

Rebecca Overson:

I'm going to go ahead and start recording even though we're two minutes till kick off time. But just having some fun getting to know you guys. And guys, as a reminder, please turn your cameras on, let's connect. Unless you're naked in the shower or something like that, turn your cameras on, we want to see you and connect with you. I think that that's really, really important. So many of these events I had planned to do live and it's just like, "Okay, this is the medium that we have," but let's do everything we can within our power to use technology to connect. All right. So would love it if you would do that. Yeah. West Indies, Marcelina, Trinidad and Tobago. Tobago, I don't know, I'm probably saying that wrong. Please correct me. That is awesome. That is so awesome. Yeah, that's fine if you're munching on your dinner, that's totally fine. You can mute your screen. Hey, Ryan's back. There's Ryan. What's up? Ryan you and I haven't moved since this morning, it looks like. Same outfit, same location. So great. Okay. We're still letting everybody in.

Rebecca Overson:

And in the meantime, guys, introduce yourself in the chat, where you live or where you practice and then how long you've been in practice. And then any sharing from this morning session, your biggest takeaways from this morning session if you were there. If you weren't, don't worry, the replays will be available within 20 hours. So it's not immediate guys, because we can't speed up how long Zoom takes to process, and how long Vimeo takes to process, and stuff like that. So if you have registered and everybody's registered, I hope, if you snuck in on the Zoom call, because you saw the link, let me know, I'll get you the link to actually register so that you're getting the email notifications so that you can get those replays. They'll be up for 24 hours and then they go away.

Rebecca Overson:

If you purchased the bundle of the workshop, then that will come out after we're done with these two days. We're going to put it all together for you, and you'll have a page where you can... We'll send it out to those of you that got that early bird pricing on that optional upgrade. So that'll come out, remember, after the workshop because we have to record all four sessions and then we'll send them out to you. So let's see who else? Northern Utah. Yeah, Utah's in the house, and then we're in Trinidad, Colorado. So we have Trinidad, West Indies and we have Trinidad, Colorado, that's pretty awesome. Delana is in, what are you in?

Delana:

Steven's point. Steven's point.

Rebecca Overson:

Steven's point. Okay. Awesome. Southern California, Vanessa. Good. Colin in Tampa. Also you guys, if you're an RYMP graduate, let me know that too. Some of you guys I haven't seen in a long, long, long time. Rocky Massage Practice Academy, that's my program. Janice in California. What's up? Lisa's back, Lisa's back for more. Awesome. Here comes Terry and Justin. Awesome. Vanessa. Realize I officially need a niche. Yep. That's what we're talking about tonight. And just raise your prices midyear and probably need to do it again. Yeah. Yeah. I think what I teach you guys about prices, if you already haven't gotten bludgeoned by me about your prices, then it's going to be pretty eye opening for a lot of people. Delana's laughing. Yes. Bludgeoned with love. Oh, I love it. Okay, good. What else?

Rebecca Overson:

We got a lot of Colorado in the house and a lot of Florida in the house, but statistically speaking, I think that's like highest massage therapists per capita are probably in Colorado and in Florida. And then I think Utah's pretty close too. There's literally five massage therapy schools within 10 miles and everybody and their mother is a massage therapist here, including myself. My mom went to massage therapy school. I'm going to mute everybody just so that there's no background noise. I'm still admitting everybody. Again, put in the chat... Let's see, mute all, there we go. Put in the chat where you're from, how long you've been in practice, and please turn your cameras on unless you're doing something distracting or inappropriate.

Rebecca Overson:

I don't know. I don't know what would be inappropriate that you would be doing in the middle of a Zoom call, but keep your cameras on just so that we can connect. I think that's really, really important. Puerto Rico, awesome. Grace, that's awesome. Lancaster, PA, Ontario, Canada. Heather's in the house. We got Melissa, North Dakota. Buffalo. I love it. And then guys also, since these are being recorded, if you want to maintain your anonymity just change your name. I don't care what it is. It's fine. We're not taking roll here. Awesome. Let's see.

Rebecca Overson:

And Terry's back, Terry's in Tacoma. Great to have you guys here. Good. Oregon Coast. Love it. Love it. Love it. So United States and Canada and West Indies are in the house. If I've missed something, let me know. And then I'm going to... Let's see, I know Kate is going to be joining us to be my admin on the call. But Justin, why don't you wave? Can everybody see Justin Richards? He's on our team, he is an enrollment coach, he's an advocate for you, and is part of our stay off at Rocky Massage Practice Academy. The man has a heart of gold. And those of you that are blessed to be able to have interactions and conversations with him, you will discover that for yourself. How passionate he is about empowering people and how he does that with ruthless compassion. Justin is just such an incredible asset to our industry and certainly to our team. So he'll be here helping out. And then let's see, we've got a few other people just joining into. So let's see.

Rebecca Overson:

Okay guys, we're just going to dive in. All right. And then Justin holler at me when Kate gets here, I'm just clicking on people in the waiting room and just letting everybody in. So, that would be great. I'm just multitasking here. Oops. There we go. Participants. I wonder if there's a way that I can just turn off the waiting room in the middle of a meeting. I'm not sure. I don't think it works that way. So, okay.

Rebecca Overson:

So we're in session two of mapping out your six figure practice, and we are recording this, like I said, so if you need to stay anonymous, go ahead and just change your name. And we're doing two days of live coaching sessions in what it really takes to reach six figures in solo practice, without employees, without selling retail, without doing other things, other offerings, that you can truly, truly do this. And my intention of doing this is that you guys really know exactly what it takes in order to thrive in private practice. So too many people around me that are massage therapists, that I noticed in my career, that are just barely getting by.

Rebecca Overson:

I was one of those people. I know what that's like. I know how painful it can be to be so passionate about what you do and to be so committed to helping people and be broke ass poor. It's really frustrating. It's really frustrating. And I want to say, and I said this many times, it comes from us, it's not because other people don't value our work, it's we don't know how to communicate our value. It's that we are not valuing ourselves and we're not charging professional rates or we're not behaving truly like professionals who can command those kinds of prices.

Rebecca Overson:

So I'm on a mission to unleash an army of healers on this planet, and to uplift the massage therapy industry by teaching you how to be kick ass CEOs of your own business, who can communicate with clarity and communicate with heart and have clear boundaries, so that you can actually have control over your business instead of letting your clients run your practice. You'll know your clients are running your practice if you are bowing down to their whims, if you're thinking, "oh, I guess I think this person can only charge for... I don't think they can afford my services, I'd better chicken out when it comes time to close out the session." If you are basing your rates on what you think people can charge, or you are bending over backwards to accommodate your clients, your clients are running your business, not you, and that's a scary place to be. Okay.

Rebecca Overson:

So I want you to be empowered. I want you to be liberated from fears. I want you to own your value. And I want you to just have a clear map and pathway. And guys, these are proven strategies, I've now coached thousands of massage therapists through my group. I've personally worked with literally hundreds of massage therapists in six different countries, through all kinds of economies, small towns, huge cities, male, female, gay, straight, trans, bi, I don't care, whatever I have just found that none of that stuff matters. What matters is you being congruent about who you are and being able to put that message out there into the world in a really powerful way, and be confident in what it takes to run your business. So what I'm teaching you are proven strategies and you have to implement them.

Rebecca Overson:

So what we're going to do with all of these sessions, we're going to do a little bit of teaching and then we're going to open it up for coaching and questions. So hang on to your questions, write them down in a notebook. We're going to move fast. In case you haven't noticed, I talk really fast. I'm really passionate and I'm really intense and I'm a little bit crazy, but I'm the kind of crazy that you love. I'm not batshit crazy, I'm crazy fun. We're going to have a good time. So lean in, be ready to take notes. Anything that you're like, "Wait, what?" Write that down, we will circle back to it. All right.

Rebecca Overson:

Now, as we go, guys, I want you to continue to pay attention in this session and following sessions. What is in the way of you having a six figure practice? What are your reasons? What are your excuses? Who and what are you blaming? What are you afraid of? What have you been unwilling to do in order to get there? And as we validated this morning, most people on this call, aren't already earning six figures. I think the highest we saw maybe this morning was maybe 60K gross, maybe 80, something like that. So that's really what we want to do, is have you continuously look at what are the obstacles in the way, because I want to give you some power in the face of those obstacles.

Rebecca Overson:

Guys, I'm going to give you a little truth bomb right now. There are three characteristics that all successful people have, actually I might even add to that, five, a couple more that I've figured out. Like I said, it doesn't matter what the color of your skin is, what gonads you were born with, what economy you live in, what part of the world you live in? This is the only thing that matters, are these things in terms of you're being successful. Number one, you're committed and decisive to be successful. You are committed, like, "I am going to live my dream, I am going to reach..." Whatever that finish of successes is. Like, "I'm not going to sit here and continue to struggle and continue to suffer. I'm going to do something about it." That's the first thing you have to decide, "I'm going to get where I want to go and I'm going to do things differently." So committed and decisive, that's actually one trait. That's number one.

Rebecca Overson:

The second one is you have to be coachable. I can not tell you how many people, Justin can tell you, how many times people will book free calls with us to really look together at your massage practice. And we start opening up, like "What's not working," and really getting a clear picture much like if you go into the emergency room or the doctor's office and you're like, "This is my symptom." It's like, "Well, we got to dig a little deeper and find out what's causing it." You wouldn't believe how many people just start arguing with us. They just start arguing with, "Well, no, I don't know, people won't pay that, I can't raise my rates that much." And we're just like, "That's like a doctor saying, here's the prescription, and here's the surgery that you need that'll save your life." And they're like, "Well, I'm good, I'm just going to go take some Tylenol."

