Rebecca Overson:

Here we go. Okay. So this is session three of Mapping Out Your Six-Figure Practice. We've been having fun. I've been having fun. Have you guys been having fun? Has this been valuable for you? Are you thinking of things in a new way? Are you making new decisions, getting your eyes open to what might be the missing link between you and having all that?

Rebecca Overson:

Okay. Awesome. Yes, this is really great. Thank you, Lauren. Okay. Totally. And guys, just so you know, the replays take 24 hours to process and put up, for those of you that are waiting for the free replace. So yesterday morning's replay just got sent out this morning. Tomorrow night's replay will get sent out tonight. And you'll have about 24 hours to watch those, if you miss those. And then if you purchased the recordings, you did that little kind of, you took advantage of that offer, then those will be available probably by like Friday. Or once we've batched all of them, and then those will be available for you and you'll have a link where you can access those forever.

Rebecca Overson:

If you didn't purchase the recordings, then you'll have about 24 hours to catch up on those recordings before they go away. Okay? And then on the... How many of you guys got the email this morning with the replay from yesterday? I just saw it. So I know it went out. And if you noticed, there's also, on that page is a place where you need to put in your email address to get that download that I showed you guys. The one that had the... It's like 15 steps for building a massage practice. We talked about that in the first session when we talked about having a solid foundation.

Rebecca Overson:

So make sure that you open those emails that we're sending you, because I know a lot of you wanted that PDF. We couldn't just attach it to the email. So we have to just go in and just put in your email. And that will trigger our system to send that over to you specifically. Okay?

Rebecca Overson:

Okay. Awesome. Awesome. Awesome. So again, just put in the chat where you are and how long you've been practicing. And if there's anything else that you want to share about what you've been getting out of this session and out of these days together, that would be great. Okay? And again, just a reminder, if you happen to hop on this with the direct link, like from the Facebook group, but you're not actually registered for the event, then we want to make sure that you're registered so that you're getting all the notices and information like the replacement stuff.

Rebecca Overson:

Okay. So I'm going to go ahead and put that in the chat as well. Oh, and Kate's here. Again, shout out to Kate and Justin. Kate and Justin, wave so everybody can see you. Okay? They are on our team and they are amazing advocates for people in the massage industry. So those of you that have booked 60-minute discovery calls with us or may do that in the future, these are the people that you'll be talking to. They love you. They're amazing. They're advocates for your greatness. And they're really, really, really good at helping you get crystal clear about what is not working in your practice so that you know exactly what you need to do in order to fix it. Okay? So they are here hanging out.

Rebecca Overson:

Let's see. I'm going to... I'm trying to find, Kate. My list keeps changing. It keeps repopulating. Every time I go to click to make you co-host, it keeps moving. Okay. There we go. Make Kate the cohost. And then she will help me with the waiting room. Okay. Awesome. Okay. And then real quick, you guys, like I said, if you just jumped on here from a direct link in a Facebook group but you didn't actually register for the event, this is the link that I just put in the chat for you. Make sure that you're actually registered, which means you'll now be getting the emails, the followups, and stuff like that.

Rebecca Overson:

And then the other thing is the real-time communication that's happening about this event is going on in my Facebook group, it's called The Art of Building a Successful Massage Practice. I've put the link in there for you too. If you're not a member of it, don't request to join it right away. And Kate and Justin will get you approved. There's a couple of questions we ask is to make sure you are in fact a massage therapist or a student of massage therapy. We do our best to keep people out that are looking for massage therapists or people that are trying to sell things to massage therapists and all of that stuff. So answer a couple of questions and we'll let you in.

Rebecca Overson:

And then I'm not sure, honestly, if that early-bird pricing on the replay bundle is gone. It may be gone, but if you missed out... It was 97, the early-bird, but now it's just 197. So it's still an awesome value. And you get to purchase the replace. So I'll put that link in the chat for you guys as well. Some of you were emailing me this morning asking for that.

Rebecca Overson:

Okay. So today we're diving into owning your value and knowing your rates. So I want everybody to put in the chat right now what is your current rate for your basic session? So I'm going to say this, some of you do 60-minute sessions, like that's your standard block. Some of you only do 90_minute sessions. Some of you only do 75 minutes, maybe... Whatever is your standard basic unit of time, that's what I want to know. So put that in the chat. If it's like a hundred dollars for 60 minutes, or 150 for 90. Just put that in context just so that we know. Okay?

Rebecca Overson:

So I'm just going to see here. Because knowing your rates and having mastery in this arena is the biggest piece for you to be able to map out a six-figure practice. I'm surprised how many massage therapists, and again, not judging. I get it. I used to be there. I had my head in the sand when it came to anything to do with numbers, money. I used to let my clients walk out in the early days when I was literally a teenager practicing massage therapy. I was 18. I was so shy about it. I used to let my clients walk out without paying me. I couldn't even have the conversation. I was just like, well, it's okay. And then I would justify it in my head, well, I just got so much value out of serving that person that it was so weird to charge. And other manner of BS that we try to tell ourselves. Right?

Rebecca Overson:

Okay. So just know I've been head in the sand about money. So if you feel like, okay, I've kind of had my head in the sand, it's okay. But I'm just surprised how many people are kind of crossing their fingers and hoping that they get the revenue that they want, but they haven't actually done the math that supports that. So that's what we're going to do today. And how many of you guys have my Know Your Numbers training? It's something that you've opted in for. And I'll give you... Actually, we've got the link here for that as well.

Rebecca Overson:

Don't worry about it right now, because we're actually going to go through it. But if you want part of this as extra backup, and there's a handout that you're going to get, there's a PDF handout that you're going to get with that one as well. That's the link right there to just opt into that email sequence for you. Okay?

Rebecca Overson:

So, really, the intention here is that you need to know that you actually engineered your business to get to six figures. And that's totally based on how many sessions a week you can and want to do and how many months a year you can and want to be working. I'm going to say this a few times because I really want it to sink in. Your business needs to work for you. Your business, first and foremost, must work for you. And I mean the word work in a lot of ways, meaning your business should work for you. It should produce the result that you want to get from your business. It should give you the life that you want.

Rebecca Overson:

But also when it comes to schedule, client load, time-off, vacations, maybe family situations you want to build in for some downtime, or especially if you're a seasonal, some massage therapists work in very, very seasonal places. You work at a ski town or something, and it's like dead in the summer, but just slammed in the winter. Okay? That's when these kinds of things can really help, but your business needs... You have every right and every ability to decide how much or how little you're going to work. Okay?

Rebecca Overson:

So many people just like, oh, I should be seeing like 30 clients a week. I'm like, according to who? So you guys all know what your max is, right? You have a sense of like, you know what I'm really good with two sessions and then a two-hour break, and then two more sessions? And I like, max out at four sessions a day or something like that. I want to reiterate. However you do your practice is fine. There's no right or wrong way to do it. But we do have to at it from an analytical perspective and make sure that the numbers actually support your goals. Okay?

Rebecca Overson:

All right. So I want to see in the chat here what you guys have going on just to get a sense of where you are. Okay. So Michelle's at 100 for 75. [Ida's 00:09:07] an 85 for 16, that's before HST because she's in Canada. Lisa... Hi, Lisa. Welcome. Great to have you. Kate's at 125 for an hour session. Ann's at 100 for 60. Lauren's at 155 for 90.

Rebecca Overson:

Guys, I'm so encouraged to see so many of you that are over a hundred. That was not the case two years. That's usually not the case. Really, that's really awesome. Andre's at 115 for 90 minutes because you've been listening to my videos where I've been bludgeoning you guys about your rates, right? Well done. 80 an hour. Good. 150 for 90 minutes. 80, 75. Okay, Monique, I want to know where you live, Monique, because, I'm telling you right now, you're undercharging. You're charging 75. You're not going to get where you want to go.

Rebecca Overson:

80 for an hour. 90 for six. Okay, good. So really anywhere between, I'd say 75 up to 100 and 115-ish for an hour. And yes, some of you guys are going to have to raise your rates. Now, Mercyline, I know you're working in a different currency. So I don't know how that translates to U.S. dollars, but I trust that you will, I mean, I could pull up my calculator here, figure that out what it is in where you live. But very good. Okay, awesome.

