

Rebecca Overson:

And we are live. Welcome everybody. So excited to have you here. Come on in. We had a little glitch with the link this morning. If you guys are sweating, I'm sweating twice as much. Okay? So great to have you here. I even just got a phone call from somebody. I'm like, my phone number's out there? That's amazing. All right. Come on in. I'm still letting everybody in from the waiting room. While we do that, please go ahead and put in the chat where you are from, city, state, country would be awesome, and how long you've been practicing as a massage therapist. I'd love to know that. Guys, we're going to have the biggest zoom meeting I've ever had in my life. I think we had nearly 500 people register for this.

Rebecca Overson:

I really want to make sure we utilize that chat to connect and get to know each other. Everybody should be muted. Please keep yourself muted so that we don't have any background noise going on or distractions. Of course, when it's time for questions or talking together, then you could unmute yourself, but please, help this to flow smoothly there by keeping yourself muted. I'd also would love to have your cameras on. I want to see your lovely faces, especially in this world of everything digital, at least my life is everything digital, I need to see your faces so I know who you are.

Rebecca Overson:

If you're willing to turn your cameras on, that would be amazing and awesome and I would really, really appreciate that. Again, I apologize about the glitch this morning. You guys, you made it. Deep breaths, drink some tea, drink some water. I hope you have something to write with. We're going to move really quickly. This is gonna be an intensive process. We've only got an hour together for each of these sessions. So, we're gonna move really, really quickly.

Rebecca Overson:

But what I want you to do is write down any and all questions you have, and then if we don't get to them, I'm going to have a place where you can post them in the Facebook group in between sessions, and I'll do a Facebook live to answer any other questions that maybe we didn't have time for during the sessions. Okay, good. We've got, let's see here who we have, we've got Iowa's in the house, Tampa, Florida. Love it. I love it. Oh, hey, and some familiar faces too. I see some of my current clients, some of my past clients, Southwestern, Pennsylvania, Buffalo, New York, Trinidad. Is that Colorado? Yeah. Yeah. Yeah. Memphis, Tennessee. Raven, you're a baby massage therapist still in your first year. I love that. I love that. Awesome. Okay.

Rebecca Overson:

Just again, a reminder, I went ahead and muted you guys. Just keep yourselves muted just so that we don't have any distractions there. I want to give people just a couple more minutes just since we started late. I'll make it up to you, I promise. But I also would love to know just why you're here. Obviously to build a six-figure massage practice, but why now? Why today? Why did you set aside the time? What are you excited to learn and why is this important for you to build a successful practice? Then the other thing too, again, I'm just managing the waiting room and letting people in, is I need to make sure that everybody is a member of The Art of Building a Successful Massage Practice. That is my Facebook group that is free.

Rebecca Overson:

It is for massage therapists or massage therapy students. If you have not yet joined that group, I'm going to put that in the chat right now. It's called the Art of Building a Successful Massage Practice Facebook group. That way we're going to post updates. It's just one of the ways we can communicate and mass with everybody all at once. Okay, good. Still got people flooding in from the waiting room. Ontario, Canada, where are Canadians? Happy Canadians. Yay, we love it. Then I know I've got other people from all around the world, but I'm not sure.

Rebecca Overson:

I think right today, we've got US and Canada representing. Lots of people from Florida. Alabama's in the house. I happened to learn recently, I have to say Alabama. We got to put bam in Alabama. Yeah, okay, good. Awesome, you guys. Again, in the chat, just share where you're from, how many years you've been practicing, what you're most excited about. Make sure that you have something to write with, and we're going to dive in here in just a minute. Okay. In fact, here's what I'm going to do. Let me just change the setting here real quick.

Rebecca Overson:

Let's see if I can do this. Again, I apologize. The link didn't work. They sent out the link to the phone numbers, not the link to join the group, so that was me. Not you. That one's on me, but glad you found it. There you go. Awesome. Okay, good. Then, yeah, just put your number one problem. What are you here to solve? Some of you are working way too hard and not making enough money. Some of you don't even know where to start. Some of you are already in your practice and some of you are just like the little engine that could, you're just getting things going and you're just one wondering, where are all the clients? Where's the part where I get to be famous in my community and have all these referrals and everything coming?

Rebecca Overson:

Some of you, oh, and there's Lisa. Hi, Lisa and Bethany. Oh gosh, some of you I've seen forever in my Facebook group. I've never actually met you, but I feel like I know you. Oh, great. Hi Lisa.

Lisa:

Hi.

Rebecca Overson:

Good to see you, honey. Happy you're here. Okay. And then [Miralda 00:05:49] just says, she's got a very unique niche and looking to grow clientele that niche quickly. Okay. Awesome. All right, you guys, well, let's do this. I'm going to ... Oh, good. Justin just joined. I'm going to make Justin my co-host so that he can manage the waiting room. Justin, will you do that for, my dear? Let's see. I don't know if he's connected to his audio yet, but ...

Justin:

Yeah, I'm here.

Rebecca Overson:

Okay, cool. Justin, I'm going to make you co-host, and can you just keep admitting people from the waiting room?

Justin:

Okay.

Rebecca Overson:

Do you know how to do that?

Justin:

No.

Kate:

I do. Rebecca, you can make me the co-host, I'm here too.

Rebecca Overson:

Who's talking to me ... Oh Kate. Oh, there's Kate. Kate's here too. Okay. Big shout out, you guys, to ... In fact, Justin and Kate, you guys can wave that they are on Rebecca Overson's team. They are experts in what's going on in the massage therapy industry and they are our enrollment coaches for Rock Your Massage Practice Academy. So some of you have talked to them, some of you haven't, some of you may be talking to them at some future point, but they are on our team, and I just wanted to make sure that we highlight them.

Rebecca Overson:

Okay, so good. Now that I know Kate, you're on the waiting room, you've got that all taken care of.

Kate:

Yep. You're good.

Rebecca Overson:

Okay, perfect. Okay, you guys, so listen, here's the deal. This is how to map out your six figure practice. Just real quick housekeeping, we are recording this, obviously. If you don't want your name to be displayed in any of our recordings, just change your name on Zoom. You can do that with your little settings. You could change it to whatever you want. I'm fine with that. Then again, please keep your video on, if at all possible, because I'd love to see your faces. Of course, turn your video off if you're driving or got cats fighting in the background, or I don't know, something like that going on that's distracting.

Rebecca Overson:

Lean in here. We're going to do two days of live teaching and coaching and Q&A on what it really takes to build a six figure practice. How many of you guys would love to make six figures on your own as a massage therapist without employees, without working 40 sessions a week? Yeah, exactly. I want you to know it's possible. How do I know that? We do it all the time. I have people past, present and future in my coaching programs, that are building that, they're well on their way to it. Some of them are even hit it within their first year of practice.

Rebecca Overson:

So, it's totally, totally possible if you follow the proven steps and the strategies, and that's what I'm going to lay out for you today. Just as another reminder, how many of you guys purchased, you opted in that you got the one time option to purchase the replay or the recordings? That was an option when you signed up. If you regret that you didn't take that, let us know and we'll get that link to you that you can still purchase those for \$97. The price of that goes up after the workshop. They'll be available for 197.

Rebecca Overson:

Now, everybody that's here and registered, you're going to get the replays anyway for 24 hours just so you know. So, you'll have like 24 hours and then they're going to go away. But if you want to keep the recordings, then you will be able to do that if you purchase them. So, we'll make sure that, that's take care of as well. Okay. Today, really what we're covering is we're going to talk about having a strong foundation for your practice. I find that most, well, I won't say most, many, a shocking amount of massage therapists actually don't have a real business.