Rebecca Overson:

So coachable means you're going to listen to proven strategies, but more importantly, you're going to take action. You're going to actually do something about it. You're going to set aside what you think you already know, because it hasn't worked to get you to six figures. What you've done is great so far, but if you were totally doing everything you wanted with your practice, you probably wouldn't be here unless you just are like a groupie, like Delana, she's a groupie. Just kidding Delana, I love you. So if you're here because you want to up level your practice, that's awesome, says a lot about you.

Rebecca Overson:

Now the third is resourceful. Resourceful means unstoppable. Like some of you were this morning. We sent out the wrong link. Oops happens. People are human. We sent out a link to a list of Zoom phone numbers instead of the link to join this meeting. So some people were like, "Well, I can't get into the meeting," and they try and try, and it was like, "Oh, well I guess I give up, I just can't do this." I'm not calling any of you out, it's just a relevant example because we're still laughing about it from this morning. And some of you freaking emailed me a billion times, you hounded my page, you even called my damn cell phone number, I don't know how some of you got my cell phone number, but I love that about you, because you said, "This is important to me. I'm going to find a way to do this." And you were unstoppable in the face of any obstacle in any circumstance.

Rebecca Overson:

And there's so many massage therapists that when the going gets tough, they quit. When they get scared, they back down. When they hit an obstacle or a roadblock, they quit. And the successful people will never quit. They will always keep going because their dream is important to them. So that's the third one. And then the last two are simply grit and tenacity period. It is scary being self-employed. It is hard

being self-employed. It's very hard to build a successful business, and it's even harder without a road map, without a strategy. So those are those five things that I'm telling you, circumstances aside, if you have those qualities and characteristics, you have what it takes to be successful. Now there is that missing piece of what are the steps? What's the practical knowledge?

Rebecca Overson:

But the practical knowledge is useless. You won't employ the knowledge, you won't deploy the strategies without those five traits. So I'm just going to invite all of you right now to just decide for yourself, I'm going to be those five things from this point forward. Even if you're not, even if you're a person that's been like, "I'm scared, I back down, I quit too easily, or I give up or whatever." Just decide right now. Just decide that your dream is worth it to you decide that you're worth it. And also, and I say this with love, get over yourselves. There are people that need you. There are people out there that are praying for the solution that you provide. They're praying for a skilled, compassionate healer that's done all the work, that's taken all the trainings, that's had all the life experience.

Rebecca Overson:

We'll get to pricing, but think about this, when I priced my services, you know what also I included in there, that I got divorced, that I gave birth to three children at home, that I went to college, all of the value that I bring, not just I went to massage school and I got my certificate. My life experience, I'm bringing all of that in my compassionate heart to my clients, and you can't put a price tag on that. But a lot of people don't consider those things and they devalue their own services because they just think, "Oh, well, I've only been a massage therapist for a year," or, "Well, I don't need that much to live on. So I'm just going to charge 45 an hour." And I don't know, unless you live in some very economically depressed place or something like that, or you're just doing this for a hobby, nobody can live on \$45 an hour. I literally charged that 26 years ago, nobody can live on that, it's not livable wages.

Rebecca Overson:

So when I say we're doing it from the inside, this is like a call to arms you guys, I'm inviting you to decide that you're going to be the change in this industry, that you're going to rise up, that you're going to claim those character traits for yourself, and you're going to first and foremost, make sure that you build a business that is built to last. And that's going to make a difference in not only your communities for the people that you serve, but you're going to show up as a new breed of body worker and people are going to go, "Wow, what does that person do? I thought massage therapists were undercover sex workers. I thought massage therapists were disposable trades people like cocktail waitresses," you know, like cocktail waitresses is pretty easily replaced. There are a lot of people that can do cocktail waitress jobs pretty easily, but a lot of people see us that way. And I don't see you guys that way.

Rebecca Overson:

So let me know if you're in, if you are accepting that. If you haven't claimed those five traits for yourself that you're claiming them now. That you're here, and that you're here to up level, and that you're here to be the tide that raises up all the boats, because that's what I'm here for. Let's see. Couple other things here, we talked about the replays, oh, from this morning, we talked about a foundation, building a successful foundation, and it looked like you guys didn't have any other questions from what I saw on the Facebook group. But I wanted to remind you that having the structure and the foundation in place also includes things like having a website, having a Facebook page for your business at a minimum, guys, you have to be active somewhat on social media. And I know you all are, you wouldn't have found me. I

don't advertise anywhere other than Facebook and Instagram. But you see the power of that when you're willing to learn a little bit of technology, or learn the social media thing.

Rebecca Overson:

You have to have some of those things in place, because that's the way that the world communicates now. It would be like only taking phone calls on the landline today. You'd miss out on a lot of opportunities. They're only using the white pages to look for what you're trying to find, and you're driving down the road and you have to pull over and use a payphone and look in the white pages to find a frozen yogurt shop near you or something like that. So those are some of the things that I did didn't mention in addition to making sure your business is set up legally, making sure that you have policies and procedures and such in place, but it also includes you really do need to have as large of a digital footprint as possible. Now you don't have to go bananas, but you really should still, yes, have a website, have a Facebook page, probably have an Instagram account, have some to interact and communicate with people so that they can find you.

Rebecca Overson:

Oh, Delana, you're quoting my favorite M&M, that's awesome. Yeah, exactly. Mine is, success is my only mother... Option, failure's not. That's my M&M line. Pardon my French, you guys, sometimes I swear like a sailor, but I'm going to try and keep it clean here for you guys. Good. In it to win it. Awesome. Well done, you guys, well done. So talked about that. And then the other thing is, like I said, tonight, we're talking about a niche, and I know we posted out there and you're getting email reminders of what the topic is, I'm just going to warn you, sometimes I go a little Maverick.

Rebecca Overson:

And based on what you guys want to talk about and where we're going, we may have some flexibility, but I promise we're going to cover all those things. Strong foundation, we did this morning. Today, we're going to get clarity on your niche. Tomorrow morning, we're going to talk about your rates and why you probably need to be charging a lot more and how that's possible to do that. And then we're going to wrap it all up with how to really communicate your value, how to sell without feeling salesy, how to sell without being cheesy.

Rebecca Overson:

And yes, to answer your question, Jerry, you won't be able to download the session, but if you are registered for it, like you went in and signed up and you got the emails inviting you and everything, tomorrow, you'll get the replay link that'll be good for 24 hours, but it takes us about 24 hours to put those up. And then those of you that opted into the early bird pricing, I think it was \$97, it was a one time offer that you purchased the recordings, those will be sending out probably by Monday at the latest, and you'll own those forever. If you still want those, just put that in the chat.

Rebecca Overson:

Justin, do you have the link? It's just the registration page for the early bird opt in, I think it's in that document that I sent out, if not, let me know and I can scare it up. So you saw that once and you're like, "Nah, I don't want to pay for it." And now you're like, "Oh crap. I actually really do want to pay for that." Then we'll get you that link and you can opt in to receive those bonuses, or that upgrade rather.

Rebecca Overson:

So niche, it's all about niche tonight. I've broken it down for you guys, it's very simple here. Can you see my whiteboard? I'm going to read it to you. Your niche, as I define it, is the problems you solve, the problems you address, the problems you fix with your clients. It's the complaints people have, like low back pain, sciatica, post-surgical scar tissue, post-surgical lymphedema. Can you see those are problems, they're complaints that people have that you know you can use your tools to fix, address, remedy, make better. Or a population that you serve, but that population has to have pain of some sort. We all do pain relief, like dentists do teeth.

Rebecca Overson:

All massage therapists that are here probably, unless you do more like beauty and spa treatments, we all do some form of pain relief. So it needs to be obvious to the client that you're talking to them. So that's how I define it. To be clear. A niche is not your modality. It is not Thai massage, it is not cupping, it's not body wraps, it's not, I don't know, throw it in there guys, what are your modalities? It's not ashatsu, it's not trager work, or the [Rose Dor 00:22:24] method, or myofascial release. That's not your niche, those are your tools. Just like a plumber comes in to your house and they can fix a leaky faucet with a wrench, but they're not advertising, "I got a wrench." They're not saying, "Check out all my tools, wrenches." They're not saying that. They use their tools to solve the problem that you know you have. And you don't call a plumber to just check on things in your house. You call a plumber when you're like, "Holy crap. My washer hose came disconnected and I got a problem here."

Rebecca Overson:

All marketing is problem centric. And so must yours be. You must be speaking to a specific problem that your clients know they have, and you have to speak in the terms that they use. Don't speak over them. Don't speak clinician or tech talk. You have to speak in terms that they use and that they understand. Now, it's also possible, you could have a niche within a niche or you could have a niche and a demographic. Sorry. I didn't say that, no. A niche is not a demographic, is not a demographic. What I mean is your niche could be a population with a problem. But to be clear, your niche is not your modality, it's not your processes. Somebody said one this morning, I don't know if it was you Michelle or somebody had said, I do this and that, and it was the whole description of their process, like, "I help people do this by doing that." It's not your processes. It's not your tools that you use. And it is not a demographic.

Rebecca Overson:

A demographic is like women over 55 who make more than a hundred thousand dollars a year, who are the sole income earners for their family, and have at least three children, and live in this part of Indiana. You know what I mean? That's more of a marketing demographic. That's not what we're talking about. So everybody clear on what a niche is, as I define it, it is a very specific problem that people have that you solve, or it's a population that has pain that you know that you can help. So a piggyback niche is like women with fibromyalgia. Does that make sense? It's not just women, but women is a niche. You can use your skills to help women with all the aches and pains that just come from being a woman, or just any woman with any kind of pain, and you're specializing in the therapeutic care of.