Rebecca Overson:

So guys, here's what we're going to do. If you haven't done this, we're going to do this. And if you have done it, let's do it again anyway, just to make sure. Okay? So you have to set goals first to know what your weekly targets are. Okay? You have to know what your goals are. So six-figure gross revenue for your practice would be a hundred thousand dollars a year or more. Okay? So take notes, because I know some of you are going to be like ahh when we get into numbers.

Rebecca Overson:

Mama Godzilla, don't worry about that. You guys can charge way more than that. You guys can all charge way more than what you're charging, just so you know. And I also need you to make sure you write down what are the fears< what are the reasons that are between you and raising your rates. Or whatever is coming up for you around money, make sure that you jot those down, too, because I want to spend some time addressing those with laser-focused intensity so that you can get over those things and move forward with your business.

Rebecca Overson:

Okay. So listen, most people go, "Okay. A hundred thousand dollars a year divided by 12 months. Okay. Sweet." So that's $8,333 and 33 cents a month. That's your gross revenue goal. 83.33. Okay? So a hundred thousand at a minim. You would have to collect 83.33 every single month, 12 months a year. So how many of you like to take zero vacations and you never have emergencies and you never have time off? I don't see any hands up. Okay. So you do have to plan for that. You've got to plan that stuff out.

Rebecca Overson:

So here's what I'm going to suggest you do. I'm going to suggest we do 100,000. And write this down. A hundred thousand dollars a year or whatever yours, yours could to be 125, it could be 110, 105. If you're like, I want to overshoot the mark, That's fine. A hundred thousand dollars a year. And what I want you to do is divide that by 10 and a half months. Why? Because that gives you six weeks of vacation, right? Don't you want? That don't you deserve that? If you weren't afraid to stop seeing clients, if you weren't afraid to take time off, or if you didn't feel like, oh, well I'm so behind, I can't afford to take time off. Right? Those are the things that really freak us out and stress us out. Okay?

Rebecca Overson:

So this is the first thing, is we're going to compress this into 10 and a half months. So I want to show you how you can make six figures in 10 and a half months so that you have six months of wiggle room. And guys, let me tell you something. This is what saved my clients during COVID, because they planned it in. I have students in my program that literally registered, launched their massage practices, whatever, like what's going on right before in March of 2020, they were open for a week and got shut down. I have people that have been open for a year and got shut down, and everything in between. Right? Okay?

Rebecca Overson:

But the cool thing is that they did this right. So they were in control of their numbers and they knew that they were ahead. So they knew that they could afford to take time off without freaking out. And one of my graduates, she's like a rock star in the massage therapy community in Canada. Her name is Nikki. She's famous for taking two months off every year to travel. She doesn't work in December and January. She works. She's done at the end of November. And she didn't travel last year because she couldn't. But prior to that, I've watched her track through like South America. I've watched her track through Asia. She makes enough money throughout the rest of the year that she can just take two months off. I think she's raised her rates four times this year. And she's fully booked months out, with a waiting list, and pulling in six figures seeing 15 clients a week.

Rebecca Overson:

So I want you to know it's possible. And this is one of the ways that you do that. Okay? You could do 10 months a year if you wanted to. Anybody interested in following the Nikki plan and just take, knowing that you've got two months of slush? This is really good if you, for example, are a parent, or you're a parent with a child with special needs that makes your schedule a little bit unpredictable and exciting, or if you are a caregiver for somebody else where you just have to build in the emergencies. If you don't build any emergencies, they're going to knock you out.

Rebecca Overson:

Okay. So if you're at 10 and a half months a year, that would be 95.23. So let's say 95.24. I'm going to round it up. Your gross revenue goal every month would be 95.23 in order to break 100K in 10 and a half months. Okay? You follow Nikki, Heather. A lot of people follow Nikki. I love Nikki. Okay. So then if you wanted to do it in 10 months, then it's 10 grand. Your gross revenue goal would be 10K a month for 10 months. And that's how you hit a hundred thousand.

Rebecca Overson:

Is there any questions about that? That was just literal simple dividing a hundred thousand by 12 months, 10 and a half months, and 10. And what that does is it spits out your monthly gross revenue goal. That means you have to do $10,000 or 8,000 or 9,000 and some change worth of sales sessions in your practice in order to clear that number. Now, what happens if you don't clear it? Let's say you're on the 10... What was the 10 and a half month number? Guys, what was it? 85-

Michelle:

95024.

Rebecca Overson:

Thank you. 9524?

Michelle:

Ye, ma'am.

Rebecca Overson:

Okay. So 9524 a month. Okay. So what happens if those are your goals and you have a 7K month? Or you have a 4K month? What happens?

Michelle:

[inaudible 00:16:39].

Rebecca Overson:

Say it again, Michelle.

Michelle:

Find something else to supplement it.

Rebecca Overson:

Yeah. You've got to recalibrate. You've got to recalibrate. So this is why I like to shoot beyond the mark. Because if you're saying a hundred thousand a year, I would just want to... For some of you, it would just be awesome to just touch that, to just be like, oh my gosh, I grossed a hundred thousand, right? That would be a real accomplishment for you. Something you would be really, really proud of. Okay?

Rebecca Overson:

sorry. I just got a message from Sheryline that says I'm in the waiting room. But you can't message us if you're in the waiting room, Sheryline. You're in a group now. You're good. Not sure what's going on there. Okay. You are in the call, Sheryline, if you were able to message me. Okay?

Rebecca Overson:

But if your life depends on you bringing in at least a hundred thousand, then you want to overshoot the mark. Because then if you don't reach it, you're still okay. If your goal is, say 120,000 a year and you only do 105, are you going to be mad at me? No. Because you'll be like, "Sweet. I at least surpassed that mark. Okay? So some of you are overachievers and you might need to set a bigger goal. Some of you, your circuits would blow if you even went for a number that big and it would immediately trigger your resistance to failure and you'll shut down.

Rebecca Overson:

So you know yourself better than I do at this point. So just decide, "Okay, this is what my goal is. I'm just going to shoot for a hundred thousand because that just feels like I'm shooting for the moon anyway." Or if you're like, "No, I think I could do that. I'm going to go beyond that." You decide. But that's just how you do the numbers of very, very basic math there to figure out what your monthly goal is.

Rebecca Overson:

So does everybody have their monthly goal based on your life and what you want? Okay, awesome. Now we're going to look at the time you have available to see clients. Okay? So what's the number of sessions that you can and want to do per week? Sessions? Now, again, if it's 90-minute sessions, that's what I'm talking about. I'm not talking about hours. I'm talking about appointments, but maybe it's three

90-minute sessions a day because that's your sweet spot. Maybe it's four 60-minute sessions. Maybe it's two, two-hour sessions. Some of my clients would only do two-hour sessions and they do two a day.

Rebecca Overson:

So whatever your jam is, write that down. What is the maximum number of sessions at that increment of time that's your sweet spot that you can and want to do every week will good to you? You wouldn't feel like exhausted. You wouldn't feel burnt out. You wouldn't feel tired or any of that stuff. You wouldn't resent it. Okay? Then, everybody have that? That's how many sessions you can and want to do per week? Okay.

Rebecca Overson:

Now, if it's a 60-minute session, if your base unit is 60 minutes, take that number you just wrote down and multiply it by 1.5. Okay. So who does 60 minute sessions? Just so I can demonstrate this. Raise your hand and unmute yourself so I know who's calling you. Okay. Let's see. Lisa, did you raise your hand? Lisa McCartney. Okay. Raise your hand. Oh, sorry. Unmute yourself. Slow down. I've had a little too much coffee.

Lisa McCartney:

Let's find it. Okay.

Rebecca Overson:

Okay. So what is your number of sessions per week that makes you happy?

Lisa McCartney:

Well, I just started, so I would like to get to this number. 16 per week would be-

Rebecca Overson:

Would be ideal.

Lisa McCartney:

Yeah.

Rebecca Overson:

Perfect. Okay. So now Lisa is going to... Lisa does 60-minute sessions. So we're going to take the number 16, which is the number of sessions she would like to do each week, we're going to multiply by 1.5. And that's 24. So write that down, Lisa. Okay? What that number is is the actual hours it's going to take for you to do 16 appointments.