Rebecca Overson:

They either have an expensive hobby or they're not set up legally per their, can I just say municipalities? Does that translate across all states and countries that are here? If your state requires or your municipality requires a business license, you need to have one. If it is not legal for you to be practicing out of your home, per zoning, per HOA, you can't build a successful practice in your home. If you're, in other words, breaking the law, or you're worried about breaking the law, you can't be both visible enough to get the clients and the work that you want while staying under of the radar.

Rebecca Overson:

That's what I want to address today is, and get this really clear for you guys in terms of, what do you actually have in place? Some of you, I know, don't be embarrassed about this, you guys, I was terrified to even deal with these details when I started my practice. I was just paralyzed. I didn't even know where to go. I didn't want to get myself in trouble by asking, calling my city hall, and they're like, we're fining you \$4 billion and shutting you down. I was terrified. It's okay if you don't have those things in place or if you don't even where to begin.

Rebecca Overson:

What I would like to know is, if you have a question about that, like you're not sure that you're set up legally, your homework today is find out. Here's how you do that. I'll tell you a couple of things that you should have in place. Big mistakes I see a lot of people make. You guys, what we'll do is hold your questions, write them down and then we're gonna open it up for Q&A so I can support you. I'm going to teach for a little bit and then we'll take questions, and then just use the chat to communicate.

Rebecca Overson:

Well, I guess, Justin and Kate, if there's any like urgencies, emergencies, or anything like that, just ping me, blow up my phone. All right?

Kate:

I'm taking [crosstalk 00:11:40].

Rebecca Overson:

Everything good so far, Kate?

Kate:

Yep. Everybody's in, and I'm taking care of the questions if there's immediate stuff that I can help with.

Rebecca Overson:

Okay. Perfect. Then Kate, do you have, in the Google document I sent you, there is the link to purchase the recording still at the \$97 price if people miss that. We'll give you a second chance. I think it's like down at the bottom.

Kate:

Yep, I got it.

Rebecca Overson:

Okay, cool. Kate, we'll put that out for those of you that want that, and you're more than welcome to do that. Guys, that'll give you lifetime access to it. And we're going to create transcripts for you, which is really challenging because I talk on mile minute. But we're going to do our best to break it down and cover everything. All right. A few things that you wanna make sure you have. Actually, I just want to know, by show of hands, literally raise your hand on the screen. Don't use the raise hand feature because it distracts me. But raise your hand on the screen if you're not sure that you have a proper legal for your business.

Rebecca Overson:

Okay. Hold on, I have to scroll through all the screens and stuff. Okay. The rest of you, your screens are off, I can't tell. Okay. There you go. All right. I'm going to cover this really quickly. Again, also, if you guys are like, no, we're all good, Rebecca, next topic, then we can move on to the next topic. This is interactive. It's why it's a Zoom room, not just a webinar of me talking. A couple of things is ... Problems I see is commingling funds. You should have a separate bank account for your business.

Rebecca Overson:

Even if you don't have an LLC or a tax ID number or equivalent, you should have a separate bank account where all the money goes in and out for your business. You take all of your Stripe payments or your whatever payment processing you use, or cash, or money, that does not go into your personal bank account ever. Okay? You want to keep the business money separate and then you're going to pay yourself from the business bank account. Now, that's a very, very, a quick overview of that. Number one, make sure you have separate bank account.

Rebecca Overson:

Number two, make sure your business is properly registered where you live. I live in Utah. I live in Salt Lake City, Utah, any other Utah people in the house? You have to have your name registered with the secretary of state. You have to actually go, if you're not sure where to go, just literally get on Google, how do I register a business in and then type where you live, and then that should pull it up and literally follow the steps. If you don't know, you just call your secretary of state or your business development center and you just play dumb. You just go, "Hey, I don't know what I'm doing. Can you help me? I'm a

massage therapist. I'm trying to set up my own business and I need to follow all of the steps. Is there a checklist? Is there something like that?"

Rebecca Overson:

There are people whose full-time jobs are to help you do that and they will be happy to help you do that. So, you want to make sure your name of your business is properly registered so that you're not stepping on other people's toes or that other people can't encroach on your own territory. Then there's also the option, and I can't advise you on this, but I do recommend you get a good CPA who can either help you decide, are you going pay taxes based on your social security number, or are you going to set up an LLC and get a federal tax ID number?

Rebecca Overson:

Now, again, that's for all the Americans, for United States people. If you live in Canada, you've got the equivalent of that, and I might not be using the right words for how you guys do it. But the point is, are you going to operate off of you as an individual or are you going to operate by building a separate entity, like an LLC or an S-Corp or something like that? Sorry. Carly just purchased her recordings. That's what that notification was. Forgot to turn my phone off. I'm sorry.

Rebecca Overson:

Those are the basic things that you want to make sure that you are set up legally. Does anybody have any questions about that before we move on? Just put a number one in the chat if you have a question about that before we move on, and I'll just call on you and you could unmute yourself. [Michelle Linda Nahl 00:15:51], yes. Fire away. Go ahead and unmute yourself.

Michelle Linda Nahl:

Hi. My question about that is that, how often should you be paying yourself then? Is it monthly? Is it weekly? How often once you figure out? Because I've already done you know your numbers. Once you do that though and you have your numbers, how do you know when to pay yourself?

Rebecca Overson:

As often as you need to. You are the boss. When I was managing a crew of massage therapist, we paid on the 5th and the 20th. Just decide. The cool thing is you can pay yourself whenever you want. You can pay yourself every day. I don't recommend that. That's a lot of paperwork. But just think, when you're self-employed, you're both the boss and the employee. So, you want to make sure that you set up enough things ... Have your systems in place that you can pay yourself on a regular basis. Personally, I like to get paid twice a month. I don't want to work all month and then I'll pay myself until the end of the month. I don't like that. I recommend, think like an employee, but as the boss, you could pay yourself weekly if you wanted to. Okay? Okay, next-

Michelle Linda Nahl:

Thanks.

Rebecca Overson:

Yeah. Does that answer your question, Michelle?

Michelle Linda Nahl:

Yes, it does. Thank you.

Rebecca Overson:

Then we won't necessarily get to the particulars of how exactly to do that, because that's kind of like payroll and other things, but at least that's ... Hope that answers that question. All right, Mama Godzilla, is that Mimi? Oh, hi ...

Mama Godzilla:

Hi, I forgot [crosstalk 00:17:24].

Rebecca Overson:

I thought you were somebody else. Hi.

Mama Godzilla:

Hi. With the LLC, you were saying, if you have an LLC, then you're not using your social, so you're not operating as an individual. Recently I got my LLC, and I don't have like a tax ID number. Is that depend by stage or is that ...

Rebecca Overson:

I would check with your CPA on that. Yeah, I would check with your CPA, because again, it could vary and I may not know all of the nuances, but I think it's possible you could have an LLC and then not need a federal tax ID number. It just depends on how you're taxed.

Mama Godzilla:

All right. Thank you. Thank you.

Rebecca Overson:

Yeah, you're welcome. You're welcome. Okay. Carly, C-A-R-L-Y.

Carly:

Hey.

Rebecca Overson:

Hi. What's your question?

Carly:

My question is, so I'm relatively new clinic owner and I actually am in the unique position that I still work part-time for another job that I'm doing. When I started, I actually, and maybe this is a mistake that you'll get into, but I-

Rebecca Overson:

It's okay. You're all forgiven for the mistakes that you confess today. It's safe place.