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Rebecca Overson:

is in the therapeutic care of women's pain. And that doesn't have to be like menstrual pain. It could just be women with any kind of pain. Does that make sense? Okay. So what questions do you have about that? I'm looking in the chat here. "Are desk workers considered a population?" Yes Tara. People who sit at desks all day is basically how we say it. A desk worker is like, that's not how they would say it or how their neighbor would know them. Oh, they're a desk worker. I don't know. Right. You would say people who sit at desks all day. One of my very success graduates of my program, her niche is people who sit or stand all day, like hair stylists. Something like that could be really, really useful because we know that people who sit all day, what kind of pain do they have?

Rebecca Overson:

A lot of them have neck pain. Maybe they got Carpal Tunnel. They got shoulder issues. They got back pain from sitting, something like that okay. Okay so, let me see. And by the way, you guys can also just raise your hand visually. Don't use the raise hand button, but just, you could raise your hand visually or put a one, a number one in the chat if you have a question, that way I'll see that amidst the chatter okay? So, let's see, Stata, or I don't know if I'm saying your name, right. Stata Powers or Stata Powers. I can coach you on your business name when we get to the Q&A okay? Cause that's important. We talked about that today. Anna, athletes with shoulder pain. Brilliant. Do you guys get that? That's a population with pain. Athletes. They abuse their bodies. Right?

Rebecca Overson:

And then the specific problem is with shoulder pain. So, she's she's within the athlete niche. There's actually a lot of possibilities. A lot of options. Okay. Okay. And then Ryan is saying, is saying, I help people find relief from chronically stiff, sore, and painful muscles from stress or old injuries too broad. No, it's just too much. It's just, it's , make it simple. It's chronic pain. That's what you do. Chronic pain. Okay. Because that's kind of, it's getting way too descriptive. And that's not how any client would talk about the pain that they have. Okay. So, it's chronic pain related to stress or old injuries. You do injury rehabilitation and chronic pain relief. That's how I would call that niche. Now those two are kind of can be married by the way. Chronic pain, because pain usually comes from injuries or surgeries right? So a lot of people that do rehabilitative pain, it's either chronic pain or old injuries. Or if it's chronic pain, it's from a surgery or an injury, something like that.

Rebecca Overson:

So those two are kind of related. Okay. Endurance athletes is a niche Bonnie. That's a very specialized niche. Okay. Cause endurance athletes, I mean people that do a Hundred Mile Marathons, and Iron Mans, and stuff like that, if you are one Bonnie, are you an endurance athlete or are you connected to that niche personally in some way? You can unmute yourself and talk to me. Oh, and Kate's here. Good Kate. I'm going to make you the co-host baby. There we go. That's Kate, everyone say hi to Kate. Enrika wave madly, Kate. So everybody can see you. Right. She's also on our team. An amazing advocate for you guys. Okay. So who was I talking to? I was talking to Bonnie. Bonnie, our endurance athletes, if you're connected to endurance athletes in some way, or you are one or you were one, then it's very easy for you to know exactly what they need and how your skills can be applied to help them in their performance, recovery, injury prevention, and personal records and stuff like that. Okay.

Marcalina:

Thank you.

Rebecca Overson:

Yeah. Okay. Awesome. Marcalina traditional post pregnancy massage. Is that is a modality. Okay. Are you talking about like mother roasting Marcalina, or what are you, what kind of traditional?

Marcalina:

That is something that was passed on from my great-grandfather, my grandfather down to our generation and is something our family practice. [inaudible 00:29:15]

Rebecca Overson:

Beautiful. Okay. But I would specify what tradition. Cause there's Hawaiian there's there's, Asian tradition, there's Indigenous, all kinds of things. So I would say this specific,

Marcalina:

My great-grandfather came, he came from India. So there should be basically In the Asian.

Rebecca Overson:

Perfect. So traditional Indian postpartum, massage. Yeah. I think that that's really cool . That is a modality, but it is also kind of a niche. Do you guys, do you guys get that? That's why there's some exceptions to this because she's saying

Marcalina:

Our family was known, our family in the village was known for that. So people would come to him to get that specifically done after. Oh, I love so we all had it done.

Rebecca Overson:

Ah, I love that so much. The prenatal massage, Postpartum Fertility Specialist and Doula in me absolutely loves that that's what you do. That's so wonderful. Yeah. So the niche is postpartum women. You guys see that the niche is postpartum women. It's women and the kind of pain, so to speak, or discomfort, is they just gave birth and they're, lactating or recovering from childbirth or their posture, they've got nursing neck, their totally emotionally exhausted, and freaked out, and all of that, whatever's going on for them in that massive transition. And that's the kind of pain that she helps them with through her modality, which is traditional Indian postpartum techniques. You guys get the difference? So she could just say, I work with postpartum women. She doesn't necessarily have to educate anybody about her tools. But if she's saying I help postpartum women recover from childbirth and adapt to motherhood, whether that's their first or 12th baby, then I know I've got clients for you.

Rebecca Overson:

Right. I know exactly who she's talking to. I know exactly who she's talking about. And then you become a very clear magnet for your clients when it's that, because you defined it so clearly. Okay. Now if you come out and you have to explain, well, I do this, and my family and this tradition, that's all cool and that does belong on your website and in your marketing materials. Right. The story behind that, that's very awesome. And very curiosity peeking. But if lead out, talking to people by about your techniques and your modalities, you often lose them, versus talking about the problem you solve or the population that you serve. Okay. People with chronic headaches. Yes. Raven. Absolutely. Okay. Desk, leaks. Yes.

Mona Desk Jockeys, except you have to use terminology that they would use. And I've never heard of Desk leaks.

Rebecca Overson:

I can't even say the word. OK. Injury recovery. Yes. People with limited range of motion or stiffness. Now Bethany, I would still try to, see what is that attributed to. Okay? Who has limited range of motion and stiffness or from what will get you closer to a well-defined niche. Mobile massage is a niche and Lisa knows this because she didn't just join my jumpstart program. Okay. Mobile massage is a niche. Okay. You're catering to a specific population like people that don't want to leave the house, people that can't leave the house. It's actually luxury mobile massages luxury you guys. Don't y'all think that you're going to go just whip up a mobile practice and make money to start your in-office practice. It doesn't work that way. That's building two businesses. So mobile massage is a luxury and should be priced as such.

Rebecca Overson:

Okay. So good. And even better, Lisa, if you can dial that in to who needs that. Okay. Like, one of my dreams was to get an awesome RV and outfit it as a mobile massage vehicle for mothers that had just given birth. And I just go, "I'm in your neighborhood." Because I live in Utah and one in two and four women over 20 are pregnant. Right? So it's like half of the population of Utah is women in their childbearing years.

Rebecca Overson:

I literally envisioned I could pull into a neighborhood and just put the word out, and just schedule it. I'm going to be in your neighborhood, and I could easily have four clients a day. Just I'm going to park on the street, Y'all just come just waddle on down here in your robe and slippers, bring your baby with you. Come on into my mobile massage studio, just for moms. Because you can see it's freaking hard for moms to get out of the house and maybe they're recovering from C-section, that kind of stuff. Okay. So even better, if you can think of who specifically needs to be catered to in a mobile practice, then that will increase your value. Okay. That increases your value.

Rebecca Overson:

Okay. Good. Oh Stata. Thank you Stata for coaching me on your name. Okay. Healthcare Practitioners, Andre. Yes. Nurses bending, twisting and lifting for hours on end. So Healthcare Practitioners, yes. People that are on their feet all day and doing physically demanding jobs, that's a niche. And even more specifically, if it's I work with Doctors and Nurses, or I work with ER Doctors and Nurses, or I work with frontline Doctors, or I work with EMT Firefighter first, you know where you're kind of creating a picture of who you work with.

Rebecca Overson:

So that's perfect. Okay. Your niche is back pain and Sciatica. Yeah. That's that's good Tara. But I want to address your concern there in just a minute when we're going to talk about the most important thing about a niche. Okay. Ruth, people who just lift from the neck up, don't tap into their emotional bodies. Okay. But remember they're not going to be saying that. They're not necessarily going to know that. That would be more like kind of like your processes. Okay. Trauma Informed Coach. Yay. Good. Ruth. Lots has changed. Great to see you. Yeah. Great to see you. Being trained in breath work. Now again, that's a tool. Trauma Informed Body Work, that's a tool. I'm going to call that a modality. Okay. Who

needs that, are people with trauma. Okay. People who are recovering from trauma, people who are dealing with after effects of trauma, but then you even have to get more specific.

Rebecca Overson:

What kind of trauma? There's trauma of being a witness at the Boston Marathon Bombing. There's that kind of trauma. There's there's all other kinds of trauma from abusive relationships, abusive childhood, just acts of terror. There's all kinds of things. So you have to maybe define that a little bit further. If there's a specific type of trauma that you feel uniquely equipped to support people through. Okay. Seems like I'm everywhere. I need your doctor Sue skills. Okay. So chronic pain is linked to emotions. So Ruth, I think really it's either going to be trauma for you or it's going to be chronic pain. Or guys there's another niche that we kind of use a lot for people that seems to resonate, which is physical and emotional pain. It's relief from physical and emotional pain. And that seems to speak to people where they go, I know I have chronic pain, but I know it's creating crazy emotions.

