather personal information up front
 - Capture a credit card, or driver's license, when booking first-time clients
2. Beware of Red Flags
 - Know the code words of a potential solicitor
 - Know the behaviors of a client seeking an illegal service
3. Make Your Messaging Clear
 - Never include words like *sex*, *sexual*, *happy*, or *ending* on your website or social media; Google doesn't know you are using them as a deterrent
 - Display the Respect Massage logo
4. Have a Locked Door With a View
 - Keep your door locked and only let in scheduled clients
 - Invest in a doorbell with a camera and audio
 - Be able to get out quickly
5. Install a Panic Button
 - Use to de-escalate a dangerous situation
 - Helpful to have for medical emergencies too
6. Plan an Escape Route
 - Make sure no décor stands in the way of your exit
 - Plan before an emergency happens
7. Know What to Say
 - Prepare excuses ahead of time to end a massage early
 - Don't wait to remove yourself from danger
8. Count on Neighbors
 - Get to know neighbors in the building or nearby
 - Network with other local therapists for support
9. Market to Your Advantage
 - Have clarity on the clientele you want to work with
 - Be mindful of the images you use
10. Trust Your Gut
 - If something feels off, it probably is
 - If your gut says something is not right with a potential client, don't schedule them