Carly:

Thank you. It's just that, when I started, I did a lot of payment out of pocket, because with startup costs and things like that. It's only been in the last couple months where I'm actually getting a little bit more money into the clinic that I've been doing ... Pardon me, clinic expenses paid by the clinic as opposed to the bank of Carly. I have not paid myself yet. All of my stuff, because I have one other contractor under me who I pay, but for me, anything that I make goes towards the clinic.

Carly:

I'm just wondering, at what point do you decide, and maybe you're saying immediately, but do you decide to start taking money for yourself? Because I've categorized everything that I have basically paid to the clinic, given the clinic since then, so I've kept track of that, which is good. But then, going forward I'm like, oh well, should I skim off 1% so at least I'm paying myself? It's still very new to me, so I'm just wondering if there's some general advice within that space.

Rebecca Overson:

Yes. Okay. One thing is I love that you've tracked everything, because what happens is a lot of new owners will do this, whether you're just a solo practitioner or a clinic or anything in between. What you've basically done, Carly, is you've loaned the business money. You are the business's investor. So, the business has debt, which is normal, you guys. Listen, nobody can open a restaurant that doesn't have half a million dollars in the bank or a loan from the SBA or inheritance or something like that. Debt for a business is not bad. It's required actually. You just want to know you have a plan to get out of debt, which is what you're asking.

Rebecca Overson:

As long as you've documented, let's say you've loaned the business a hundred dollars, and I'm sure it's more than that, but you've documented, I, out of my own pocket, bought all this equipment, dah, dah, dah, because the business itself doesn't have any money. Look at it like that is the bank of Carly that's funding your practice and build into your financial plan a way to repay that debt. Because that debt is not your paycheck. Your paycheck is different.

Rebecca Overson:

What you've done is you've given the business some startup capital is what it's called, fancy terminology, I know. But you need a paycheck. How many of you guys are not paying yourselves? Not making enough money to ... Yeah. Okay. All right. Again, this is how you build this in. First of all, you have to attend to the business. Otherwise, you don't have a business, you have an expensive hobby. This is what we want to make sure we fit. I'll give you a great resource, you guys. Everybody go get the book called Profit First by Michael Michalowicz. Did I say that right, Kate? Michael ...

Kate:

I'll put the links in here so people can-

Rebecca Overson:

Kate will put the link. Okay. Great. This book changed my life as a business owner, because normally, what most of you probably do is you'll look at the bank account and you go, well, there's money in the bank, or you go, oh, there's no money in the bank, and then you decide how much you can pay yourself.

Okay. Or you spend, you pay your rent, you buy your new oils, you pay your furniture, you get your whatever, you're paying your Facebook ads, whatever expenses you have for your business. Maybe you're paying your employees if you have them, and at the end of the day you go crap, there's \$400 left in the bank account, and then you don't pay yourself.

Rebecca Overson:

We got to fix that. That's probably more than we can go in-depth in terms of strategy and stuff right here, Carly, but I want you to think about that, when you're looking at building your business for success, how do you build in your own salary? Are you doing sessions yourself still?

Carly:

Yes. Yeah.

Rebecca Overson:

So then, just pay yourself at least 35% for now of every session you do. Non-Negotiable. Non-negotiable. How many of you guys would work at Massage Envy for free? Just go ahead, raise your hand. I want to just make sure. Or you'd work at Hand & Stone, or you'd work it anywhere for free, how many of you would do that? You wouldn't. So don't work in your own business for free. Put yourself at least on a commission basis that you pay yourself 35%, 40%, 50% of everything that you personally earn by generating revenue as a massage therapist in your business. Does that sense?

Carly:

This sounds silly, but is that before or after taxes? That's it then. [crosstalk 00:22:56].

Rebecca Overson:

That would be before taxes. Because your business, you have this big bucket called gross revenue. That just means the money coming in, all of the money. Let's say I'm a client of Carly, I pay her \$150 for an hour massage, she runs my credit card, that money goes into my books as well as my bank account. It's \$150, that's gross. That's the business's money. It's not yours. The money that your business pulls in with sessions does not belong to you. It first belongs to the business and then the business has to pay all the expenses, one of which is your salary.

Rebecca Overson:

You think that's where you become an employee of your business. Carly's negotiated salary for herself, let's say is 40% commission on \$150. Now, again, I'm going to speak because I live in the United States, you guys. Again, translate. I know we've got ... I saw [Delia 00:23:56], she's in Ireland. We've got some other people here from all over the world. So, if you translate that into where you live, that will help other people as well.

Rebecca Overson:

Then Carly, your paycheck basically would be, let's say I did all of these sessions and here's 40% of that. You pay yourself. Now, you're technically an independent contractor of your own business unless you're set up on your own payroll. Does that make sense, you guys? Did you follow that, Carly, at least?

Carly:

A little bit. Yeah.

Rebecca Overson:

In my business currently, this business, I'm on a salary. I'm on payroll. I get a paycheck every two weeks just like everybody in my company does. Because I'm set up through a payroll company, my taxes are withheld from my paychecks automatically. Does that make sense? Just like if you were an employee of anything, if you worked at a franchise and you are not an independent contractor, they're withholding and paying portions of your taxes, your federal, your state, your unemployment, your workers comp, all that stuff.

Rebecca Overson:

If it's just you and you, then Carly, your business is going to write you a check for that amount, that you then take into your own personal bank account. But you, from that money, need to withhold taxes for your personal income taxes. Does that make sense? I can't get that detailed with everybody, but that just ... I wanted to answer Carly's question, at least give you an idea of that's kind of the trajectory, but a good CPA can help you to figure all of that out and exactly what that is. I love that you're asking that because you guys have to know that you are profitable and you need to pay yourself first or you'll burn out.

Carly:

I think that's the mind block of it.

Rebecca Overson:

Which we're going to get to that, so I'm really glad you brought that up. Okay. Then let's see. Bethany, it's the secretary of state if you live in the United States. But regardless, guys, Google's your friend. How do I set up a business in Ottawa? Just Google will find, then just get on the phone. Play dumb like, I don't know what I'm doing, help me and then take copious notes and write down who you spoke to, and then go from there. Good. All right. That's the basic stuff about making sure your business is set up legally, but there's a couple of other things that you have to have, to have what I call a proper foundation for your business.

Rebecca Overson:

Now, those of you that have done or are in my Jumpstart Your Massage Practice program, it's a little DIY course that has four modules. I see Lisa nodding her head. She's like, yes. This is what we cover a little bit of what we ... This is what we talk about in that course that I really go deep into that, but you have to name your business properly, only before you are connected to your purpose and you have a clear niche. I see people doing this backwards all the time. All the time. The very first thing you have to do in setting up your business is you have to have a clearly articulated niche.

Rebecca Overson:

If you don't have a niche, or if you do, put that in the chat. I would just kind of like to hear from a couple of you, what your niche is, or if you don't, I have no idea. Now, remember, a niche is not your modality. It's not your techniques. It's not your tools. Your niche is not time massage. Your niche is not cupping. Your niche is not hydrotherapy or cryotherapy or it's not athletic massage. If you do athletic massage,

your niche is athletes. Do you hear the difference? A niche is a population you serve with your tools, or it's a problem you solve.

Rebecca Overson:

My clinic, as many of you know, is pregnant women. Pregnant women, it's pretty obvious, most pregnant women are uncomfortable, miserable at worst, and their bodies are constantly changing and it requires a skilled approach to helping them get out of pain or get comfortable or sleep for once, or something like that. So, it's kind of obvious, like pregnant women have pain. It's really like, what type of population?" We all do pain relief, to some degree, whether that's emotional pain, physical pain, spiritual pain, pain related to surgeries, pain related to accidents, related to injuries, chronic pain, repetitive use injury pain. We all do some kind of pain relief, but get specific about who has the type of pain that you really work best with.