Rebecca Overson:

It's very stressful for me. Or it's something like, I know that it's related in some way, shape or form, to the physical pain that I'm like the undealt with emotions because we know that right? We as body workers know that the unacknowledged un-dealt with emotions can present as physical and chronic pain. Okay. But, don't expect your clients to know that. For most people that's like, mind blown, when you help them to make that connection, and they're talking to their bodies, or you're doing whatever processes that you use to help them get in touch with that. It's mind blowing for people. But it's more about your process than the problem you solve. Okay. So that's really it Ruth, I'd go with chronic pain. I would go with emotional and physical pain or I would go with straight up trauma. If there's like a specific type of trauma, that you yourself have overcome or have been touched by in your life. Okay.

Ruth:

OK. I love and, and stress relief? Or just, just.

Rebecca Overson:

I wouldn't. Stress relief is kind of like, "I'm a dentist that does teeth." It's like, do you really need to say that? Do you need to say stress relief? You might, if that's your niche for some of you, you are so good at just taking people that are, and just that's your superpower. It's like a vacation without the tickets to go to Mexico. You can really, you just help people to just take a nap, take a break. And you're very, very good at inducing sleep, inducing theta brainwaves, helping people to just calm down and you're not doing like troubleshooting specific injury types of work. Okay. So, but again, stress relief is the process or the tool. And you have to think who needs that? People that are under tremendous pressure, people with insomnia can really benefit from that type of work. Okay. Yeah. I see your hand up. Tanya, did you want to chime in and share something, or ask a question or were you like, oh yeah, that's me. Oh, you got to unmute yourself. Sorry. Click the button to unmute yourself.

Tanya:

Oh, there we go. Can you hear me?

Rebecca Overson:

I can hear you now.

Tanya:

Okay. Yeah. Definitely Insomnia for me because I, okay I'll just let everybody know. I was in the hospital for three and a half months in a coma. They just let me lay there. Okay. Just lay there. They didn't exercise my legs or anything. So when you say trauma, I can relate to that. Yeah. My only issue is with the memory because I cannot recall exact dates and times, but I do know that I graduated from Indiana Business College and they, their quote unquote certified or certificate was not being certified. So, but I do remember a lot of the techniques and everything and I just would love to get back into doing massage. And right now I have the head piece that is mobile. It's in a suitcase, but I'm like, I don't want people to come here because my apartment, they need to do a bunch of work here. And I just would rather go to their place.

Rebecca Overson:

Guys. But which goes back to what we talked about this morning, make sure wherever you're set up, you're set up legally to actually do business. Otherwise you will have a very hard time. It's like driving on a flat tire. You have a really hard time getting traction. Okay. But yeah, for you. So there's a lot of things that you've been personally touched with guys working on people in comas could be a niche. You could do out-call work in hospitals. I've, I've done out-call work in hospitals for moms on bedrest, and a client with pregnant, with triplets leaking amniotic fluid at 24 weeks. You know, and her OBGYN was like, yeah, come on in. Let's work on these mommas that needs their bodies moving and, and, and a very pregnancy informed body worker. Okay. So, so it's very good, Tanya.

Rebecca Overson:

There's a lot. And I think that's a good segue to, touch on another principle. That is a very important with your niche. You guys, it is best. It's not required, but it's best, if it's something you're passionate about. If it's something you love so much learning about that you would just gobble up information on Cerebral Palsy or whatever thing, right? Whichever kind of topic or, population or problem you geek out on it. You just absolutely love it. It's best, if it's something you're passionate about or you feel in some way, like purpose driven about it. And often your own journey is what you are best equipped to help other people with. As one of my coaches says, your misery is your ministry. What you've been through and you've helped yourself heal often puts you in a fantastic position to be a light in the wilderness with other people.

Rebecca Overson:

So, sometimes it's so close to you that you can't even see it for years. People were telling me you should be working with like babies. And I was like, what? I mean, literally since I was 20 and didn't even have children, I was like, what are you even talking about? I couldn't see it. But other people around me were just like, you would be so good working with like moms or young children. And I was told that, and it took me about 10 years before I started actually taking it seriously. And then I was like, oh my gosh. Then when I gave birth myself, Most of you know my story, I'm not going to repeat it. But you know, it was like giving birth at home to my sons was so impactful that I just wanted to shout from the rooftops, how amazing pregnancy and birth could be if women were supported.

Rebecca Overson:

And the only thing I wanted to talk about was birth. So I was like, well, may as well start a prenatal massage practice. So I can just be around pregnant women all day. It was a perfect fit for what I was passionate about, what I was interested in, and what I felt like I wanted to be an advocate for, because

your business is really a platform for education. Ultimately, I think, it's really an opportunity to get a message out and empower people, and to deliver information that, "Hey, you don't have to live with this kind of pain" or, "There are Non-Pharmaceutical options for this. Or, there's Intervention free options. We have to stand up and say, "Hey, this is possible."

Rebecca Overson:

And the thing about the niche you guys, is that it is also the key to charging the prices that you need to charge in order to hit six figures. It's one of the keys. Because, as you're a specialist in something, you're solving a specific problem. You're not a generalist, you're a specialist. You have more information, you have more education, you have more training, you have more skills, you have more passion, more interest, you gravitate towards that. You become a resource for people that way. And that increases your value. Okay. Yeah. Delana, you had your hand up.

Deanna:

I saw the question about how do you know, what is your niche? And let me tell you, as Rebecca knows, there's a place here in Steven's Point called The Wellness Spot and they're very cookie cutter. And I did an interview for her and she asked me this question, what do you do? And I'm like, I love it all. Can I throw them all together? And she's like, no. I need to know what you do. And that hit me. I was like, I don't know. I love energy work. I'm very intuitive. I love. I've been through a lot of trauma myself as a sexual abuse survivor. But, I also watched a lot of people in chronic pain and I didn't know. But I wanted to do it all. And I didn't know how to do it all.

Deanna:

And then I worked with a woman out in a different city who did, who focused on chronic pain. And then I figured it out. You just used your energy, work through it. And I was able over time to meld everything I love into the same, and that's what sets me apart. So sometimes you might be all scattered, you might be a hot mess, and that's okay. But eventually just pay attention to the surroundings, everything around you just like Rebecca, it will come to you. And the more massage you do in general, the more you'll be like, Hey, I actually feel really happy when this happens.

Deanna:

For me, it was having people come out really happy or crying and just being so grateful that, and to me, I didn't think I was doing anything, but to them, they're like, wow, I can really feel your hands are really warm. I feel like a weight's been lifted. Or, I can pick up my grandkid today. Or I can walk more today thanks to you. And I know it's a bit of a God complex, but, it's those little moments that you get back from your people that just poof you up, give you life, and then you just give it right back.

Rebecca Overson:

Yeah. Thank you for that. It's awesome.

Deanna:

It's magic.

Rebecca Overson:

It is magic. And yeah. So there is a, the myth you guys is that if you have a niche, then you are restricted. You're not. A niche simply makes it clear who's best for you, and who should come to you, and who should be referred to you. I worked on men in my prenatal massage clinic. I worked on grandmas. I worked on children. I worked on people that had nothing to do with my niche, but I had, you have to be, if you want to build a practice, the fastest way, get known for something.

Rebecca Overson:

Okay. Get known for something. This is true in any industry you guys. If you're a lawyer that helps everyone with everything, you're not a good lawyer. You're, not because in order to be a good lawyer, you have to really dive into family law, custody issues for men. I mean, you know what I mean? The more specific of expertise you have, the more value you have, the more it sets you apart from everybody else is trying to serve everybody. And the more you stand out, and the more you can raise your rates, and the more you can be seen as a resource and as an expert at what you do that makes it so you don't even have competition. But if you're running around trying to help everyone with everything, I promise you, you do have a niche. You just haven't articulated it yet.

Rebecca Overson:

You got to just look at what's the common thread here or what's the common denominator? Like for Delana oh, chronic pain, well that's like everything. That's means I get to work on everyone , but I really love the chronic pain piece where I help people to get their life back or help people to move again. Right. Something like that. Okay. So a niche can be as broad as you want it to be, as long as it is a niche, or it can be really really specific. But, you also have to make sure that you don't, that you do have a market. Okay.

Rebecca Overson:

So for example, if it's too specific and you just there's, nobody that really has that going on around you, or there's not enough people with that in order to fill your practice on an ongoing basis, then you may need to expand your definition of it without compromising your niche. Andre,

Andre:

Another thing that I wanted to kind of highlight on to piggyback on what Deanna was saying. For me, it's been the synchronistic moments that I've encountered throughout my journey. I graduated in 2008 from Atlanta School of Massage. And I was very intentional about the people that I wanted to be connected with. So, as I was in school, I was focused on, I prayed and I said, "God, I want to be connected with psychotherapists."

Andre:

And so along my journey, I had encountered I've worked in different settings. I've worked have worked with addiction, recovery, psych psychologist, but currently my office is in a psychotherapy collective. But, that didn't come about until five or six years after I had graduated from massage school. But those moments that I didn't really connect at the time, there was one time I was walking down by the Martin Luther king center, and something just told me to go into this particular building.

Andre:

I had no idea what the building was. I had no idea what was going on inside of it, but it happened to be an NA meeting. And I was like, why did I have to go into that, that situation? And then three years later, I connect with Atlanta Healing Center. And that's where I was able to work alongside with Dr. Blank, but also be able to empathize with the patients on a level that, I may not have been able to do so, had I not encountered that NA meeting that one time. I've never been back. I don't know where it is. If I walk down, I walk down Auburn Avenue all the time, or bike down Auburn Avenue all time. I can't tell you where it is. I have no idea where it is.