Rebecca Overson:

I'm going to assume that Lisa's probably going to have 15 to 30 minutes between her appointments so she can freaking breathe. So she can go pee. She can change her sheets. Or she can... That's funny. Sounded like in the wrong context. You guys are like, change her sheets, clean her table, go pee, have a snack, be ready for her next cline. Some of you have health and sanitation requirements where you are, where it's like you can't have two people in the same waiting room. I mean, I don't know what is going on in COVID aftermath and any... Those kinds of things. But consider that.

Rebecca Overson:

So that's, again, worst case scenario. I think most of you would do fine to have no more than 30 minutes in between sessions, unless you do some really different kind of work that requires more prep or recharge in between appointments. Does that make sense? Okay. If yours... So, Lisa, that's important because now we went from units, like sessions, two hours. That's all we did. 16 appointments is going to take you 24 hours. Okay. So if you have... Has anybody do 75-minute sessions?

Speaker 4:

[inaudible 00:21:31].

Rebecca Overson:

Okay, good. So then we're going to do 1.25 hours because 75 minutes is an hour and a quarter. You follow the math? Sometimes these decimals mess with people's heads. Okay. It's 1.25 hours. And then you're going to multiply that, or you're going to, let's see, how do we do this? With with 75 minutes. You're basically going to take... Sorry. You're going to add 30 minutes to that. So it'd be 1.75 hours that it's going to take you to do a 1.25-hour session.

Rebecca Overson:

Let me say that again just to make sure you guys got that. Okay. It's going to take you one and three-quarters of an hour to do a session that takes an hour and a quarter. Okay? So you could just take the number 1.75 and multiply that by the number of sessions you want to do every week. So who's a 75-minute person? Who does their basic sessions in 75? Anybody? Okay, cool. So Michelle, what's your number of sessions that's your sweet spot?

Michelle:

20.

Rebecca Overson:

20? Okay. So 1.75 hours to see those 75 minute clients, times 20, that's going to take you 35 hours, Michelle. Is everybody clear about what we're doing here? We're taking the number of sessions that you can do every week. Those are the units of time that you're basically selling and your practice. Okay? You're booking and selling and charging for, but we're translating into the actual amount of hours in real time that it's going to take you to serve those clients.

Michelle:

Right.

Rebecca Overson:

Okay. Now I already know Michelle has a problem.

Michelle:

Yes.

Rebecca Overson:

Here's why. She's spending 35 hours to see 20 clients. And in my world, when I coach people, I require you spend at least 10 hours a week working on your business. So those are 35 hours you're working in your business as the, I'm going to say technician, right? As the person that's doing the work, you're being the massage therapist, you're delivering services to your clients. But you need time to build, lead, manage, work on, market, connect, follow up, improve, expand, right? You need time to actually work on your business.

Rebecca Overson:

Have you guys ever been in a relationship where you guys are just kind of going along and it's status quo but you're never actually working on your relationship? How well does that go? You're just like, "Yeah. We're roommates now." Awesome. Okay? Right? This is the same thing for your business. Your business needs to be nurtured. You have to attend, keenly toy to your business or you don't have a business.

Rebecca Overson:

So my rule is at least 10 hours a week. 10 is a good... That's couple hours a day, right? Two hours a day, five days a week. Or maybe you have one marketing day, one admin day, like an eight-hour day where you don't see appointments. Something like that. You can structure it however you want it, as long as you do structure it.

Rebecca Overson:

So the problem I already see with Michelle is she's already seeing clients or her goal would be, if her practice was full, she's seeing clients 35 hours a week. And unless she doesn't have a life or family or friends or any thing outside interests, besides what she does at work, she's engineering her life for burnout, because you're going to be working at least 45 hours a week.

Rebecca Overson:

Now, again, some people are fine with that. Some people are like, you know what? That's awesome. I love. I work 60 hours a week. I love it. I go home, take care of my my needs and my work is my life. So let's totally fine. Okay? But consider your situation, the people in your life, the animals in your life, the social life that you want to have, you want to start dating or something like that. You can't be working 50, 60 hours a week and stay balanced in your life. Maybe, but consider that. Okay?

Rebecca Overson:

Okay. Any questions about that? So, yes, if you're a 60-minute unit, you multiply that number per week by 1.5, because it's an hour and a half to do a 60-minute session. If you're a 90 minute session, you're going to take that weekly appointment number and multiply it by two, because it's going to take you two hours to see one 90-minute client assuming a 30-minute buffer in between appointments. You guys follow?

Rebecca Overson:

Now, again, if you're super duper efficient, you're like, no, I only need 15 minutes in between appointments, awesome. That's going to save you even more. But I've just learned by feedback and communication with our community over the last year that most people are now kind of needing to put 30 minutes where they used to do 15 minutes in between appointments, just because of sanitation procedures and requirements and things like that.

Rebecca Overson:

So you could slide it accordingly, but that's just the equation that we're using for purposes of this conversation so I can show you how to figure this out. Okay? So does everybody have that? If you don't have it or you're confused, you need to put a one in the chat or raise your physical hand with your screen on so I can actually see. Yeah, what's up?

Jenna:

How would this format apply for a mobile massage?

Rebecca Overson:

Oh, it's even worse. How it applies for mobile massage is you add an hour.

Jenna:

Okay.

Rebecca Overson:

You hard at an hour. So if you are doing 60-minute mobile sessions, how long does it take you to do that from door to door? Usually, for most people, it's about an hour. When you figure travel time, if I was doing mobile sessions, if I was thinking, I have to go to my clinic, for example, when I had my clinic and everything, I'd have to go to the clinic, pack everything up. Now. again, if you're a mobile practice, you've already got your stuff loaded.

Rebecca Overson:

And if I was a mobile practice today, are you kidding me? Every single one of my clients would have a hundred-dollar massage table at their house. And they would provide all their own sheets. And I would even have them leave their own oils there. I wouldn't bring anything. I would just walk in and be like, ready for your massage. And I'm going to make it as easy for me and efficient for me as possible, and have the clients do all the work that's eating up the time that it would take for me. Okay?

Rebecca Overson:

So just consider that. For some of you to do an hour massage out-call, it'll take you an hour and a half. It's easy. You're just like, oh yeah. It's like, I have the smell town neighborhood, whatever. I can get in and out really, really quickly. If you live in Los Angeles, are you kidding me? You bet upon two and a half hours for a 60_minute massage, depending on what the traffic wants to throw at you at any given day. That's why mobile can be very inefficient. Because if you're only going to get paid for an hour and it's taking you two and a half hours to do it, you've literally just slashed your pay by 75% of your pay per hour.

Rebecca Overson:

So if it's an hour mobile massage, and if it were me, I would require at least 90-minute minimum if I'm doing mobile. Okay? But you just want to tack on whatever that time is. Add an hour to it and then multiply that. Okay/ So what's... You're mobile, Jenna? I assume that [crosstalk 00:28:21].

Jenna:

Yes, I am. are. And I'm getting fired up.

Rebecca Overson:

Yes. Exactly. Okay? So what's the number of sessions you want to do every week?

Jenna:

If I would be only 90 minutes, I would say 9, 90 minutes, but then 90 minutes.

Rebecca Overson:

Okay. And then how long does it take you, door-to-door< to do a 90-minute session? Does it take-

Jenna:

Just it depends. If I take the lower number, I would say 20 to 30 minutes is the general. Some less, some a little bit more.

Rebecca Overson:

Okay. So if you think an extra 30 minutes is the average, that's fine. Or maybe 45 minutes. Okay. So it'd be 2.25. So yours would be nine times 2.25 hours. It's going to take you 20 hours and 15 minutes, hands-on, to see nine clients. You guys see why mobile can be really inefficient unless you're charging appropriately?

Jenna:

Yeah.

Rebecca Overson:

I always try to talk people out of mobile practices. I really do, to be honest, unless it absolutely serves their niche, like we talked about yesterday. Like moms that have just given birth or people that have just had a very successful graduate who's doing post-op lymphedema, lymphatic drainage, she's just like people that have are having plastic surgery and she charges like 250 an hour and goes to their homes. And these are people that are having plastic surgery and voluntarily. They have resources and they're.

Jenna:

[crosstalk 00:29:57].