Rebecca Overson:

If you don't know what your niche is, that's okay. We're going to cover that too. Okay. I'm going to really coach you on that and get really crystal clear. Now, you can't, and if you say, well, I just help everybody, that doesn't work. Even McDonald's is not marketing to everybody. Even Walmart is not marketing to everybody. You have to have a very specific audience that you are trying to gain their attention with the marketing work that you're doing. Even if all you do is just say, I just do pain relief, that at least separates you from like spas. Fair enough?

Rebecca Overson:

Okay. So, if you're not sure what your niche is, just start with pain relief, and then just start to look and see, but like I said, we'll get more detailed into that. Grief, yes, exactly. Parents, love it. Shoulders, shoulder pain. That is a niche. Now, Laura, yours is a demographic. There's also a difference between a demographic and a niche. Like I said, we'll get this really, really clear for you guys in the process of this. It's usually a complaint like back pain and sciatica. Hip pain, recovering from cosmetic surgery, TMJ and head and neck and shoulder issues. I mean, get that specific, you guys. There's a reason why, but you've got to know what your niche is, and then you name your business.

Rebecca Overson:

Why? Do you guys see how that makes sense? You have to know what your niche is before you name your business. Then I have a whole criteria on how to name your business, but that's key to mapping out your six figure practice, because guys, a lot of people, and I say this with love, you guys know I love you. I'm your big sister, your auntie Rebecca. A lot of massage therapists are totally sabotaging themselves, thinking they look professional when they actually don't. There's no way you can command a high price point and run a six figure practice if your stuff is sloppy and incongruent.

Rebecca Overson:

If you have a handmade logo or a business name that's cutesy, like massage by Becky, or something like that, or Root and [Tootin 00:30:31] Foot Massage. I mean, guys, I've seen it all. I don't know, Kate and Justin could probably chime in too. You do it in the best intentions, but we have to step back and say, wait, I am a skilled professional. I'm not a cabana boy or a cabana girl. I'm not a replaceable technician. You all are gifted skilled healers, and your practice needs to reflect that from bottom to top.

Rebecca Overson:

We're talking professional logo design, we're talking ... There's just so many aspects of that. So, niche is first, then you can name your business. Then you have to put all the infrastructure in place like pricing, which we're also going to get to. That's a huge nugget of this workshop, is showing you exactly how to hit six figures working as a massage therapist in private practice. For those of you that are just starting out awesome, this will be super helpful. And for those of you that are well into it, awesome.

Rebecca Overson:

There might be some things that you want to go back and re-engineer. Think about that. Does your business name or your practice name truly reflect the professional that you are? Does it reflect your niche? Does it resonate with your niche? If it was again, massage by Becky, and, I'm just using my name, but don't call me Becky, it's Rebecca. I was doing pain relief for pregnant women. Can you see that the name doesn't do anything? It doesn't do anything to attract my clients. That's why I named it Salt Lake Prenatal Massage, because I live in Salt Lake City, Utah, and that was authoritative and clear, and that's what people were Googling anyway.

Rebecca Overson:

If you have questions about like, ah, is my name good or not? You could throw that in the chat. I'm happy to give you some pointers and evaluation, but that's also deep dive into that in the Jumpstart program as well for those of you that ... I know some of you have registered for that, and then you're procrastinating doing it, you should actually dive and do it. It's a really awesome program. Okay. Any other questions about that stuff, about just setting a proper foundation for your business?

Rebecca Overson:

If you're Japanese and you thought your niche is providing Japanese style work, that's your modality. Now, there are some exceptions to this, I have to say that. But saying Japanese style massage is advertising a modality, and then you have to explain to people what your modality is. Then you're trying to educate people about what you do and those usually don't become clients. Don't you guys wanna find people that already totally know what body work is. Love it. Already know the benefits of it, but they're just looking for a specialist like you that really understands the type of pain that they have and get gives them hope for something better than a mediocre massage.

Rebecca Overson:

Feeling like they paid a hundred bucks to get rubbed down with lotion, like a lot of our clients might complain about. I heard that a lot in my clinic, a lot. They go like, I go to a franchise and they treat me like I have a disease. I'm pregnant. I'm not sick. I'm just pregnant. They'll go, they're like, oh, and the therapist is like petting them. Oh, I'm afraid you're going to go into labor. It's just like, oh my gosh, stop it now.

Rebecca Overson:

So, they come into my clinic where we totally get pregnancy, totally get pregnant bodies. We're not afraid at all, and they have this whole different experience, which is what they want. Those are the kind of clients that you want to find. Not people that have no clue what you do, but people have a clue what we do and are looking for a specialist like you because they're tired of running around wasting money getting no relief. So, very, very good.

Rebecca Overson:

Then paperwork. Yes. I love that, Bethany. Very good question. Internal setup and paperwork. That's the other thing. You guys have to have processes in place. Write this down. A business without structure is an expensive hobby. You can quote me on that. Truly, a business without structure is an expensive hobby. What does that mean? Well, you've got to have policies and procedures. How many of you guys have a cancellation policy and you enforce it ruthlessly. Yes, exactly. That's what a professional would do.

Rebecca Overson:

If I was working with an attorney and I'll give this example in my four shifts webinar, which we'll give to those of you guys as well that have purchased the replays, we'll give the replay of that to you so you can watch it any time, but you better believe, if I no-show a meeting with my attorney, I'd get a bill. You better believe it. No questions asked. No questions asked. If I no-show my hair stylist, if I no-show my chiropractor, if I cancel last minute, oh, I forgot, you better believe they would charge me, because they're professionals and that's what professionals do.

Rebecca Overson:

But I see massage therapists, over and over again, giving away their money left and right, hand over fist. Some of you are literally losing 30% to 40% of your income because you don't have policies or you don't enforce them. That's very, very important, that you have a cancellation rescheduling policy. I require at least 24 hours notice of my clients, at least, and I confirm them 48 hours in advance so that they have a 24 hour window to tell me if they're not coming.

Rebecca Overson:

Then that gives me a chance to rebook that appointment. If I can't rebook that appointment, guess what? They pay for it because they already bought my time. And you have to have this set up before the client even arrives. How many of you guys have had first time clients no-show and you're like, I don't have their credit card on file. You have to have that stuff set up before they even arrive for their first appointment if you do it the way I teach you to do it. That's what I teach my students to do.

Rebecca Overson:

So that, from the get go, everybody's clear on the policies. They've agreed what it takes to do business with you. They agreed what happens if they no-show or late cancel, and then it's easy peasy. You just go, oh, okay, sorry you missed your appointment. I'll go ahead and run your card when you want to come back in and it's no problem. Then procedures for like, how do you handle those things? How many of you guys have scripts?

Rebecca Overson:

Be honest, I want to know. How many of you guys use or work from scripts when it comes to communicating with your clients. Yeah. Okay. Very good. Of course, you do, Terry. Hi Terry. Great to see you. You better, I trained you. Scripts make it really easy. It's not like you're robotic reading from a script, but it's just that you know you've covered your bases with everyone. Because what you don't want to have happen is, oh, that one client that you forgot to get a credit card on file, or didn't sign the policies, or agreements, or whatever, and you rearranged your life to accommodate that client, and then they no-show.

Rebecca Overson:

You missed your God child's birthday party or something like that because this client needed that spot, and you said okay to it, and then they no-show. To me, you're like, ugh, I did that to myself. So, scripts and checklists and things like that are definitely going to be your friend in your business. In Rock Your Massage Practice Academy, Terry's like, yeah, I do that. We give you all that. We're like here, implement. No, it's all written and done proven. Yeah, prepayment required. Absolutely. Then Tara, where do you get scripts?