Andre:

But it's those synchronistic moments that can kind of help us to identify our niche markets too. So I want to make sure that we consider those moments when we're about our daily activities or, as we just progress in our career, that we take a look at those moments and say

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Speaker 1:

... progress in our career that we take a look at those moments and say, "Hey, how many times have I connected with these types of people? How many times have I encountered this group of people and what was my interaction with them? And what was my feeling associated with that?" And see if that kind of gives you some direction on how to set yourself in a certain niche. That's all I wanted to say.

Rebecca Overson:

I love that. And it's very true. And sometimes your niche will find you. Most of the times under the best circumstances for people it's like your niche will just find you. Because while you're over here trying to search, "What's my niche, because I want to do what Rebecca says it takes to build a successful massage practice and all that stuff, I got to find my niche," be open to the idea that divine intelligence is reaching for you. Divine intelligence, spirit guidance, your path, God, whatever your word for that is, is trying to make something happen through you.

Rebecca Overson:

So you got to be open to that and you got to pay attention to that, because sometimes it's much bigger and better than you could have ever planned for yourself. But you have to be aware and you have to be willing to receive it. Okay? Cool. So who has questions? Who does not have their niche, isn't clear on what their niche is? Melissa [Lindall 00:51:17], go ahead and unmute yourself. I see your hand up. And then I saw another one in there somewhere. Mrs. Grimmer. Okay, Melissa, what's your question ?

Melissa:

My question is, I ended up being the last stop for everybody after they've tried doctor, PT, chiro, all of that. So how do I word that? I end up working... Like I have a stroke client. I have people that have chronic pain, I have the whole gamut, but they end up... Like one gal, I worked on her knee. And her chiro, who she's been seeing for six years now, said it's the best that she's ever seen her. How do I translate that into a niche?

Rebecca Overson:

Okay, good. So the last stop before what?

Melissa:

They don't see anybody else after they see me.

Rebecca Overson:

And then what happens if they don't?

Melissa:

Well, they tend to get better. I mean, that's kind of what happens.

Rebecca Overson:

If they don't see you. What are they about to give up on, and you're the last chance? What are they about to give up on?

Melissa:

Well, their better way of life, their range of motion, their activity level.

Rebecca Overson:

Is it like after surgery or injuries?

Melissa:

I do a lot of that. I do a lot of surgery. I do a lot of injury. I do a lot of, where I live North Dakota, a lot of farmers. So people that have had lived a really rough life, and now that they're getting older, 40, 50, 60, they have pain in different areas from lots of different things that their doctors haven't been able to correct. Or PT [crosstalk 00:52:45] able to correct.

Rebecca Overson:

Okay. Good. Is that their last stop before surgery? Is it their last stop before... What?

Melissa:

Usually what happens is they see all those other people and they find somebody else who has seen me and says, "Go see this person, she'll fix you."

Rebecca Overson:

Okay.

Melissa:

And that's how the come to me. I just don't know how to word that.

Rebecca Overson:

It's probably chronic pain and injuries. And one of your unique selling propositions, which is about communicating and owning your value, you guys, is that you are really good at working with people who have tried everything else.

Melissa:

Okay.

Rebecca Overson:

Okay? But really the problem they have is chronic pain and injuries. A stroke is an injury. All those things you said, I put it through my little Dr. Seuss machine in my brain and I go, that's really what the common denominator is, is chronic pain and injuries. But again, not just any old thing. How you say it, guys, is like, "I'm a massage therapist who specializes in chronic pain relief and injuries. But what I'm really known for is I'm your last chance before surgery, or your last chance before you just give up and live with pain altogether. My clients call me a miracle worker." Something like that, where you can find a little phrase that would capture what that is. I like that how you said that, kind of your last resort. So also another way of describing that a little bit more elaborately would be, "I work with people with pain that conventional medicine hasn't helped."

Rebecca Overson:

So now can you guys see? You work with people in pain, so that's cool. But more specifically, this population is people that conventional medicine and surgery has not helped. They're out of options. I work with people who are out of options for their pain. But really what your niche is, is pain. Specifically, chronic pain injuries. Does that make sense? Okay. Yeah. And you guys will know, you'll be like, "Yeah." It all comes together and you get this a bolt of lightning in your body. And you're like, the spirit is testifying to you that that's the truth right there. It's an opportunity for you to just be like, "Oh, that makes so much sense." And mostly when I coach people through this, they're just like, "Is it that simple? Is it that obvious?" Yes, it is. We are the ones that tend to over-complicate it. Okay? Okay. There was somebody who I called on, Mrs. Grimmer, but there was somebody before you. Who was it? Okay. Let's see, Mrs. Grimmer, let's go with you. And then there was somebody else. I can't remember who it was that raised your hand. Okay.

Mrs. Grimmer:

I have this issue. So I've been doing massage for about 20 years. I'm trained as a shaman, a reverend, I've gone all over the world learning different healing modalities, so to speak. And I have gone and tried to get jobs at other places. And they will look at me and tell me, "You will be bored here with all the stuff that you know." So I went to one and they, they said to me, they had me take a quiz. So the owner had met me in cosmetology school and said, "Come to my upscale spa, and we will be happy to hire you." Well, they had me take this long quiz, or test, or whatnot. And at the end of it they said, "You are a healer." And they said, "We would love to have you do the work here in the spa, but ultimately you are someone who is your niche, so to speak is to be a healer. And you will make more money because that truly is where your drive is." Where the spa was not my drive.

Mrs. Grimmer:

And I just had an aha moment. I completely forgot about it. It was probably like 15 years ago or so. But I realized that I do, I keep trying to do massage on people, and some people enjoy it. They'll throw money at me because they get an amazing healing from it. But I realized that now that psychics and other healers, when I work on them, realize that that no, you're legit. I think at one point I had Yoko Ono I met and she even said, "You're a healer." So I go, okay, but I guess to own it is hard for me right now. And then to figure out who I should try to advertise to as a healer versus slash massage therapist is difficult to figure out who I could draw in. Or because I live in the average Joe America in Buffalo, New York, and

it's not... Yes, there are a large group of psychic people out here, but it's difficult to, I guess, to... I guess I can figure it out.

Rebecca Overson:

You can figure it out. And here's what's coming up, that comes up for a lot of people at this point, is called imposter syndrome. It's the moment you have put yourself out and you hold yourself out as a specialist or expert in something. And by the way, I know Canadians can't say specialist, that's against the Canadian laws for massage therapists. But you can say, "Offering support for," or, "I work with." We don't treat things, but when you're defining your niche, you're saying, "I work with people that have this problem, or I help people with this problem."

Rebecca Overson:

But for you, I think because you said something about not being able to own it, and I would like you to write down at least 50 reasons why you are totally qualified to own it. You've got to get that solid in your own head first, or the doubt translates in our mirror neurons to other people. And you'll always feel like an imposter. You'll feel like a fraud. You'll feel like, "Well, I'm not really that." But really guys, what that is is the little voice inside your head that you need to tell to take a little hike, and really step into your power and embrace your gifts and own your greatness. Okay? Because you are here for our purpose and a lot of people need you, now more than ever. And that is an obstacle that you're hiding behind.

Mrs. Grimmer:

Oh yeah. No, it's tough. It's definitely tough.

Rebecca Overson:

So the other thing to look at you guys is, so for you, is also who do you enjoy helping? Because if you're truly gifted... And I love the word healer. I used to bristle, because I was like, "We don't heal people. We're facilitators of healing. God heals people, the body heals itself," just I've heard it all. All that stuff, all of that stuff. And it's just, but what I mean is that's the field I work in. I'm a facilitator of healing, I work in the healing arts. That's just shorthand. So I just say healer, I do healing work of all kinds. I do body work, I do spirit work. I do coaching. I do-

Mrs. Grimmer:

I literally rip entities off of people.

Rebecca Overson:

Okay. But what problem does that solve?

Mrs. Grimmer:

That helps them to be freed up emotionally from issues. That helps them-

Rebecca Overson:

[crosstalk 00:59:59] And who needs that, though? What kind of problem or pickle or situation are they in, where you're like "Exorcism, we're going to rip some entities off of you." Where you're literally-

Mrs. Grimmer:

[crosstalk 01:00:10] down in the dumps and they've gone through a lot of stuff in their life, just as I have. And that is usually the case, is that they need to come to a transformative moment in their life.

Rebecca Overson:

So start with something simple that is a part of that thread for you, like depression. Or people that are going through major life transitions and feel lost and confused can really benefit from the kind of work that you do. And they'll pay for it. Anybody ever been through a divorce or had your relationship completely implode out of nowhere? People are just like, "Oh my God, what do I do?" And you can not only soothe their body, you can soothe their mind. You can help them soothe their soul. You are walking people back home. You're helping people to reconnect with their self and have clarity about what's next for them. So I would say major life transitions or something like depression, or even addiction. I don't know if you work with addiction, but-

Mrs. Grimmer:

I try to help. I have lots of friends who are addicts and I do offer my help to them.

Rebecca Overson:

Can be challenging because if there's super, super into an addiction, then they're just not going to be great clients at all. You're going to be working with their families, trying to get them to get help and all of that stuff. So let's start with one problem that you yourself have overcome because of the awareness that you've gained in your journey. Just start with one thing. And I'm telling you, that's what my intuition is telling me to tell you, is that you really have this... Guys, you're all good at everything. I know it. I know you're all good at a lot of things. But the best way to know yourself as a successful, empowered, liberated business person running a healing business is get really good at one thing, get known for one thing. And then from there you can do whatever you want.

