

















# 32 Ways to Maximize Your Leading Spas Membership

- ☞ **Log in** and **create your profile** as soon as you receive your user name & password
- ☞ **Check that your image/images** are displaying properly. Image files must be in jpeg or gif format and no larger than 22KB
- ☞ **List your signature services** separated by a comma in the special services area. These words are searchable, improving search engine optimization and increasing your opportunities to be seen
- ☞ Stay informed! **Read the membership benefits document** that comes in membership and renewal kits
- ☞ **Read all emails** you receive from LSC - they contain important opportunities, information and discounts. Don't have time? Forward them to one of your key staff to review and follow up on opportunities
- ☞ Suppliers – **Post a special offering** to the spa members. Click on 'My Promo' and include your company name in the title of your promotion
- ☞ Spa members – **Save money** and support your fellow association members. Check the supplier offerings on the right hand side of the member's area for deals
- ☞ Download the **Marketing & PR Handbook** for promotional ideas
- ☞ Participate in LSC's **free webinars** for members
- ☞ Attend LSC **Spa Education & Networking Forums** being held across the country
- ☞ **Post job openings** on the **Job Listings** section. Listings remain active for 6 months. Bookmark this link or pass along to your HR department
- ☞ There is a wealth of information available to you! **Access** research, presentations **and other materials** available exclusively in the **members' only** area. Use these materials for building your business plan. Use them as educational tools for your staff meetings
- ☞ **Help your key staff to develop and learn!** Provide them with the secure staff login information so they may search any of the research documents and presentations available for download on the site
- ☞ **Network with other spa professionals.** Click on '**Community Forum**' and browse or post your own forum topic
- ☞ **LSC Media Room** for what's new with LSC & fellow members. **Submit a Media Release** to be posted in our Media Room. Send to **info@leadingspasofcanada.com**
- ☞ Keep your **website listing** current. Log in and click on 'edit my profile'. If your address, website, email, or phone numbers change, please forward to **info@leadingspasofcanada.com** so we can change any printed materials.
- ☞ **Join a committee.** Go to **Committee Information Page** and find the committee that feeds your passion.
- ☞ Check the **Committee meeting schedules**
- ☞ **Join the LSC Board of Directors!** **Click here** for more information.

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-  **Participate in [Spadealscanada](#)**, LSC's online auction site. Your item is listed on the site for a minimum of 4 weeks. Average views of 200 per item, currently. Your participation assists LSC to fulfill its education mandate.
  -  **Encourage others** to join, there is strength in numbers.
  -  **Send us your news**, events, etc so we can spread the word in Spa-News & Passages.
  -  Encourage your staff to [sign-up for SpaNews](#), our association e-newsletter keeping you abreast of what is going on in the industry.
  -  Have your customers [sign up for Passages](#) our e-newsletter providing the consumer with information about our members and tips for enjoying the spa experience.
  -  Join the conversation! LSC is on **Twitter** - [www.twitter.com](http://www.twitter.com) - @LeadingSpas
  -  Become a fan on **Facebook** with the [LSC Facebook page](#)
  -  [Download](#) and **use the LSC logo** on your marketing materials. Let the consumer know you have made a commitment to safety & quality
  -  Proudly display the LSC membership **logo on your website**. Create a link back to the LSC website from your website
  -  Prominently **display your Membership Certificate and Sticker**. Let people know you are a Leading Spa
  -  Sign up to be part of the [Quality Assurance Program](#)
  -  **Renew your membership** online [Renew Membership Link](#)
  -  Visit the website often and check out [other resources](#)
  -  **Contact LSC** with questions, comments or suggestions. We would love to hear from you! 1.800.704.6393 or email [info@leadingspasofcanada.com](mailto:info@leadingspasofcanada.com)