

4. Maintain confidentiality of information concerning clients, and refrain from discussing client care details except under appropriate circumstances.
5. Provide a safe, comfortable, clean environment that is stocked with quality equipment and supplies.
6. Perform only those services for which I am qualified and (physically and emotionally) capable, and refer to appropriate specialists when work is not within my scope of practice or not in the client's best interest.
7. Be honest in all marketing endeavors.
8. Customize my treatments to meet the client's needs.
9. Charge a fair price for my services and offer a sliding scale when appropriate.
10. Keep accurate records and review charts before each session.
11. Educate clients by providing them with feedback and resources.
12. Make return and follow-up calls when appropriate and in a timely manner.
13. Post my credentials and policies.
14. Undergo peer review bi-annually.
15. Never engage in any sexual activity with clients.
16. Refrain from the use of any mind-altering substances before or during sessions.
17. Stay current with information and techniques by reading, receiving weekly treatments and taking at least one workshop per year.
18. Continue membership in at least one professional association.
19. Adhere to city, country, state, national and international requirements.
20. Educate the public about my services and benefits through activities such as: giving presentations, workshops and demonstrations; holding open houses and writing articles.

### **Marketing**

The most successful practitioners are those who incorporate their marketing activities into their daily lives. Everything you do makes a statement about how you feel about yourself, for better or worse. Your marketing ventures can be significantly more successful, enjoyable and less risky if you participate with other practitioners in joint promotional activities.