Rebecca Overson:

I get referrals from doctors and stuff. So she's like totally busy but she's charging $250 for probably like a 75-minute home visit. And it works. She's like, Yeah, yeah. I'm making 10 grand a month and I only see nine clients a week."

Jenna:

Because my numbers are not working.

Rebecca Overson:

Exactly. And this is where you guys will see. And this is where, when we do discovery calls with you guys, too, those of you that do that, or I have talked to Kate or will talk to Justin, this is where we get the most pushback from people. Because you go, "Shit, my numbers aren't working." And we go, yeah. So what are you going to do? And you know what 50% of the people do? "I'm just going to keep going." And we're just like, "Okay, hack yourself off a cliff." Why are you doing that?

Rebecca Overson:

It takes courage to stop and go, "This isn't working. And oh, crap, and deal with all the emotions and feelings and the negative beliefs and all that. Like, but if I change my rates ah-ah. Like that feeling of like I have to change everything. Yes you do. You do. Because remember I told you guys yesterday, I wrote on my wall, if you're struggling to make a living in your practice, it's sabotage, it's self-sabotage. You're doing that to yourself. It's not the economy. It's not your skills. It's not because you're not an intelligent human being. It's because your unknowingly, usually, self-sabotaging yourself.

Rebecca Overson:

And this is one of the biggest ways we see people doing it. Your numbers do not make sense. They literally will never ever get you to where you want to go. And then you're left burned out and disappointed and struggling to make ends meet. We don't want that for you. But it's really good that we're doing this. Okay?

Rebecca Overson:

So everybody has their number. You're really clear how many hours a week it's going to take you. So, Jennifer, yours going to take you 20 hours and 15 minutes to see nine clients. Now, make sure when you tack on another 10 hours of business development that you're within the hours per week that you want to and can work. Okay? Well, I have people say, "Oh yeah, I can see 30 clients a week." And I'm like, "Okay. I already know what that translates into. That translates it to 45 hours a week, hands-on, and you'll be working 55, 60 hours a week. Does that work for you? Some people are like, "Totally. Doesn't work at all." I'm like, "Yeah, because you're not charging enough."

Jenna:

Yeah.

Rebecca Overson:

Okay. So we're going to fix that. Awesome. Thanks, Jenna. Okay. So now you've got... So that number generally should not exceed 30 hours, is my point. If that number exceeds 30 hours, you're not in reality about your time. Okay. So you have to back down the number of sessions. Okay? Most people these days, with that one and a half hour kind of half hour buffer, are doing about 15 to maybe 22 appointments a week, full time.

Rebecca Overson:

So we have to engineer your rates. And this is not out call, sorry, Jenna. It would be less for out-call. It'd be about nine or 10 or so for out-call. Okay? We have to engineer your rates based on 15, 17, 19 22 sessions a week in order to hit six figures. That's how we do that. But again, just make sure, when you add 10 to that number, it doesn't exceed 40, or it doesn't exceed the number of hours that you are sustainably able to give to your business and your practice every week. Okay?

Rebecca Overson:

Any questions on that before we move on? I didn't see any ones in the chat. You'll have to help me keep an eye on that, Kate. If I missed somebody. Okay? Molly, go ahead and unmute yourself.

Molly:

Hi there. I was just wondering what if you offer 60 and 90 minutes, would you do an average? Would that be-

Rebecca Overson:

Yeah. I would either do an average or I would do it based on 60. I do it an average. If it's truly like 50, 50, it literally split down the middle 60 minutes and 90 minutes I would either go with the smaller unit of time, 60 minutes and do the calculation based on that. Because if you do 90 minutes, then you're getting to your goal faster.

Molly:

Okay.

Rebecca Overson:

You engineered it based on less so when you do more, you're getting there faster.

Molly:

Got it. Thank you.

Rebecca Overson:

Yeah. And then the other thing is also, guys, consider where you want your practice to go. One of the hardest things I see massage therapists doing is building a temporary practice because they're scared. "Well, I don't know, it'd be hard for me to make this change. So I'm just going to go with what isn't working. Don't do that. Look ahead in the future. If you don't want to do mobile anymore, right now, do your numbers based on if you had an office. And then let's get you an office. Because it has to be sustainable. It has to work for you.

Rebecca Overson:

Okay. And does it take change? Yes, it does. But you know what? Making the changes is way easier than the amount of resistance you would usually display and making those changes. Most people just go, right? I just see like Kate nodding, and Justine node, because I've talked to people about this that are just like, we're just like, this is what you need to do and their faces melt off. Because they're just like, "Ahh, that's so hard." And I'm like, hard is relative. Hard is relative. What you're doing is hard.

Rebecca Overson:

It's hard to build a business that doesn't work, that isn't sustainable, and it's not going to get you where you want to go. And then you find out 10 years into it. That's hard. It's a lot easier to just rip the bandaid off, burn it down, and rebuild it the way you want it now. I call it tripping over dollar bills to pick up nickels. That's what a lot of people are doing. They're tripping over dollar, "I've got to get my nickels. And I'm like, "here's dollars in front of you. Stop. Look down. Make the change."

Rebecca Overson:

Okay. Does that answer your question, Molly? And then I see a G-O-D, or I don't know. Your name is God. I'm just going to call you God. If possible, can you talk about how to raise rates without losing as many clients? Oh, absolutely. We're going to talk about that. But first we got to get you all to the out point about what you actually need to be charging. Okay. My intention is to please some of you out just a little bit, because I know some of you will. Okay?

Rebecca Overson:

Okay. So here's the next step. Now you're going to take the number in the obsessions, not the hours. This is number of sessions. So that's 16 a week, or 20 a week, whatever you wrote in that very first thing that we asked you, not the hours, but the number of sessions. Okay? Multiply that by 4.3. Okay? So if it was 16 sessions a week, multiply with 4.3, that is 68.8. Roundup, 69. Okay. If it's 20 sessions a week and you multiply that by 4.38, that's 86. Rounded up. Whatever your calculator spits out, rounded up. Okay?

Rebecca Overson:

What this number is the number of sessions you have to do every month in order to meet your goal. That's, in other words, this is the number of total monthly units that are available for you to book. Okay? So if you want to do 20 appointments a week, your goal would be 86 a month. Now, why is that useful? Well, because maybe you have a month. Your goal is 20 a week. And you have one month where you do 16. Guess what your goal is next week? 222. And guess what the goal is the next week? 222, you have to make up for it. If you're not looking at your numbers, that is like driving a cruise ship blinded. You're going to crash into an iceberg and everyone on board is going to die. Okay?

Rebecca Overson:

Pay attention to these things. Learn to love the numbers. You're not good at it? I don't care. Learn. Embrace it. Learn knowing the numbers is freedom. Okay? So that's the number of maximum sessions you can perform each month assuming the ideal, assuming you're fully booked. Now that would be the goal, right? That's why we don't want you guys already saying, well, I could do 25, but I'd like to do 20. We're going to base it on 20, not 25. Okay? We want to kind of aim on the lower end of that. Okay.

Rebecca Overson:

Now, everybody have that number. You've multiplied by 4.3. Why 4.3? Nobody wants to know why 4.3. Anybody want to know why 4.3? It's the average number of weeks in every month. Some months have like four, four and a half, some have five, like that. So since we're working in weekly increments, monthly increments, as well as yearly increments, we're just breaking it down in different ways so that you can have control over your business. Okay? So you take your weekly number of sessions, multiply that by 4.3. That's the maximum number of sessions you can see in a month if you're fully booked. Yes, Michelle.

Michelle:

Did you say to round it up if you get like a [crosstalk 00:38:32]?

Rebecca Overson:

Now, rounded up if you get like 68.8, that's 68.8 appointments. So round it up so that you know, oh, it's 69 appointments I need to shoot for not 68 and one-fifth appointment, because that doesn't make any sense. Okay. Overshoot on those. Some you'll round down and some will have you roundup because it just makes sense mathematically. Okay? Raven, did you just join the call? Raven's like what are we doing? Okay, well Raven, just jump in. We're not going to backtrack. We're 40 minutes into the call. Okay.