Rebecca Overson:

Well, again, I develop my scripts based on 25 years of experience of what works. We have scripts for everything in my clinic, everything. Every client interaction, and especially those of you that are running clinics or have employees, you definitely want that. What I learned running a clinic and employee massage therapists, was that the of employees is very different than the mindset of the owner. And what is second nature to you as an owner is not necessarily second nature to the technicians that you hire, to the massage therapist that you hire. So, you have to standardize all of those things.

Rebecca Overson:

Yes. Very good. Then how do you update your name? If to change your name, you just change your name. It's not that hard. It's about as painful as changing your name legally, like if you got married or divorced or changed your name for personal reasons or whatever, it's just kind of like let everybody know. Then with the state, or wherever you live, you just have to change the name. You could file a DBA, a fictitious name. You don't necessarily have to change your LLC name. You just keep that, but just reserve a different name. It's actually not as hard as people think it is.

Rebecca Overson:

But having the wrong name can cost you and your business. Trust me on that. It can cost you. You definitely wanna make sure that your name is dialed in. Yes, and also, I will say, thank you, Heather, it's different in Canada. Because Canada, it's a healthcare service. You have your healthcare taxes. The Canadian massage therapists are far more regulated than people in the USA. You're a superior breed, Canadian massage therapists. We love you. We aspire to be like you. But yes, but you want to at least have an agreement with that person.

Rebecca Overson:

I'm not saying prepay for sessions. I don't necessarily advocate that. But what I'm saying is have recourse so that if a client no-shows or messes with your time in that way, that you have ... It's already stated, you will, under these circumstances, still pay for your session, or any exceptions to that are at my discretion as the owner. Guys, remember I dealt with pregnant women. I had a client give birth at a water perk. I've had clients be in labor, give birth on the side of the road. I have clients ... All kinds of amazing things that would happen. And guess what? If they missed their appointment, we charge them.

Rebecca Overson:

I don't care if you're having a baby. All of my clients were having babies. Put us on your call list, when you're in labor, make sure I cancel all my massage appointments, or whatever. It's not like it's personal, you're not punishing people. You're just having an agreement in place that you're going to uphold so that there's mutual trust and respect, which I require with my clients. If there's no mutual trust and respect with your clients, not a client in my book. I'm not going to bend over backwards to take care of people.

Rebecca Overson:

Yeah. Then another thing too, just be careful about your name. If you're using your own personal name for your business, which is fine. It could be Kate Enrique's Therapeutic Massage, because Kate Enrique's is pretty straightforward and easy to spell. For most people, it's pretty straightforward. If your name is less straightforward, it's a unique spelling, if it was K-A-Y-T-I-E, or I don't know, that's just going to confuse people.

Rebecca Overson:

Proceed with caution if you are naming your practice after yourself. Also, one of the things that I learned is, if you ever plan to sell your practice or want to walk away from it, turn it over to somebody else, it shouldn't be named after you. It's very hard to sell a practice when you are the star, and that's one of the lessons I had to learn, was I had to literally stop seeing clients period, in order to get any of my therapist's booked. It had to stop being the Rebecca show, Rebecca's practice, and it became us. It wasn't me. It became we, and it became us, and it was a team. There we go.

Rebecca Overson:

Okay. Let's see. Yeah, very good, Michelle, card on file and policies listed and it's agreed to on their intake form. Well done. Okay. Then okay, so Rachel, we could talk about this, this bleeding heart syndrome. I like that. I've actually never heard it phrased that way. I like that, bleeding heart syndrome regarding folks I know that need therapy, but can't afford it. I have blocks around money but also wanna work with folks that aren't always wealthy. Ideas. Okay. Can we save that when we get to money mindset and charging with your rates. But here's what I will say, just to address this.

Rebecca Overson:

Your niche also has to have a market and that market has to be able to afford massage therapy. Massage therapy, I'm going to say it guys, it's for the wealthy. It's for people that have discretionary income or people that value it enough that they will divert what little funds they have to invest in it. The worst thing to do is to try to convince people to value you, and I'll teach you how you do this because it's key to building a six figure practice.

Rebecca Overson:

But what I've found is, again, there are things that you can do for charity, but you have to have a successful business in order to do that. You cannot pour from an empty up. You cannot give away services without income to sustain and support yourself. Codependency is rampant in our industry. Codependency is chronic caregiving at your expense, caretaking. A lot of us are attracted to this industry because of our own wounds. We're children of addicts or children of narcissists or we have a history of some kind of abuse or something.

Rebecca Overson:

That's not true for everyone, obviously. But a lot of people are attracted to this industry because they find great worth and satisfaction in helping other people to heal, but what they don't is it covers up their own deep feelings of worthlessness. Yeah. Are you guys with me on that? Recovering codependent, right here. That was life altering when I figured that out for myself. Life altering. Because I realized there was no amount ... I would give you my last drop of blood and then I'd be dead and there'd be nobody

there to give you a massage. I realized, like on the airplanes, put on your own oxygen mask first before you try to help the kids and grandma, that you have to take care of yourself first.

Rebecca Overson:

If you're struggling, I wrote this on my wall, because I was like, I got to remember to tell these people this, if you are struggling to make a living as a massage therapist. I'm not even talking like, it's going great and I want to get bigger. If you're just struggling to make a living at all, you are self-sabotaging. It's not because you don't have skills. It's probably not because you don't even have clients around you, you probably do, you are self sabotaging, and this is one of the ways that we do that, is we feel like we have to give it our own expense, and that's about boundaries, and that's about valuing your worth. Which again, we're also going to talk about over the course of the couple of days.

Rebecca Overson:

It's important. So, what I recommend, this is the workaround. I always did refer three, get one free. So, I made it away. Do not give away sessions for nothing. Somebody wants to refer 24 people a month to me, I will give them however many massages that equates to, eight. If they are marketing for me, if they are bringing in well qualified clients, if they're doing awesome things to help me grow my business, absolutely, I'd comp them a massage. Are you kidding me? But you are not responsible for other people's financial situations.

Rebecca Overson:

Stop climbing into their wallets. Stop trying to fix what they should be fixing in their own lives. And if it's important for them to value the work that you do, they'll figure it out. Period. And they'll value it more. I used to have clients or other people paid for their services, even coaching clients. No, they're not good clients. They're not good clients because they're not valuing themselves enough to value your own work. Yep, Codependent No More. Or there's another book that really was good for me, it's called, You're Not Crazy, You're Codependent. I was like, am I crazy? No.

Rebecca Overson:

You're just crazy when you're in a codependent relationship, is really what's happening, and lots and lots of healing there. Okay, so there you go. Yeah, good, Raven. When people joke about a free massage, I tell them they should have caught me when I was a student massage therapist. Yeah. Yeah, exactly. No, I don't need practice anymore. I'm actually quite good and people pay me well for my work, so I don't give it away for free. It's actually kind of insulting, don't you guys think? It's kind of insulting when people are just like, you should give me a free massage. I'm like, really?

Rebecca Overson:

Can't do trades with the utility company. Can't trade on my mortgage. Money is currency and it's really important that we value ourselves that way. Okay, so that's really, with a proper foundation, again, to recap, you've got to have ... Then actually, Kate, we should give them the PDF that Sarah and I just designed about the steps for building a massage practice. It starts with connecting your purpose and your niche, and then naming your business. Sarah should have it handy. We have it fresh from the graphic designer. I just don't know where it is in my drive right now.