Rebecca Overson:

I was known for prenatal massage, and then guess what I did. I became a doula. Sweet. I get to go to births. And then I became a postpartum mother roaster. And then I became certified in sacred pregnancy rituals. And then I did fertility massage and then it became a fertility massage instructor. And then I taught babies sign language classes, and I did infant massage. But because I had a business, I had a business of, "Rebecca Overson is known for this. She's the go-to for that." And then I got success, and then that is what opens the door to do everything you want. So that's why you just have to narrow your focus, even if it's just for a little bit. And for some of you, that's it, you'll get it and you'll be happy forever. You're like, "This is the thing I do. I work with children with cerebral palsy. It's amazing." You never want to do anything else.

Rebecca Overson:

And some of you it's just narrow your focus, go all in on that. You can only have one niche, guys. You can't be a dentist and a OB GYN and a gastroenterologist. I don't know anybody that has three specializations in the medical world. You could be a doctor and an attorney, I do know a couple people that are that, but they're different things. Right?

Mrs. Grimmer:

Right.

Rebecca Overson:

You just decide. Okay, I'm an MD, so to speak. What kind of MD do I want to be? Where do I want to best serve? But I can prescribe, I can do surgery. I could arrive at the scene of a car accident and help save somebody's life. But you can only build a business doing one thing. There's no such thing as a restaurant that serves Thai food and pizza. No one would eat there. No one. Unless it's Thai pizza, I guess, but that's even a little strange. It's like a new concept that people have to go, "Oh, this is strange." So you start with the easiest thing that you know you can nail it. You know you can really serve people profoundly. And then you build your business around that. And you have to be patient. Because most of you also, if you're entrepreneurs, you have bright, shiny object syndrome, and you want to do everything.

Rebecca Overson:

You go, "Oh, a new course, a new modality, I want to learn that. Oh, there's a new training." And you want to run around and rack up all these certificates. But if you don't know how to market yourself and you don't have clients, then you're literally wasting your money. You're just like, "I just want to be in school forever." But where the rubber hits the road is where you have to get clients and you have to make a name for yourself. That's the scary part. It's very easy to hide behind CEUs. Very, very easy to do that. I'm just learning so much. Right? Okay. So that's where it gets scary is where you kind of narrow it down and you go, "You know what? This is important enough to me that I'm going to go all in on it." That's why I want you to be connected to your passion.

Rebecca Overson:

Because you guys, people will tear you down. Just so you know, people might come after you. People might make fun of you. People might challenge you. People might do crappy things like frivolous lawsuits. You're all spared from that. I'm just going to declare that. But you know what I mean? People will challenge you. And if you don't know in your bones that this is what you are supposed to be doing, maybe not forever but for right now and maybe forever, and you're not giving yourself fully to it, then people will knock you over because you're doubting yourself. I knew. When my niche found me, it was like, "Oh my gosh, I'm going to die doing this." I was so happy working with pregnant women and empowering birth, it was just like, "Ahh." And I did that for a decade. And after my daughter was born, I was done. It was like it was gone. It was gone. And I was like, "Oh, shit. What am I going to do?"

Rebecca Overson:

And I started looking at what was my passion and then I started coaching massage therapists. Because I had gotten to the top of that mountain so hard and so fast, that I was like, that's something I could really get after, is how do I empower everybody everywhere that's doing what I'm doing. And it just evolves. But you would have never listened to me. None of you would listen to a word I'm saying, if I hadn't built a successful massage practice, you wouldn't be taking coaching from me. You wouldn't even spend your time here or even a single dime. And I wouldn't want you to. But because I went all in on my massage practice and what was important to me at that phase of my life, it set the stage for what was next. And you have to have enough faith to just know, "Okay, this is where I am right now. I'm going to go all in on my dream and I'm going to trust the process it's as it unfolds." And that's what's going to keep you connected to your purpose.

Rebecca Overson:

So we're over time, and I know you guys have some more questions. So if you need to go, you can go. We're going to go into bonus round here because I want to make sure that everybody's gotten massive forward motion on their niche if they don't. If you don't, put a one in the chat, just so I can call on you. Because I'm scrolling through two pages of Zoom faces, and I know I'm missing people and I want to see you. And then also Kate will go in and put another post in the Facebook group about what are your questions from session two, where talked about niches. You guys can post that, and if there's anything left over then I'll do some more Facebook lives for you on that. Okay. So Michelle, go ahead. And then Mama Godzilla's next.

Michelle:

So, because I'm trying to stay within our scope of practice, and I only work on the muscles. But when people sometimes hear correcting posture or alignment and stuff like that, one, is that a niche? And then secondly, how would you explain that to someone to explain to them that you aren't cracking any bones, that you're not a chiropractor, but that you're just working with the muscles and the tissue surrounding it to release them to allow their body to go. And then you recommend the stretches and stuff and whatnot for them to do at home. How would you do-

Rebecca Overson:

You say, you use what we talked about this morning. "You know how when most people have issues with their postures they go to a chiropractic physician? I'm not one of those, I'm a massage therapist and I work with the muscles, not the bones."

Michelle:

Awesome. Thank you. [crosstalk 01:08:16]

Rebecca Overson:

Now one thing, though. I want to coach you, because you're talking about your processes. Spinal or posture, that's a process, guys. How many of you guys know you have bad posture and you're not doing anything about it? So just saying, "Oh, I do postural correction," but get specific. Do you work with scoliosis? Do prevent scoliosis surgery? Do you work with teams with scoliosis? Do you work with kyphosis? Do you work with persistent lower back pain? Do you work with... Do you know what I mean? If you can get more specific, because that's the tool and the process is your spinal alignment work, otherwise you're going to go educate everybody about your spinal alignment process and it's not going to land.

Rebecca Overson:

And you don't get paid to educate people. You get paid to see people, you get paid to work on people. Does that make sense? You guys, the niche is like the front door. You got to get people to knock on that door, and then you come inside and you go, "Well, here's all the woo-woo I do, but bottom line is we're going to solve this problem. We're going to help you recover from pregnancy or we're going to..." Who needs postural alignment? Who can benefit the most from the skills that you have? That's your niche. Not your tools. Okay? Cool. Okay. Mama Godzilla.

Mama Godzilla:

Hi.

Rebecca Overson:

Hi.

Mama Godzilla:

I guess I'm worried I'm going to push away... But I heard you saying you don't have to exclude anybody by being specific with your niche. But I'm worried if I take that niche and kind of market to it... I know some people who don't like their necks being touched, but what if I... And just because I can't choose something, everything you're saying makes sense. But when I try to think of it for myself, I'm just drawing a blank. And I've been practicing for 15 years. I have a great... work for myself. I have great clientele. But I'm just not organized and rooted as a business. And I really feel like finding a niche would be a great start.

Rebecca Overson:

Cool. So what's the question?

Mama Godzilla:

I guess if I say just neck or something, or if I say my niche is working on people with painful necks, am I going to turn away people that say, "Oh, no, my problem is low back. I'm not going to call that massage therapist."

Rebecca Overson:

That's totally up to you. See, the cool thing is if I didn't want to take, say a male... Let's say I had a neighbor that was like, "Oh, you're a massage therapist? Oh, I'm a triathlete and I'm training for this a hundred mile race." And I'm just like, I don't want to do that. That's not my jam. If I didn't want to see that client, I always had a good excuse. "Actually I just work on pregnant women." But if I wanted that client, I could say, "Yeah, I'm happy. Just so you know, my clinic or my practice, it's pregnant women. So if you don't mind being in a lobby full of pregnant women, and maybe if a couple of crying newborns. I mean, if I can get pregnant women out of pain, I'm pretty sure I can get you out of pain."

Rebecca Overson:

So you see how it's all actually about how you own your value and how you communicate your value. But your advertising effort has to be clear in order for you to attract the best clients, the high paying clients, the clients who really are the awesome people that you love to work with. That you're not just cranking out massages on good clients, but you're really experiencing that fulfillment. So you could say, "I'm a massage therapist who specializes in neck and back issues."

Mama Godzilla:

I don't actually, but I was just throwing out an example.

Rebecca Overson:

But you could.

Mama Godzilla:

Right, right.

Rebecca Overson:

You could say that. Now again, for those of you that are in that place of like, "But there's just so many. I can't choose." Do a little bit of linking things together like [Delayna 01:12:03] talked about. It'll emerge. When you look at what's the actual common thread that binds together all of my clients, you'll see it. It's probably way more obvious and you just haven't articulated it yet. But when you do articulate it, it's really cool. It's really cool because it actually supercharges you and you get excited like, "Oh wow. I could really do more with this. I could do something. I could expand this. I could really go deep into this." But remember, you don't have to turn away anybody. You just have to create the context for, "Well, I'm a specialist in this, but I would love to work with you. I'm happy to. I am a massage therapist. I'm happy to work with you." Does that make sense?

Mama Godzilla:

Yeah.

Rebecca Overson:

Okay. So what do you think your niche might be?

Mama Godzilla:

I'm still trying, I just... Every time I thought maybe it's teachers, I offer discounts to a lot of public school teachers, like sliding scales. I have a lot of teachers that come to me. And then I heard someone say people that stand all day, that could be a niche. But every time I think of that, I think, well, those aren't my moneymakers. Teachers could be my niche, but that's not who I'm making money from. I make money from the housewives. So I don't-

Rebecca Overson:

Right. If you don't know, guys, just go with pain. You do pain relief. Just go with that. That's the most generic of all the niches. Okay. That at least separates you out from fluff and buff. And a lot of us like that, unless we like the fluff and buff. I say that lovingly, but that's something, I hear that from a lot of massage therapists. Like, "I don't want to do the fluff and buff. I do the clinical stuff. I do a therapeutic massage." It's like we're vying for our value. Like, "I'm not a luxury, I'm a necessity." So if you go with just pain relief and then you do that for teachers and for housewives and for firefighters or for teenage football athletes, that's totally fine. Don't make yourself crazy going for it. I'm going to show you guys my secret.