Rebecca Overson:

Now, everybody have that? Now the next question is how much do you want your gross take home pay to be every month for yourself? So what I mean is when I say gross, I mean before you withhold your own income taxes as if you were an employee, okay? What do you want your gross take home pay, your paycheck. If you were working for somebody else, building, managing, and running a clinic and doing massage therapy, if you had a salary, what would that be? What would you like it to be such that your monthly and life goals and obligations are met and even exceeded, you guys?

Rebecca Overson:

Some of you are just like, well, all I need is this. And you're engineering it to just get by. Don't do that. Look at like, what would have you be able to excel and be comfortable and just go, oh man, if I was paying myself $5,000 a month, that would just be awesome. Okay? Now remember you are going to have to withhold a certain percentage of taxes from your own paycheck that your business is paying you. But that's the first know. We're not going to deal with that. That's between you and your CPA and your tax bracket and whether you have a spouse or partner that works, or how many deductions yet. We're not even getting into that. We're just doing back of the napkin math here together. Okay? So there will be some variants.

Rebecca Overson:

So how much do you want to pay yourself? Okay? Everybody have that number? Okay? And then you write that down. So you're like, that's my paycheck. That's what I want to pay myself every month. Okay? Now, next step is just double that number. Okay? So the number that you arrived at when you double it is your business's gross monthly revenue goal. In other words, I'm going to assert that you could pay yourself 50% of what your business brings in. Because, remember, if you charge $100 an hour, you personally, the massage therapist, do not make a hundred dollars an hour. That's your business's money. Not yours.

Rebecca Overson:

Make sense? We talked about that yesterday. You can't live like, "I make a hundred bucks an hour." And you're like shopping springing. Like, oh, you think I'm going to pay myself $50 of the $100 because the business has to pay you. The business has to pay all of its expenses and be healthy and you should probably be... The biggest expense of your business is your salary because you're the owner operator. And that's a great way to think about it.

Rebecca Overson:

And I've just found if people do the numbers this way. They'll really get it right. We've built in so much of a cushion and so much of a margin for error that if you just know, okay, this is what I'm focusing on, this is what I have to do, then you're going to get there. You're going to know the number of sessions that you have to do every week, and you're going to focus on that, and you're going to do all your marketing and selling to that end, to that effort. You're not driving blind anymore. You know exactly what you must do in order to hit six figures.

Rebecca Overson:

Now, what I want you to do is when you doubled that number, compare it to, in the very beginning when I had you divide a hundred thousand or whatever your desired six-figure number was, by the number of months every year you want to work. Okay? Are those numbers the same or close, or more or less? Okay. So somebody who's totally with me on this, raise your hand because I want to just walk through with you on this to know that you've got it. Okay? So either raise your hand or put a... I have to scroll through everything.

Rebecca Overson:

Are the rest of you all confused? Just kidding. Okay, Ryan. Let's talk, Ryan. Okay. So, Ryan, in a first calculation, how much do you need to be pulling at? How much did that first calculation value you need to be shooting for every month?

Ryan:

It's 6,000 a month.

Rebecca Overson:

6,000 a month?

Ryan:

Yeah.

Rebecca Overson:

And then the last number, what did that come out to?

Ryan:

Eight.

Rebecca Overson:

Eight. Okay, good. So Ryan's great. Ryan only needs, so to speak, to pull in 6,000 a month, but he's engineered his practice to bring an eight. That's smart. Some of you have got it reverse. If you have it reverse, if the number is bigger, the first number is bigger than the last number, you may run into a problem.

Ryan:

I think it's the other way around, right?

Rebecca Overson:

Oh, you think it's the other way around?

Ryan:

Yeah.

Rebecca Overson:

So work me through-

Ryan:

It ays what do you want gross? So I said 60,000 a year, because I want to work two days a week.

Rebecca Overson:

Oh, okay.

Ryan:

Because what I was thinking, and that's why I said I needed to make 6,000 a month. And then you said, well, how much do you want to pay yourself? And that was 4,000 a month. And then when I double that, I come to eight.

Rebecca Overson:

Great. Okay, good.

Ryan:

So that's 2.000 more.

Rebecca Overson:

So that's fine. So that's actually fine. That's actually fine. So 60K a year is your business's gross revenue goal?

Ryan:

Yeah.

Rebecca Overson:

How much do you want to pay yourself? 30? 40?

Ryan:

4,000 a month. So like 50.

Rebecca Overson:

Okay. So 60K, your gross, but you want to pay yourself 50 of that?

Ryan:

Yeah.

Rebecca Overson:

Okay. Again, that's possible. This is for the business and this is for you. Got it?

Ryan:

Yep.

Rebecca Overson:

I don't know if you guys probably can't even see that. Let me scoot up my... I'm going to get cozy with my whiteboard here. Okay? So, ideally, Ryan, ideally, if you want to pay yourself 50,000 a year, we want this to be a hundred.

Ryan:

Yeah.

Rebecca Overson:

Ideally. Now, is it possible that Ryan could grow 60 and pay himself 50? It's possible if he keeps his expenses really low. Your business may never show a profit, which is okay, unless you're trying to buy a house or something like that. Does that make sense? If your tax returns show that your business made no money or lost money, that can hurt you when it comes to trying to borrow money. But it helps you because you won't have to pay taxes. So you just have to decide.

Rebecca Overson:

Sometimes my CPA asked me that. She's like, "Do you need a show that you made money this year? Or do you need a show that you lost money this year?" There's ways that CPAs can go in and engineer things, or take more deductions, or look for more deductions, just depending on what you need your tax return to do for you.

Rebecca Overson:

Okay. But what's cool, Ryan, is that you're now looking at this from a real sick perspective. So how many sessions a week is your sweet spot?

Ryan:

10.

Rebecca Overson:

So 10 a week. Okay. Which is 44 a month. And then if you want to gross, let's just use your numbers. Okay? If Ryan wants to gross 60K working, how many months of the year?

Ryan:

10.

Rebecca Overson:

Okay, cool. So 60K a year divided by 10 months is 6K a month is his goal. Okay? 6K a month is your gross revenue goal. And then what I'm going to do is I'm going to take his 44. This is the next step. You guys were like I know. Some of you are just like, oh my gosh, my eyes are crossing right now. Stay with me. It's fine. We'll get it all worked out. Okay?

Rebecca Overson:

If 6K a month is your gross revenue goal or whatever your gross revenue goal is for your business, not for your personal paycheck, but for your business. Okay? The only number we can really control here is what is your business shooting for? What are you going to produce in your business this year? Because that has to pay your salary. Okay?

Rebecca Overson:

So 6,000 a month is your gross revenue goal and you have 44 appointments to achieve that. Then all we're doing, guys, is we're taking 6,000 and we're dividing it by 44. So everybody take your gross business revenue goal and now divide it by the number of sessions per month. That's the one we did times 4.3. Okay? So for Ryan, I'm taking 6,000, I'm dividing it by 44 appointments. Oops. I multiplied it. That was a... Ryan, you should be charging $264,000 an hour. I multiplied it, sorry. 6,000.

Ryan:

Yeah, I kind of see where this is going. I had swallowed the 136.

Rebecca Overson:

Yep.

Ryan:

And then only bring that up to a hundred, I'm like, ugh.

Rebecca Overson:

Yep. So you have to charge 137 an hour. You have to receive 137 for all of those 44 hours that you're working. And that's how your business will gross six grand from which you could pay yourself, let's just say three to five, depending on how well you control your expenses. Because we want... Guys, can you see we're overshooting the mark a lot? We're patting this a lot, but no one has ever come after me because they help them make way more money than they thought they could or should.

Rebecca Overson:

And we do that all the time. People are like, "Oh my gosh, this doesn't even make sense. I'm suddenly making like $9,000 a month when I used to make three." And I'm like, "I know. That's the point here." Okay? Now, of course, I know a lot of things are going to come up for you guys in this process. Some of you're going to go, "Oh my gosh, y'all going to charge all that. But it's all my clients. That's doubling my rates."

Rebecca Overson:

But Ryan, this is the truth for you and for everybody that does this calculation. If you are available for 44 appointments a month and your goal is 6K a month, you have to do 137 an hour. The math doesn't lie. You are diluting yourself if you're charging anything less. Because there's no mathematical way you could arrive at 6K a month charging anything less than 137 a month, or sorry, an hour. Okay? Okay. That's per session. Thank you Jose. To clear up 137 per session.