Rebecca Overson:

But we'll get that to you guys. In fact, gosh, we could even post it in the Zoom link. We'll figure it out. I make all kinds of comments [crosstalk 00:47:39].

Carly:

I'll post it as soon as I grab it.

Rebecca Overson:

Okay, cool. Thank you. My tech team was like, what did you say we were going to do, Rebecca? I have to figure it out. But that's a really awesome roadmap that I'll give you guys, which actually, maybe what we'll do is like post it ... We'll post it on the replay page. That's what we'll do. We'll post it on the replay page, so when you go and grab the replay, or watch the replays for 24 hours, then we'll put the ... See if we can have the PDF of that there for download as well. Yes. Thank you. Did you see in a chat? I'd just like to take a second to say that Kate is amazing, helpful and caring and follow through is outstanding.

Rebecca Overson:

Yes, Kate is amazing. And Justin, our enrollment coaches, they really, really love you guys. They love talking with you guys about what's possible. Okay. Jose has a question. When you're learning a new modality, do you offer free sessions while you get the number of sessions needed to get certified? Sure. Absolutely. Like your own little student clinic. I did that many times, when I certified my staff in fertility massage, then it was like, yeah, we need practice bodies, half price sessions. Or you can do that in order to meet your numbers, or at least, if you don't have a certain number required for certification, you could pretend you do.

Rebecca Overson:

You could put that out there as an offer to have people try and try this new service under that premise of, I'm new and still learning this and working this out, and I'd love your feedback in exchange for a discounted session or something like that. You can always do that you. Don't have to. That is an option. Okay. Cool. All right. Any other questions about your business, building a solid foundation. Again, we've got the whole knowing your numbers piece, which is coming. That's really, really, really important.

Rebecca Overson:

One other thing too, I will just say is, you've got to be good at talking about what you do. We're gonna talk about how to sell without feeling salesy. But think about, if you were to explain to a fifth grader what you do, that's going to be the best explanation for the type of work you do, the type of people that you help. If you're saying and using tech talk, like I facilitate people who have mind, body, spirit imbalances, and are trying to find the psycho emotional root of their chronic pain, and I work with people who have blah, blah, blah syndrome. It's just like, people's eyes are going to cross and they're going to go to sleep.

Rebecca Overson:

You want to really find the simplest and most succinct way to say what you do and really, really dumb it down. It'll be over simplistic, but you don't want to talk over people when it comes to talking about your services. Of course, you can adapt it if you're talking to a chiropractor or a physician, or something like that, don't dumb it down for them. That would be insulting. But for the average human being out there,

you want to find a real succinct way to just say, yeah, I do pain relief. I'm a massage therapist and I offer pain relief for pregnant women. Cool.

Rebecca Overson:

Or I'm a massage therapist and I actually have ... I have natural approaches to helping women overcome infertility without doing IVF. Okay, cool. Any questions about that? It piques people's interests, or you say whatever it is that you guys do. I work with people who have chronic pain as a result of injuries, accidents or surgeries. It's pretty clear to people what you do, and that's an important cornerstone to have in your business as well, to just really know what exactly do you do? What exactly do you offer? And it's not massage therapy. It's really an explanation of your niche.

Rebecca Overson:

Oh Lauren, thank you. Lauren says, Rebecca, you're hilarious. Thank you. I try to be entertaining. It's more interesting to listen to. Actually, I'm just honest. usually, I put my brain on loud speaker and I'm just blunt. I just say the damn thing and it gets me in trouble sometimes too. Carol says, what are your thoughts on paying yourself a distribution at the end of the month, in addition to a regular biweekly pay? This was recommended by my CPA.

Rebecca Overson:

You totally could, Carol, and that's a little bit more complicated structure. Technically, the way I look at it, guys, whatever money is left over at the end of the month is yours. It is. If your business brought in \$10,000, throughout the month you paid yourself 4,000 and you paid all of your expenses and there's \$1,800 left of that revenue, taxes and everything's all paid and everything's set aside, that that is your money. But what I don't want you to do is just go, ooh, there's money in the bank, I'm going to take it.

Rebecca Overson:

You actually have to know that, that money isn't already earmarked for something else. The Profit First book would be a great resource for those of you that are just brand new at thinking about bookkeeping. I know most body workers are totally numberphobic, so it's a really good gentle easing you into those kinds of things that I think you'll find helpful. Kate says, when you're, let's see, more energy-based, do you say energy work or use a different phrase for clarity? Well, it depends, Kate. It kind of depends on who you're talking to.

Rebecca Overson:

But you could say ... Because when you say energy work, guys, that could be kinesiology. That could be tapping. That could be Reiki. That could be Chakra work. That could be intuitive, clairvoyant stuff. You know what I mean? That could be all kinds of things, but if you're saying I do energy work, you could say ... Tell me a little bit more, Kate. You can unmute yourself, Kate [Sartan 00:53:02]. You can unmute yourself and just tell me what you do just so I understand.

Kate Sartan:

Hey Rebecca, thank you so much. I do also massage, and the way that I describe my massage is gentle therapeutic, so that way people don't expect to be like steamrolled when they come to see me.

Rebecca Overson:

Okay, good.

Kate Sartan:

But over the years, because I've been doing this for 15 years, over the years, I've been more and more interested in the mind body connection and with consciousness and mindset, and all of that. The energy work that I do is still hands on. It's very gentle hands-on placement on the body. But that's that thing where I know that energy work is this giant realm and I desire to be very clear when I'm communicating with people.

Rebecca Overson:

Okay. So, the energy work that you do is not necessarily working with the energy of the body, is that right? You're talking more like mindset, like emotional stuff, coaching kind of stuff?

Kate Sartan:

It's both sides of it. I do coaching facilitation and then do also hands on energy work that's working with the energies of the body and the energy of the brain.

Rebecca Overson:

Yeah. Okay. Then I would just say that. Just say I do massage therapy. I do very gentle massage therapy. It's not going to break you. Then guys, another way to say this is to start out with, you know how, and then insert whatever is the commonly understood phenomenon, and then you're separating yourself from it. I'd say, you know how when you're pregnant, again, I'm just going to use that. That was my niche, obviously. You know how, or I could just say, for you, Kate, you know how, when you go for a massage, sometimes it's like so deep, it can make you sore and it's sometimes hard to relax?

Rebecca Overson:

I actually do it, just a really gentle style of massage therapy that's effective, but painless. See how it paints a picture? The person goes, oh. For me, it was like, you know how when you're pregnant, or when you go for a massage, you lie face down on a massage table that's flat? Well, when you're pregnant, you have a baby in your belly. So, you can't like flat. We have orthopedic body cushions that will allow a woman to lie face down, comfortably her entire pregnancy while she gets a massage. It's amazing.

Rebecca Overson:

See, and you've brought them into an experience, not just like a technical description, but you've painted a picture of what you do based on well, but it's not that. Everybody thinks it's like this. Okay. That could be one way, or you could say something like, Kate, you could say ... You know how most massage therapists, when you go for a massage, they're just really focused on your muscles. I look at the energy of your body, your emotions, what's going on in your head and your heart. We take all of that into consideration. It's really like a holistic healing experience.

Kate Sartan:

Yeah, I love that.

Rebecca Overson:

By the way, you guys, I really do have a super power of explaining things and words and stuff like that. So, if anybody's like, well, how would you explain what I do? Hit me now and we'll put it through the Dr. Seuss machine and spit it out. I'm a business intuitive. I channel things sometimes. That's how I would approach that, Kate, because what you do is highly complex and skilled, and only other body workers and energy workers would really understand what you do.

Kate Sartan:

Yeah.