Mama Godzilla:

Thank you so much.

Rebecca Overson:

You're so welcome. This is going to help a lot of you guys. Ready? This is top secret proprietary material. I'm just going to let you look at this, but I'm not giving it to you. This has been updated, but this is one of our tools that we use in Jumpstart Your Massage Practice and Rock Your Massage Practice Academy. These are all the niches, guys. Pick one. So it's either a sports niche and you see there's sub categories. Can you guys see that on the left? Sports. Then the second one is gender or demographic. Now I know a

niche is not a demographic, but sometimes the best way to describe the niche is with the demographic, as long as it's a population with pain that you serve. I told you there's caveats and all that stuff. So look at the gender demographic. People with disabilities, families, children, women, men, seniors, elderly, large, dense bodies, LGBTQ+. And then even under LGBT-

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Rebecca Overson:

...bodies, LGBTQ+, and then even under LGBTQ+ you've got body acceptance, body dysmorphia, top surgeries, revision... All of that stuff, right? Where you can be a person that's dialed into that niche and have a niche inside of that niche. Okay, children, look at all the sub-niches with children. Typical children, atypical children, special needs, babies, teens, specific teen girls. You know what I'm saying? Well, that's a little tricky, you should probably be a female if you're working with teen girls, so as not to be labeled in a particular way, unless you can really, really own that niche. But do you see that even under women, pregnancy, fertility, postpartum, menopause, over 40, busy moms, and any specific kind of pain or syndrome, women with rotator cuff issues, women with back pain, women with foot pain.

Rebecca Overson:

You guys see how this breaks it down? Makes it really, really easy. Also, by syndrome, also by area of the body, also out-calls, also occupation, and also emotional, okay. I just sat down one day and I was like, "There is a finite number of niches," you guys. It's not eternal, and you'll take something and kind of generalize it and then put your own twist on it, put your own flavor on it. Now there's not everything on here because the more we coach people, the more we realize there are further iterations that have evolved past this. Like I said, physical and emotional pain relief. I think we have trauma survivors on there. Trauma, grief, loss, anxiety, depression, spiritual healing, sexual assault, burnout, abuse, major life events, major life changes, crises. Okay. There, I've stopped the screen share, that was it, top secret information, you guys. Okay. So who else is not clear about your niche? Let's see, I'm going back to Lisa. Lisa, you're next on the list. Do you still have a question about your niche?

Lisa:

Uh-huh (affirmative) I sort of have a style question. I had said before, and I remember from taking the jumpstart course, that I fell in the line in the beginning as doing mobile, which is catered to, it was luxury and also convenience. But I noticed all the people that I was catering to suffered with chronic pain. And the chronic pain that they were having is usually in the shoulders, back, lower back, what have you. I'm getting tired of driving, actually. So I want to shift, because I feel myself shifting in my practice. I want to shift it to be more stationary, to have a location, but I still want to be able to deal, and I'm comfortable dealing with those individuals with the chronic pain in the back area, back, shoulders, but also those people suffer, who I dealt with, was stress, dealt with a lot of stress. They had corporate jobs, corporate positions. So I'm trying to figure how do I word my niche, so to speak, if I'm wanting to shift from being mobile to a more stationary location.

Rebecca Overson:

It sounds like it's chronic pain and stress.

Lisa:

Okay.

Rebecca Overson:

It's a little bit like, "Really? Is that it?" Yes, that's it. [crosstalk 01:18:23]. That was easy. Next! Right? Yeah, It's chronic pain and stress. Now I say you have one niche, but you guys see those are kind of related, chronic pain and chronic stress. It's not like chronic pain and something totally unrelated, I don't know. It's not like chronic pain and infants! That's like Thai food and pizza! If they're related, they're siblings, they're cousins, at least, then you can kind of lump them together because they're conjoined twins. Something like that.

Lisa:

So what if I have a client that still wants to have me to come out to do mobile? They don't want to come into my... Can I still have that part of my practice?

Rebecca Overson:

Well, that's about boundaries. That's about boundaries. I'll tell you my spiel on mobile practices, you guys, because again, mobile is a niche. Most therapists though, do make the mistake of starting a practice that they don't actually, ultimately want. A lot of people, I find, are doing mobile in the interim. They're doing mobile because they're afraid to commit to a space, because they don't have enough clients, because they don't have a business strategy, they don't have enough money. And I'm telling you, the harder, more expensive thing to do is build a business that you don't want, and then have to start all over again because I repeat none, exactly none, of your clients will follow you to your office, if you've built a mobile practice. Zero. Because why? Why?

Rebecca Overson:

Now, the other thing is most mobile therapists are dramatically undercharging. 75 bucks for a mobile massage, I'm just like "What?" You should be charging at least 100 to 150 for an in-office, 60 minute session. Your mobile session should be 190, 220, 250. It's a luxury, right? Most therapists go, "Oh my gosh, that sounds terrifying. I can't do that." We just blow their circuits that way, so you need some strategy to work that out. So always ask yourself, am I doing mobile because it's what I want to do, because it's what serves my niche, I really enjoy it, or am I doing it because I'm scared, because of shortcuts. So just know that. For me, I hate mobile massage. Personally, I'm like, "Oh, no way. I'm just lazy. There's no way." If I did have a mobile practice, I'd be charging... I did, I'm like, "Yeah, you want a mobile massage? Yeah, it's \$450 for 90 minutes."

Rebecca Overson:

That would get my... Yeah, that would probably make it worth it for me. \$450, maybe, for 90 minutes, 500. That's how bad I don't want to do mobile massage. But if somebody wants to pay me that, then I'll do it. Sure, sweet. If I get a chance to go work on Justin Timberlake or something, hell yeah I'm going to go do a mobile massage because I want to work on Justin Timberlake! Are you kidding me? But for a practice, time is money, and you have to be efficient with your time. So, I encourage people to burn down their mobile practices, the temporary mobile practices, and build the business you want. Well, I can teach you how to do that, it's much harder to do what you're doing. It's much easier to do it the way we teach people to do it.

Rebecca Overson:

So then you just have to decide. You got a client... What are you charging, Lisa, for mobile?

Lisa:

Right now, 60 minutes is 140.

Rebecca Overson:

Okay, not bad. I'm proud that you're over \$100. There's a lot of people like, "Oh, \$65, I charge \$5 for travel fee." And I'm like, "Ah!" Right? So 140. But listen, you could get that in-office.

Lisa:

Right.

Rebecca Overson:

So why would a person pay 140, and travel to you, if they can get you to come to them for 140, I'd way rather do that. So that's what's hard about it. "Well, I'm charging the same actually in my office," and they're like, "Well that's lame." So you just have to decide, "I'm not doing mobile anymore." And you have to fire all your mobile clients.

Lisa:

Oh! Okay.

Rebecca Overson:

Yeah, and it's fine, I've helped a lot of people do that. It's totally fine. You'll be grateful because after a while you're going to start resenting it, sounds like you already are.

Lisa:

Right. [crosstalk 01:22:11] I said I'm getting tired of driving.

Rebecca Overson:

Because it's not sustainable at 140 an hour.

Lisa:

Yeah.

Rebecca Overson:

The most you'll make is probably seven grand a month, because most clients you can see is probably 10, if that, 15 a week, because it takes you three hours to do an hour and a half massage. It takes you two hours [crosstalk 01:22:31] to do an hour massage. So you're literally slashing your payments in half when you do mobile, and most people don't recognize that. Very few therapists out there come to me and go, "Yeah, I charge 275 for a mobile massage, 90 minute minimum." I'm like, "Awesome." Very few people are doing that.

Lisa:

All right, thank you.

Rebecca Overson:

You're welcome. Okay, Alicia Rose. And then you guys remember, if you have to go, it's fine, we're in bonus round overtime. And then any other questions that are remaining, you can just post in the Facebook group. Kate Enriquez is going to go ahead and post that in the Facebook group, if she hasn't already. All right, Alicia Rose, hi!

Alicia Rose:

Hi! So, I think I kind of gotten a niche, but I'm currently employed. Not self-employed, wanting next year is my goal to open my own practice, and my husband's been listening. He's like, "So did you ask her yet? Did you ask her? Did you ask her about your niche?" And I'm like, "No, I didn't." So, I'm asking now. I am thinking my niche is currently physical and emotional pain because I get really happy when I'm working on parents who come in at my spa, mothers specifically, I love pregnancy massage. And then also when people are going through life events, are grieving and doing a lot of emotional work. So, that's kind of where I am, but is it too broad when you're... I'm also an athlete and then I get happy when I get endurance athletes and sores and so [crosstalk 01:24:03]

Rebecca Overson:

Well, physical and emotional pain is broad in that people know, "Oh, I'm going to go to you because you get the whole picture." So if I've got-

Alicia Rose:

That's what I say, I like looking at the body holistically, I like that when everybody comes in, they're a different person, no matter what has come up to them today, and even if I worked on you yesterday, something happened, and you've changed, and that is going to dictate my treatment.

Rebecca Overson:

Perfect, then that's you. And guys, also just checking, does that description honor, really, what you ought just do with people? You would be really bummed out if all you were doing was working on plantar fasciitis. You love that, bring me your physical pain, and also you're just super stressed out, you found out your teenager's going off the rails and you just want to cry on my table, and then next time we're going to work on your sciatica, that's cool too. You know what I mean? So that way you cast a wide enough net, it's still very specific. Yeah, I think that's great. Physical and emotional pain.

Alicia Rose:

Cool. Thank you.