Ryan:

I guess that was my question with... Because looking at, oh, okay. That's 20 hours a week if I'm looking at-90 minute sessions.

Rebecca Overson:

Yeah.

Ryan:

But if I'm just working two days a week, do I need 10 hours a week to work on the business still?

Rebecca Overson:

Maybe five. Because you're not working full time. Full time massage therapy is about 20 a week. You're doing half of that. So it would be about five, six hours a week, I would say.

Ryan:

Okay.

Rebecca Overson:

Okay? Yeah. And again, guys, just as needed, but what I'm trying to do is teach you how to do the equations and think about this so that you can apply that to your unique situation and get the control on the numbers that you need. So everybody take the math there that you just did and we're just going to back up one step, because I can tell some of you're like, ah, what is happening?

Rebecca Overson:

So just now take your gross revenue goal for your business and divide that number by the number of sessions you would do every month if you were fully booked, and that will spit out what you must be charging per hour in order to reach that goal. That's really just simple, simple. And put it in the chat when you have it. Or raise your hand if you don't know what we're doing or how you've been following along, but you're still confused. Yeah, Cynthia.

Cynthia:

Yeah. So I came out with 15,000 for my monthly paycheck.

Rebecca Overson:

That means your business has to make 30 grand.

Cynthia:

Yeah. Yeah.

Rebecca Overson:

I don't know anybody that does that.

Cynthia:

Okay. Okay.

Rebecca Overson:

Okay. That's like clinic numbers. That's not solo practice first. I could be wrong. I have been wrong before. I used to say that before. I'm like, I don't really know any massage therapist that makes six figures a year. I said that on [crosstalk 00:51:22]. But you could, Cynthia, it's possible with larger numbers like that. Cynthia wants to pay herself 15K a month. It's possible that if you hit 20K a month, and you live lean in your business, again, it's possible, however you manage your expenses, that you could pay yourself $15,000 a month if pulling in 20. So now what I want to know is, if 20K is your number, okay?

Cynthia:

Mm-hmm (affirmative).

Rebecca Overson:

20K is your number, and then how many sessions per month?

Cynthia:

22.5.

Rebecca Overson:

In a month?

Cynthia:

22 sessions.

Rebecca Overson:

A month [crosstalk 00:52:01]?

Cynthia:

No, no, no. In months, it would be 97.

Rebecca Overson:

Okay. I was like 22... Well, you're going to be charging [crosstalk 00:52:07] an hour, which is fine. Okay. So all we do is we take that 20,000 and we divide that by, We divide it by 97. You need to be charging 206.

Cynthia:

Okay.

Rebecca Overson:

Okay? Now, can you do that?

Cynthia:

I can. It's a 90-minute massage, and it's worth it.

Rebecca Overson:

Yeah. 206 for a 90-minute session. Okay?

Cynthia:

Mm-hmm (affirmative).

Rebecca Overson:

Now, guys, the next thing we're going to get to is can you actually charge that? Will the market bare it? But it's not even about will the market bare it. Honestly, you guys, it has a hundred percent to do, I'd say 90% to do your belief about your rates, and your conviction of the value that you bring, and your ability to sell it. It has everything to do with confidence, confidence in yourself, confidence in your skills, confidence in your rates. Okay? And we will talk about that next, but I just want to make sure.

Rebecca Overson:

Everybody's got that number? 206 an hour. You bet your bridges. I absolutely. Now, this is just me. And I'm maybe a little overconfident sometimes, but I deliver. I come across as over confident, but I deliver okay. If I was doing body work today, if I went back to doing body work, I'd be charging at least 200 an hour. I've been doing this for 27 years, you guys. I'm a master of my craft. I'm a master coach. I'm a doula. And there's so much my value that I could own. And the cool thing about this is, let's just say my goal is to, I mean, if my goal was to just gross $10,000 a month, I'd only need to see a handful of clients a week. Rather than running around trying to find four clients at $65, I only need one client. And that's where it gets really, really interesting.

Rebecca Overson:

Okay. 193 an hour. Cool. And then 155. Okay, good, Michelle. No, I'm not skipping this step where you divide by 10.5, because you already did that for your... All we're looking at here is just your monthly goal. We have different increments. We have weekly, we have an hourly number, we have a monthly number, and we have an annual number. So we're just... Now that we've got all those numbers, we can slot them into different equations to just see what it spits out. Okay?

Rebecca Overson:

So if Cynthia wants to make 20K a month gross in her business, seeing 97 appointments a month is her goal, she has to charge 207 per session. So that's all I want to make sure you guys have arrived at. What is that number for you? And that you're clear that you did that number correctly. Okay. So if anybody has any question about that, let me know. Yeah. 130. Yeah. Guys, it's usually a lot higher than people think it is. Right?

Rebecca Overson:

How many for you, you're like, "Whoa. That's way higher than I thought it would be?" Okay. 112.5 an hour, Lauren. Yep. Okay. Lauren's probably doing... Gosh, I see that equation when we do, I think it's 20 sessions a week to hit like 10K a month or something like that. Yeah. Okay, good. So Lauren, you don't have to raise it that much more. Yeah. Some of you're kind of like, "Oh, I was planning on going. I was moving that direction anyway."

Rebecca Overson:

So that's what you have to do. Any questions about that? About your rates? Is anybody that's unclear on that? Remember that, guys, this is interactive. This just couching. If you have your screen off, you're just kind of listening in, I can't really see. Yes, Molly, I see your hand up.

Molly:

Thank you. I'm confused because I got 232.

Rebecca Overson:

Okay. For your hourly?

Molly:

Yes.

Rebecca Overson:

Okay. What's your monthly gross revenue goal for your business?

Molly:

10,000.

Rebecca Overson:

Okay. And how many sessions per month?

Molly:

43.

Rebecca Overson:

Yeah. It's because you're not doing very many sessions.

Molly:

Okay.

Rebecca Overson:

That's only like 10 a week or something, right?

Molly:

Right.

Rebecca Overson:

Yeah. That's very little. The less sessions you do, the higher your hourly rate has to be in order to reach the goal.

Molly:

Okay.

Rebecca Overson:

So that is actually correct. If it's 10,000 a month and you divide that 43 sessions, you'll be charging 233 an hour.

Molly:

Okay. So if I changed it to maybe like 15.

Rebecca Overson:

Yeah. If you go 15 times... So that's 65. So 10,000 a month divided by 65 is 154. It's a big difference.

Molly:

Yeah.

Rebecca Overson:

Because you basically added another 20 sessions a month.

Molly:

Okay.

Rebecca Overson:

So you're working more, but it drives your hourly need down.

Molly:

Okay.

Rebecca Overson:

And for some people... Again, that's the reality. Some people are like, I want to see five clients a week and I want to make $10,000 a month. I'm like, you can do that, but do you think you can charge $375 an hour?

Molly:

Mm-hmm (affirmative).

Rebecca Overson:

If you get five clients a week at 375 an hour. And that's where most people kind of go... They choke a little bit because they're like, "Oh, the math just doesn't make sense."

Molly:

Right.

Rebecca Overson:

Right? Now, again, I do have people that are charging upwards of that. The one person I know that charges around 400, an one person, she works on billionaires in the Hamptons. She's like people's personal massage therapist and she charges 400 an hour after 3:00 PM.

Rebecca Overson:

But the problem with that is she can't build that practice anywhere else. It's completely dependent on the demographic that she's serving, because you can't just unplug and be like, I'm going to just go out there and have oodles of clients. She's been stuck in this area for like 20 years and is trapped. She actually wants to move to California with her boyfriend. And that's when she came to the program, because she was like, "I don't know how to build a business. I basically won the lottery of massage therapy and I've been living off it for the last 20 years. And now I don't know what else to do." Does that make sense?

Molly:

Mm-hmm (affirmative).

Rebecca Overson:

Right? So you have to just look at that number and go, can I authentically get behind that? Could I, even if I had a breakthrough in my confidence and my ability to sell my services, can I authentically sell my services at 154 an hour? Could you do that, Molly?

Molly:

Not right now.

Rebecca Overson:

Well, I know actually. What are you charging right now?