Rebecca Overson:

To the average person, it's like, what? Is that the devil's work? You're like, no. So, you're just saying, I work on three levels. And don't explain your techniques. You just say, I have different ways of helping people balance out their emotions, their energy centers. Have you ever heard of chakras? You're taking the easiest road into it instead of blasting people with all your knowledge of things that just makes them tune out.

Kate Sartan:

Yeah. Totally. Thank you so much.

Rebecca Overson:

You're so welcome. It's a great question. Okay. Eva said, this is jumping ahead, but when we say six figures is that net or gross? So, it's got to be gross because I don't know what y'all's expenses are, and everybody's going to be different, but I'll show you how, because of again, when you look at ... By the time we're done, you'll know exactly how to pull in six figures gross income in your business, and at least pay yourself half of that. Now guys, according to the AMTA, most massage therapists are making like 35K a year if that.

Rebecca Overson:

I'd love to know if you're willing to put in the chat, what your income was last year. I'm just curious. Again, some people are personal about that, but I'd love to know what, including tips, what was your growth revenue for your business in the last year or in the last, maybe you've been open for a month. Just say last month, here's what I brought in. I'm curious about that, because if we can get you to 110,000, 127,000 a year, chances are you could be paying yourself 80,000, even 90,000 of that. I don't think many of you are going to have massive expenses, but we also want your business to be healthy and we want your business to pay for everything in your life.

Rebecca Overson:

If you're not saving for retirement, because your business isn't making enough money, it's not engineered for sustainability. If you're not paying off your credit card debt with your business, then you're not doing it right. Does that make sense? Your business should be the vehicle through which your entire life gets funded. Now, how you manage that money is totally up to you, but it's just my job to help you realize, how can I amass that amount of money? How can I have that much coming in consistently so that I can have consistent income and therefore be more consistent about my bills and my finances?

Rebecca Overson:

That's important. The business is a machine that should feed your life, and that's why we have to have structure in place and consistency, and policies, and procedures and have that proper foundation. Does that make sense? Because I don't know any massage therapist that pay themselves \$100,000 a year in private practice. But again, I wouldn't necessarily know that, because at the end of the day, let's say you bring in 125,000 gross, you are going to have a certain percentage of expenses. Let's say that's 10%. Let's say your rent is paid, your whatever, let's say it's nominal, like you're living really, really lean. Then you've spent \$12,500 on your expenses for the year.

Rebecca Overson:

Then, all the rest of that money is yours. Now you do have to pay your taxes from it, but depending on how you run your business, is why you got to have a good CPA on your team, a good bookkeeper can show you how to do this. Because sometimes there's advantages to showing a loss, or showing you've got all these deductions and your business didn't make any money, but your business should also be paying you a reasonable salary. Don't go spend all your money on essential oils as a write off and travel and CEUs, and then not pay yourself anything. That's foolish.

Rebecca Overson:

You want to make sure that you've carved out a good chunk of that revenue that is your money and then a smaller out that is the business's money to pay for things, and then anything that's left over as your net profit of your business, that's your money, and you can take it. So, it's really about how you budget your money and how you budget your business. Okay, let's see. Tara has a question. Guys, we're going a little overtime just because we got started about 10 minutes late. I know if you got appointments or clients or you need to go, that's totally fine. We're going to post the replay links and get that sent out for you, but just to be in integrity with what we promised, a 60 minute session, I'm going a little bit past the hour here just to make up for that. Also, Kate posted in the chat right here for you that PDF, and I'm just going to double check.

Kate:

[crosstalk 01:01:02] it as a JPEG and a PDF.

Rebecca Overson:

Oh perfect. Okay, good. And there's two pages of it.

Kate:

Yep.

Rebecca Overson:

Okay. There's two pages of it, but you'll see if you open that up, that there is. In fact, let me just share my screen real quick for the benefit of people that aren't grabbing the PDF here. Real quick, what you'll see, and this is maybe a little ... This is a little blurry.

Kate:

That's the first one I sent. Scroll down I sent it as a PDF [crosstalk 01:01:26]. Yep, I redid it.

Rebecca Overson:

Okay. There's another one. Okay. But you'll see, step one is your purpose and your niche. Step two is naming your business strategically. Step three is setting up your business legally. Step four is brand logo marketing messaging. Step five is knowing your numbers. Step six is clarity on rates and services. Seven is eradicate fears. Eight is set strategic goals, and then there's even more. But that just kind of gives you an idea of what I mean when I'm saying, setting the proper foundation. There's a lot that needs to be done before you just go out and get clients.

Rebecca Overson:

Make sure that you review that, make sure you have all of those pieces of the puzzle. Tara says, I rent out a salon suites that charges a thousand a month and I'm trying to get out. You can pay a thousand a month if you're making 10 grand. You know what I mean? But for most people, it's like you're making three or 4,000 and it's like, that's just crazy. Yeah, where do you find rooms? Ask around, ask other massage therapists, and ask chiropractors or wherever would be appropriate for your niche. I firmly believe most massage therapists do not belong in salons.

Rebecca Overson:

Most of you that are doing like pain relief, not just beauty treatments or things like that, don't ... If you do beauty treatments, be in a salon. If you don't, do not rent in a salon. It's never, in my experience, rarely been a good experience for the people that I've worked with. Okay. Cool. All right. You need my Dr. Seuss' machine. Okay, cool. Here's also what I'm going to ask, Kate, if you can go into The Art of Building a Successful Massage Practice, by the way you guys, again, if you haven't joined that group, request to join it now.

Rebecca Overson:

I posted the link earlier. We could repost it. It's called The Art of Building a Successful Massage Practice. Got my face on the banner, kind of hard to miss. Fill out the questions, add, because that's where we'll communicate with you. What I'd like to do is, Kate, if you could go and just put a post that just say, please post any leftover questions from today's session with Rebecca. That way you guys can just put anything else underneath that, and I'll do a Facebook live and answer them for you. Okay? Okay. Carol said ... Oh, let's see. Carol's giving advice there, which is great. Michelle says, I try to be focused and specific to align the body without super deep work so that they can relax to recover and heal.

Rebecca Overson:

Okay. That's not your niche, Michelle, that's your process. Those are your tools. Don't confuse your process with your niche. Your niche is a population you serve or a problem, a specific type type of pain, a specific problem that you solve.

Michelle Linda Nahl:

Would being overworked be then the niche, like overwork people that are on the [crosstalk 01:03:52] and stuff like that?

Rebecca Overson:

It could be. It could be people with occupational stress. It could be people ... Now you're thinking, now you're talking. But they wouldn't say I'm overworked necessarily. So, you got to find, what are the words that they would use?

Michelle Linda Nahl:

They would use. Okay.

Rebecca Overson:

Yeah. It could just be people with high stress occupations, such as firefighters, law enforcement, doctors, nurses, mothers. However you want to however you want to phrase that, but it would be something like that, high stress occupations is definitely a niche. Okay?

Michelle Linda Nahl:

Thank you.

Rebecca Overson:

Okay. So, 22K, 66K, I don't even know. Again, you guys, I hear that a lot and that's okay. There's no shame in that, but that just tells you, you've got to lay the proper found and really get a grip on tracking your numbers. That's part of it too, is you got to track your numbers. You got to know where you are and where you want to go and exactly how to get there. Tracking your sales. 40K, 65K. Okay, good, and you'd love to double that. Yep. My own business is currently at \$0, cries. Okay, Raven. It's okay, we can help with that. Then when you worked full-time as an employee at a busy day spa, you never made more than 40K.