Rebecca Overson:

You're welcome. Okay, Sherilyn Long, hit me.

Sherilyn Long:

Hi there.

Rebecca Overson:

Hi.

Sherilyn Long:

I just wanted to clarify my niche. I have a master's degree in herbology, so I'm an herbalist in addition to doing medical massage. I had a little bit of a different training with that. And I love working with people with auto-immune conditions. I don't know if that's narrow enough or...

Rebecca Overson:

Okay. So you do body work and herbs?

Sherilyn Long:

Yeah, I combine them, I call it herbal medical massage, is what I call it.

Rebecca Overson:

Oh, sweet.

Sherilyn Long:

Yeah, so I use various herbs and tinctures and stuff while I'm working with people, based on what I'm feeling,

Rebecca Overson:

Which, are your tools, right. You guys see that, those are the tools and the processes. So who do you best help, given your body of knowledge and how you combine your skills? Who do you love to help?

Sherilyn Long:

Yeah. That's where I like to work with auto-immune conditions.

Rebecca Overson:

That's a great niche. Okay, auto-immune is a niche. Now sometimes you can even get more specific. Fibromyalgia, maybe you do lupus, you do... What's the other one, Kate. Lyme disease! That's the one, right? We were talking about that. So you know what I mean? Or you could say autoimmune diseases, such as name three of them.

Sherilyn Long:

I don't know, I mean, I call it auto-immune, because I know people have that name, but with some of my training, there's like the program. I haven't fully been using it, but I've been doing a modified version of an incurables program. I like working with the thing that is not-

Rebecca Overson:

That.

Sherilyn Long:

The incurables is [crosstalk 01:27:11]

Rebecca Overson:

Yes. I work with people with incurable diseases, or uncurable syndromes, or the most proper terminology for that.

Sherilyn Long:

I have a gentleman who was electrocuted, he's got traumatic brain injury. I do herbal wraps on his head to help with the nerves and different... Yeah, I combine them.

Rebecca Overson:

Sherilyn, that's so cool. That's you. It's not just autoimmune, it could be autoimmune and incurables, or it could be however you say that, however your clients say that, chronic pain, incurable. Yeah, that really resonates when you say that. That's what you love to do, is help people that have no hope.

Sherilyn Long:

Mm-hmm (affirmative) Thank you.

Rebecca Overson:

You're welcome, well done. Okay, we've got a few more. I'll give you guys a few more minutes here, okay. I can hear my children breaking things in the kitchen and stuff. No, just kidding. They're being looked after, but I know we want to wrap up here. Let's see, we've got Bethany, go for it. Yes.

Bethany:

Hello.

Rebecca Overson:

Hi. Wait, which Bethany... oh, it's Bethany's iPhone. And then I also see Bethany Erwin Cutler, if you have a question too. Yes, Bethany's iPhone, go for it.

Bethany:

I think my niche is pain relief based on everything that we've discussed. I also run a mobile practice, and that's primarily what I do.

Rebecca Overson:

Mobile pain relief, that's great.

Bethany:

Yeah, except that I don't... Pain relief is not the thing that I feel like I am most passionate about, it's the thing that I'm known for, it's the thing that I've built and that's what I've done, and that's kind of how word has spread. But I don't know that that's necessarily the niche that I'm after.

Rebecca Overson:

What makes your heart sing?

Bethany:

I guess that's a good question. And I'm not quite sure how to find that. I feel like connecting with people makes my heart sing, of course, but that is part of being a massage therapist in general.

Rebecca Overson:

By-product, yeah. Well, sometimes with those things, let it find you. Sometimes when I have people in my program and they're like, "I'm on week four, I still don't know what my niche is, my face is melting off!" Then I'm like, "Let go," don't use your prefrontal cortex to figure it out, give it up to your subconscious mind and just say, "Angels, God, and subconscious mind!"

Bethany:

I think that's why my brain feels fried about it because, with all of your programming, it's like, "Niche is so important." and I believe you. [crosstalk 01:29:57]

Rebecca Overson:

It stresses people out when they don't get it, but I'm like, [crosstalk 01:30:00]

Bethany:

But it stresses me out, for sure.

Rebecca Overson:

Start there, and you'll find it as you continue to be a humble steward of this thing that's coming through you, just ask for more of that, and you go to bed at night.

Bethany:

I can be part of something and then change and that's-

Rebecca Overson:

Absolutely. Absolutely can evolve. You're not married to it, you can change it, you can refine it. If you are married to it, you can divorce it. You can change. You are free to reinvent yourself at any time, you guys, whenever you see that is fit. I have done that many times in my life and I've always been better for it. So hard for me to even transition out of doing massage and run a clinic, give all my clients away. It was like, "But who would I be if I wasn't massaging people!"

Rebecca Overson:

I mean it's terrifying, but it's like the butterfly, the cocoon, the gold caterpillar. It doesn't just slap on wings and call it good, it has to turn into cosmic DNA goo, and then fricking reassemble itself, and then find its way out as a totally different creature. But that's a beautiful thing that nature shows us is you can rebuild, you can burn it down and start all over, anytime you want to, you're the boss of you. And what's most important to me is that you declare and define a niche that lights you up, that you're a master of it, you're really good at it. And you could own that space because that's what ties into the pricing, right? But I want it to light you up, because guys, life's too short. Life's too short.

Bethany:

Yeah, all of that is important to be heard over and over again. I guess my only question left is that pain... You can't fix it all. Massage can only do so much for pain, and I feel like I get hung up on that as well, because if that's my niche, I want to nail it every time. But the reality is that you're not going to nail it every time, correct?

Rebecca Overson:

Well, you're there to support. I make no guarantees ever from any work that I do because it's about the other person, I'm there to serve and guide them.

Bethany:

It's their body.

Rebecca Overson:

I learned that about a decade into my career. I don't fix anything, I can't promise anything, I'm going to show up and do my work and we're going to co-create something, I'm going to help them look inside, I'm going to help them find their truth, I'm going to help them to discover things that are new and liberating, but it's their process. Just like my midwife. I'll say, "Thank you so much for delivering my baby." She says, "You delivered your babies, Rebecca. I was just there, checking on you, but you did all the work." So it's like that with our clients, right? You can't fix them, you can just do your work and then evaluate and just try and see, and then just keep tweaking with communication.

Rebecca Overson:

But that's one of your blocks. That's like the imposter syndrome, "Well what if I can't fix people?" Well, don't promise to fix people. Just say, "I work with..." I don't know any massage therapist that guarantees pain relief. I guarantee people's satisfaction with the session. That's different, that's about communication, actually. It's not even about your skills. You can be a horrible massage therapist and still have people be satisfied with their session. We can talk more about that. But that's-

Bethany:

Thank you so much.

Rebecca Overson:

Yeah, you're welcome. And guys, the best thing to do is when you go to bed at night, the next three days in a row, just before you fall asleep, just picture yourself being totally fulfilled in your niche. You don't have to know what it is, but just say, like picture... Just like fast forward, like, "Oh, I got my niche!" Like Delaney was talking about it, she was like, "And then it just like, came together! And it was like the clouds parted," and everything came together.

Rebecca Overson:

So create for yourself that experience and let go of what it's going to look like. And it will come to you, I promise, it'll come to you. It'll come to you in three days, just let go and sink in deeper. Okay.

Bethany:

[crosstalk 01:34:02].

Rebecca Overson:

Say again, yeah.

Bethany:

But I needed to hear all of that, thank you very much.

Rebecca Overson:

You're so welcome. Okay. Bethany Erwin Cutler. And I see Robert, I see your hand up. We're not going to get to you, but I promise I'm going to get to Bethany, and then we'll close for tonight. But you guys are coming in the morning, right? Okay. Coming in the morning, all right, 9:00 AM mountain time, come hang with me. If not, you get the replays and all that good stuff. But we've got two more power packed sessions here, so I want to see you all in the morning. Okay, Bethany, what's the niche you're thinking of.

Bethany Erwin Cutler:

I've come to really enjoying stretching and working on range of motion with people. I've done a lot with old injuries.

Rebecca Overson:

Okay, that's a niche.

Bethany Erwin Cutler:

But I also work on people from my CrossFit gym. Is that too broad?

Rebecca Overson:

So I would say injuries, old and new, based on what you just said, and I could be wrong, but just pulling out from what you said, it's old and new injuries. Because guys, CrossFitters keeping massage therapists employed since 2009 or whenever that sport got invented, right? I mean let's face it, CrossFitters are just loaded with injuries, loaded.

Bethany Erwin Cutler:

They're a little crazy.

Rebecca Overson:

Yeah, that's what's going on there. So I would just say old and new injuries you offer. And then it's like, "Well, then what do you do?" "Okay. Pain relief, mobility, range of motion." Those are like the outcomes, but the problem you solve is the pain that's associated with injuries old and new.

Bethany Erwin Cutler:

Okay. That's where I was getting confused.

Rebecca Overson:

Yay!

Bethany Erwin Cutler:

Thank you.

Rebecca Overson:

You're so welcome. Okay, you guys, great work. Go and head into the Facebook group. If you're not a member, join it. The Art of Building a Successful Massage Practice. Kate's got the post there, you can

post any other questions, your biggest takeaways, I love feedback, anything else that you guys want to share. And then tomorrow morning, we're going to dive into rates. Dun dun dun! Raising your rates, knowing exactly what you need to charge, and clearing out all of the crap that's between you and being able to confidently raise your rates without fear of losing clients, without all of those fears that you know that you have, okay. All right, I love you, I'll talk to you guys in the morning, bye.

Bethany Erwin Cutler:

Thank you!

Rebecca Overson:

Thank you.

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