Molly:

Well, I'm actually working for someone, but I've been wanting to see what it would look like to work for myself.

Rebecca Overson:

Yeah. Yeah. Okay. So I want you to know you can totally charge 154 an hour anywhere.

Molly:

And I was thinking of maybe... I don't really even like doing 60 minutes because I feel rushed. so I think that if I were to have my own business, I would only do 90 minute sessions.

Rebecca Overson:

Perfect. So that's less bodies. In other words, guys, that's less clients. The longer sessions you do, it's less people. You have to kind of use the word recruit for your practice. Which makes it easier. Do you guys think you could find 43 people a month in your area that need what you offer? 43. That's not that much. When you look at where you live, right? What city you live, what the demographics are like, the population number, and all that stuff, do you think there's 43 people that have chronic pain where you live, Monie, Molly, or whatever your niche is. I called you Monie because, I was thinking niche at the same time.

Rebecca Overson:

Molly, whatever your niche is, you just have to look at that and just authentically ask yourself and just go, "Okay. Could I find, is it plausible?" I know you guys don't know how to do that, most of you. You don't know how to do that, but I just want you to wrap your head around. Is it plausible that if you knew how to market, if you knew how to communicate your value, which we're going to be talking about this evening, okay? That you could sell, can you authentically have a belief behind that rate knowing that you can find that many people? If you played your cards right, you could find that many people to pay that much money, doing what you do.

Rebecca Overson:

Because, guys, like I said, it starts with a belief. If you don't believe that you can get that, guess what? You ain't going to. Okay? You're just not going to. So Ryan says, I feel the whole town's paradigm for massage rates will change if I charge this month. Good. Because you know what? Our industry is in trouble because of us. Our industry is in trouble because massage therapists are competing on driving down on rates. Oh, we charges 70. You haven't charged 65. As if that's the only thing that differentiates you. You have no competition. You are Ryan for heaven's sake. There is no other Ryan. There is no other person that does what you do in the way that you do it with the heart and the soul and the experience that you have. You don't have competition.

Rebecca Overson:

Also. Do you guys realize people will drive hundreds of miles to see you. They'll fly in to see you. If you're really good at what you do, and you can really own your space, you'll have people driving hundreds of miles to come and spend time with you when you can own your greatness and you can own your mastery and your excellence and your commitment to serving the people in the way that only you can do that. And this is where the mindset hits the fan for a lot of you. Because people...

Rebecca Overson:

How many of you are like, "Oh." You're having some reaction of like, but, but. That you're having some pushback. You're having some resistance. I don't know if I can do that. How do I do that? The town is going to come after me and say I'm greedy. All my colleagues are going to go, "Who do you think you are?" I know it. You guys have heard it all. And what matters is that the bigger belief system is going to swallow up the smaller one. You can sell anything that you truly believe in. And it really boils down to, do you believe in yourself?

Rebecca Overson:

And if you don't, that's what we need to fix. And then you'll raise your rates. And then you'll be blown away by the support that you get. You'll be blown away. I have never, and I repeat, never, in over 500 people through our program, I have never had anybody's practice get destroyed by this ever.

Rebecca Overson:

I've never had a person come back and say, you destroyed my practice. I lost all my clients. I did everything you said and it ruined my life. That's never even come close to happening. It's counter-intuitive and it ends up being the opposite. People go, oh my gosh, I'm suddenly a rockstar celebrity in my area. And people like, oh my gosh. My clients are saying, it's about time you raised your rates. And my clients are saying, thank you for raising your rates. My clients are saying you're worth it. Here's an extra 200 bucks tip. There's a lot of ways to do it. Okay? Okay. Yes. Mercylena.

Mercylena:

Hi. I think I got a little off when I came down to finding what I should be charging per session. So I don't have that.

Rebecca Overson:

Okay. What is it?

Mercylena:

I have my [inaudible 01:03:29]. My number of sessions per week are 10 sessions. So that's 43 sessions per month.

Rebecca Overson:

Yep.

Mercylena:

But I don't have the next step, which is how to come up with how much I should be charging per session.

Rebecca Overson:

So how much do you want to pay yourself every month and double that. So how much do you want your paycheck to be?

Mercylena:

4,000.

Rebecca Overson:

4,000. Okay. So your gross revenue goal for now for your business is 8,000. So you take 8,000 and you divide it by 43, and you should be charging 186. That's U.S. dollars. Okay? That's what your number is now.

Mercylena:

Okay.

Rebecca Overson:

Does that make sense?

Mercylena:

186 U.S.

Rebecca Overson:

And then guys just notice [crosstalk 01:04:39].

Mercylena:

186 U.S. is?

Rebecca Overson:

How much is that in Trinidad dollars or whatever they're called? How much is that?

Mercylena:

1651 [inaudible 01:04:53].

Rebecca Overson:

Okay. Now, guys, you just have to look at that. This is just now giving you choices and options. Because here's the thing. Could you pay yourself 4,000 if you are bringing in five, it's possible. Again, that's where it's up to you guys. I'm just giving you the big picture in how to think about this, but the decisions you make will give you control. Okay? So we're overshooting the mark a lot and some of you just go, oh my gosh, that's like four months salary for people around here. Okay. Got it. Then let's lower the goals a little bit or just understand that you're going to run a very lean business. You're going to make 4,500 a month and maybe pay yourself 4,000 because your expenses are next to nothing. Makes sense? There's a lot of ways you can play with it, but I want to at least give you that nut now.

Mercylena:

I believe I become close to my monthly goal to one.

Rebecca Overson:

Say that again. Sorry, Mercylena, you're muted.

Mercylena:

[inaudible 01:05:58] to my monthly goal.

Rebecca Overson:

Right. So you know it's possible?

Mercylena:

Are you hearing me out?

Rebecca Overson:

Yeah. It's just breaking up a little bit. So I'm just like leaning in to hear you.

Mercylena:

All right.

Rebecca Overson:

Yeah.

Mercylena:

There was only one time I came close to the monthly goal.

Rebecca Overson:

Yeah. So you know it's possible? Guys, and look, here's all I want you to do right now. Just notice all the yeah, buts, what ifs, and all the stuff that's coming up for you right now, because we want to dismantle that. Some of those are actually very, very practical questions. And some of will are fear. And we want to separate those out. Okay?

Rebecca Overson:

Yeah. It's all about you knowing that you are the expert and setting yourself apart. It's about you having a niche. It's about you owning your value. It's about you being an unmessable with when people push back on your rates or they go, "Oh, well, my massage therapist charges 65 an hour." And you know what my response is to that, "Did you know that most massage therapists live in poverty? You're contributing to that. Nobody can make a livable wage at 65 an hour. Nobody in private practice.

Rebecca Overson:

I'm a specialist in pregnancy-related chronic pain and I help women avoid C-sections. I help women have an ecstatic birth, not a traumatic one. To me, that's worth hundreds of thousands of dollars. And I only charge $2,000 for my whole package. To see how you're positioning your value, you're owning your value, there's ways of communicating that, which is what we're going to get to this afternoon when we talk about selling from the heart.

Rebecca Overson:

But, guys, just notice what's coming up for you right now. It's either like, whoa, that's not possible, whoa, people are going to come after me with torches, banging at my door, outing me from the community, running me out of town and all of that stuff. Okay? None of that is actually ever happened for any of my student. I've had students literally double their rates overnight and not lose any clients. And then they're mad at me, because they were basically leaving 60 bucks an hour on the table for the last year. They could have brought in an extra, I don't know, $40,000 if they were doing it the right way.

Rebecca Overson:

Okay? Okay. So I know we're over time, you guys, but let me just see here any burning, burning questions or I want to know what's coming up. Some of the highest, highest rates, Christina, are possible with a well-off community. But, guys, remember people will travel to you. If you're really good at what you do, people will come to see you even if you live in like some teeny tiny sleepy town. Okay? Just know there are things that you haven't yet thought to consider that are outside of your current paradigm, that when you step outside of your comfort zone, that's when you start to see them, but you won't see them from the current view. It's not possible from your current view. And that's what we want to do, expand that. Okay?