Rebecca Overson:

Yeah, that's about the ceiling if you're employed somewhere. 30 to 40K. Your growth so far is 40 and you'd love your 50K take home. Melissa, you can do that. You can absolutely do that. Guys, I want you to know, you can do that. I want you guys to also write down, what comes up for you when I say you can make six figures a year in your massage practice? Why do you not have that? Really, what comes up for you? What are the reasons? Oh, I just don't know how, or, oh, I can't raise my rates, or nobody around me will pay that much, or I don't know how to market.

Rebecca Overson:

Just start writing that stuff down as we spend today and tomorrow together, because I'm really interested in what that is, whether it's just a lack of information, or whether it's fear or whether it's confusion about some aspect of the process, because I really want you to really be honest with yourself. What's really in the way? Are you scared? Most of you are scared, or you just literally don't know what to do, so I just want to make sure that we map all of that out. Good. Let's see what ... All good. Kate put the PDFs in there for you guys.

Rebecca Overson:

What I want to do is, just for the sake of time, like I said, any further questions that we don't get to, feel free to post them in The Art of Building a Successful Massage Practice Facebook group.

Kate:

I did post there, so you can post your questions under those comments, and remember [crosstalk 01:06:28]. Yep.

Rebecca Overson:

That would be awesome. Then how many of you are going to be with me again tonight? You are showing up. That's next thing you need to do, is just make sure that you show up tonight. We're going to go through the next piece of this. It's 6:00 PM Mountain Time, 5:00 Pacific, 6:00, or sorry, 7:00 Central and 8:00 Eastern. It'll be the same link. They've resent out the correct link for you guys, but it will be the same link for the meeting.

Rebecca Overson:

If any of you happened to jump in here and weren't registered for it, like you just saw the link posted in the Facebook group and joined the Zoom room, please let us know and please go actually register for it. Because if you're registered, that's the only way you're gonna go at the information by email, and the follow up and so on and so forth. The replays are only for people that have actually registered.

Rebecca Overson:

Let's see, oh my goodness. There's so many questions. What we'll do is I'll just ... We'll formally wrap it up today. I'll answer a few more questions. If you guys need to go, you're free to go. Then I'll just, like I said, answer a few more questions for those of you that want to stay. Yeah, that's good. Questions like, who's going to come to me? I usually freak people out. Okay. I want to talk to you about that, Mrs. Grimmer, when we do this workshop. Yeah, A big giant lump in your throat. Thank you, Melissa. Yeah, guys, it's fear. I'm telling you, if you are not getting by, it is self sabotage and it is a mindset issue.

Rebecca Overson:

You are all adults, you're all capable of counting coins and dollars, right? It's not like there's anything about money or ... It's your behavior around money and it's how you think about yourself. To me, that is what I love the most about what I do, is helping people to have breakthroughs in that arena. So, we're getting there. Okay, good. I'm just scrolling through the rest of the comments to make sure. Then some of you are also asking, how much do I charge for coaching? We actually can't answer that question because it's not for everybody.

Rebecca Overson:

So, it's not for sale unless we really are clear that it's something that you need, and that's why we have those free 60 minute calls. Some of you may want that, like, I guess Kate, you could grab the link for that, that's in that if any of you want to do that, or you're just like, okay, I need these people's help or I just want to schedule a call with Justin and look at that. You're more than welcome. Guys, it's free. We love you. We're here to serve you. It's not about selling you a program. We won't even talk about the details of the program until we have total clarity about what's going on with you, and whether or not it would be a good fit to even move in that direction.

Rebecca Overson:

Just know that. All right, Kate will put that in the link there. Some of you had just DMed me about that. We'll give you the link there. Burnt out, Vanessa, is because you're not charging enough and you're working too hard, or you're not connected to your purpose, or all three. Okay. Your business isn't serving you. It's taking from you. We are definitely going to fix that. Then Carol says, not in a big city. That's okay. You can still make great money not even in a big city. You don't have to be in a major metropolitan area.

Rebecca Overson:

Then people are concerned about money in these trying times. That's mindset issue, guys. Do you guys realize there are still plenty of people that are not even impacted by the economy right now? That's a scarcity view, when you look at, oh no, I have to back down because people are hurting. Remember, you're not responsible for other people's financial situation. You're only in control of what you can do to ensure that you are in a better position. Yeah, and pissing off your established, amazing client base. Well, yeah. Would you guys be surprised to learn, I've had students raise their rates as much as \$60, literally go from 60 an hour to 120 an hour and didn't lose any clients?

Rebecca Overson:

The only person pissed off was the massage therapist because they realized that their fear was costing them hundreds of thousands of dollars. So, we definitely wanna bust through that. Super excited. Allie's not on, but Allie Holloway asked, will you have the Jumpstart Your Massage Practice program available again? It's always available, guys. We did a launch in January, but you can enroll in it anytime. Again, that may or may not be the right solution for some of you. Don't worry about that. But just FYI, if you're curious about that program, you just go to jumpstartyourmassagepractice.com, and all of the information is on it.

Rebecca Overson:

You can enroll in it right there, yourself. That one doesn't require a call. That one's open to anyone because it's DIY, there's no coaching in it, but it's still killer information. All right. In a shared space scenario, what are the essentials for an agreement for access to the office when the lease holder is sick or in the case of death? Ooh, that is a big question, Andre. Are you the owner or are you the renter? That's what I would want to know. Andre, I'd need to know. Yeah. [Marselina 01:11:40] three lockdowns, totally get that, but I've also have students thriving through COVID, like thriving.

Rebecca Overson:

There's a way to do it legally. You might have to pivot a little bit, but guys, when you are resourceful, you will always figure out a way. You always figure out a way through it. Let's see. Marty, how can I make sure that I am signed up for the next Zoom? Just so I'd click on the registration link that's in The Art of Building a Successful Massage Practice. Not the zoom link, but the actual registration link. There's a couple of Facebook lives I've done and stuff that have it, or Kate could drop it in the chat. It's the one that says LP-Webinar, or something like that, Kate. Yep.

Rebecca Overson:

There's a lot of the pie out there, Jason, but reaching the pieces of the pie is a challenge. That's all about visibility. I'm definitely going to help you with that. Well done. All right, you guys, if I didn't get to your question or you have other questions afterwards, or you're watching the replay and you're like, I have a question for you, then go to the Facebook group, The Art of Building a Successful Massage Practice. Kate just made a post about, put your questions after session one here and just put them underneath there and we will get to them.

Rebecca Overson:

Then we'll see you guys tonight at 6:00 PM Mountain, same bat time, same bat channel, super pumped to go through the next stages, which we're going to talk about niche tonight. That's what tonight is really about, is what is your niche? Then tomorrow morning, we're going to dive into rates, and our last session, we're gonna talk about how to sell your services without feeling salesy. That's really important.

Self-promotion, ah, right? How do we do that? But you are in the business of sales and marketing. If you are self-employed, you are in the business of sales and marketing. You're not in the business of massage therapy.

Rebecca Overson:

We really want to give you some awesome pointers and tips, because most people, when they go sales and marketing, they go ... They throw up in their mouth a little bit, or they roll their eyes. They don't want to have anything to do with that. I want to really shift your ways of being and thinking about that so that you can authentically sell your services from your heart, because your heart centered professionals. You're not used car salespeople out to make a buck. Most of you are afraid to make money.

Rebecca Overson:

You don't want to be perceived as greedy or perceived ... So, we're going to really dive and that'll be our last session. So, we'll see you guys at 6:00 PM mountain time tonight. We're going to dive into clarity on your niche and help you guys figure that out. And then any other questions? Yeah, I can't wait. All right, you guys. Thanks for joining me. We'll see you next time. Bye.