Rebecca Overson:

Yes. One could factor in bleeding heart syndrome. Thank you, Jose. Make their numbers and not devalue your worth. But again, if you're making enough money in your practice, can you afford to do charity work? Why not? Why not? Why not give away one massage a month to a person in need in the community? Something like that. Why not do that? Why not have a certain percent of your profits fund to charity? And then you can satisfy that need.

Rebecca Overson:

Or, again, if you're giving away massages, have people work for it. But don't give it away. Do not devalue yourself. Okay? Exactly. People who want quality massage will pay for it. They'll drive for it. Okay. So Heather says, "I know I have two limiting factors. My colleague and I coordinate on rates since we share space and collaborate. Are you guys roommates? Heather, do you guys just rent a space together or are you on-paper business partners? Like somebody owns 49% of the company and you share a bank account and all that stuff? Because these are some of the things that come up, you guys, nobody else's business what you charge.

Rebecca Overson:

It doesn't matter if you're in a co-op or you're with other therapists, it's your business and you can charge whatever you want and need to charge and you have to. You're not partners. So that's just a mindset issue. You don't have to convince her. You just go, these are the rates, this is what I charge, you do whatever you want. Okay?

Rebecca Overson:

And also, guys, I do not recommend business partnerships, just so you know. I do not recommend that. Ask me later why. Okay. Sheryline says I work in an integrative clinic and a portion of my rates go to the clinic to pay for rent, scheduling laundry, is there a way to make this work in the same setting? I can negotiate my contract percentage and set my own rates. I hope your contract has a cap. Otherwise you're going to be paying way more than the going rate for rent. You're going to pay triple, quadruple.

Rebecca Overson:

If you guys are in a situation where you're paying, oh, 10% of your rates goes to this or to that, they get more money the more you charge. That's crazy. It should be a flat percentage per session or something like a flat rate, rather, per session, or it should have a cap at what the going real estate rates are. So let's say you could rent... Well, again, if they're throwing in laundry, those things are really complicated, you guys. I don't like those, because you're not really in control. But since you're in that situation, then I would wait 60...

Rebecca Overson:

You're paying 60%? You keep you're paying 40%? I think that's a lot Sheryline. But do the numbers. Do the numbers and see how it works out. Whip up a little Excel spreadsheet or piece of paper and just go, "Okay. If I charge this much and I'm paying them 40%, what does that come out to?" And does that even make sense for what you're getting for that 40%? And you keep a little bit more after 3,500, but again, depends on what they're doing.

Rebecca Overson:

Basically, Sheryline, what you're doing is like an independent contractor. You're basically paying for practice management. Yeah? Do you get leads from these people? Do they send you clients or anything like that? Are you doing it all your own? Sheryline, you can unmute yourself if you want to. You get clients. Okay. But you're an independent contractor?

Sheryline:

I'm an independent contractor and-

Rebecca Overson:

Do you have your own operation elsewhere?

Sheryline:

No. So that is my one site that I'm at right now.

Rebecca Overson:

Okay. So you're basically paying them for practice management?

Sheryline:

Yeah. I know employee time doesn't spend, they don't spend as much time with me. So I started out as an employee at the clinic and then worked my way into just being a provider. So that's kind of how I built my practice.

Rebecca Overson:

Got it. Yeah, you'd have to get on a call with us or something to really look into that, because I just don't know. But that's what I'd like you to do, is run the numbers and go, if my rates are this and I'm paying them 40%, and I'm fully booked, how much are they getting? How much am I keeping? And are those expense is worth it? Is it proportion to what you're actually getting?

Sheryline:

Mm-hmm (affirmative).

Rebecca Overson:

Because if you're making 10 grand a month and you're paying them like 4,500 for scheduling laundry... I mean, it's a little sticky. It's a little sticky to me. I'm kind of like, you can tell by my body language, I'm like, oh I know that about that, I don't like that. We should chat about it. Okay? Yeah. That's interesting. That's the downside of that, is if you raise your rates, you're paying them more and they didn't do anything.

Sheryline:

Yeah. They don't.

Rebecca Overson:

You're just paying them more. So that doesn't really make any sense. So just have a cap. Period. And I don't know if that's going to work for them. Okay? Okay. Andre says, how does one communicate price increases to insurance in the case of billing? Oh, that's really tricky. I also don't recommend insurance unless it's your niche. I really don't recommend the hassle and haggle of insurance. But you just simply change your rates. You just go, my rates went up, this is what they are. The insurance company can't determine that. And if they do, you shouldn't be working with that insurance company. Nobody can say, well, we only pay $60. You know what I mean? It's like, well, my rate is 175. So that's what I would do. You just change your rates. Usually they don't really care. They just need to know what are the billable hours you're working with.

Rebecca Overson:

Eva, I don't feel justified charging 154 because my skills in treating chronic pain is at beginner level. Eva, you're not paying for your skills. Those people aren't necessarily paying you for your skills and they're not necessarily paying you for your time. We just charge in increments of time, because that's the model that we all work inside of. Okay? You guys, really listen to me. You charge based on what you need to collect to make a living. And whatever you charge, you need to know that you're worth it. So close the gap.

Rebecca Overson:

Eva, what do you need to do to know that you're worth it? To embrace that without trying to get that validation from other people, you need to do the work on the inside and go, yeah, I can absolutely charge that. And here's why. And write down 50 reasons why you can, will, and should charge that amount. Remember, you guys, I count in what I charge, a failed marriage, three home births, all the relationship, the employees I fired, the friends I lost. My life experiences, you can't put a price on that.

Rebecca Overson:

And I found that the more you charge, the better quality clients you get. You get people that are invested. They're in. They're committed. They're loyal to you. They're not just shopping around for the best group on. They're loyal to you. You'd be shocked how few clients you'll lose when you raise your rates. You'll be shocked. And if you do lose them, you could afford to lose three and you replace them with one person and you're good. You can actually afford to lose a certain number of clients that you'll immediately open up those spots and replace them with better clients that are paying more. And it will more than make up the difference of what it would cost you to lose those clients. So no fear. Okay?

Rebecca Overson:

Let me see. Just a couple more questions here. I know we're going into overtime. That's so unlike me. Yeah, Christina, if you've been in the hole and wanted a massage before, I get that, but that's projecting onto your clients. You guys can have anything you want that you're willing to find a way to get. If you can't afford a massage, you go to a practitioner and you say, can we trade you? You say... You know what I mean? You can work it out. There's always ways to work that out just through communication. Okay? But don't project out onto your clients. I call that climbing into other people's wallets. You don't belong there. That's not your business.

Rebecca Overson:

You don't know that the person showing up in a beat up old 1982 Chrysler or something like that, you don't know that they don't have a trust fund. You don't know that they're not a multi-millionaire. You have no way of knowing that people with money don't always show their money. And you just don't know that. And sometimes people lie. And I've even had people... I've had multi-millionaires try to dicker down my prices for like doula services and stuff. And I was like, are you kidding me?

Rebecca Overson:

That's why they're multi-millionaires, is because they manage their money. It doesn't mean they don't have money. It means that they are trying to get the best deal possible. Okay? So you got to let go of all that stuff and you have to just stand. What I charge is my business. That's what I need to charge. And then you gotta deal with your own head trash about it so that you can stand firm and that these are your rates and this is why you're worth it. And this is what you do. And you have to be willing to say no to clients that don't resonate with that. That's fine.

Rebecca Overson:

There's plenty of mediocre massage therapists out there. Not you. Let other people who want to pay less go find less, but you want to be the best of the best. You don't what I known as the person with the best rates in town. Cheapest massage. You don't want to be known for that. Okay? And even better for competition, Chelsea. Okay? Even better for competition is if you're in a saturated market, you'd better be the highest price massage therapist out there. You kidding? That means there's a lot of mediocre massage therapists out there.

Rebecca Overson:

I've never been to a city in this planet that is swarming with amazing body workers. Everywhere I go, it's like mind-blowing body work. It's not. It's usually, wow, I went to a spa. And that was a huge waste of time and money. And the therapist was chatting the way the whole time about her gripes about the spa. I'm just like, what is going on here? Okay? So you be the difference. You be the person that's excelling. You be the person that's stellar. Okay? You don't want to be accessible to everyone. There's plenty of mediocre massage therapists out. There you be the best. Okay?

Rebecca Overson:

How would you charge for a spa at relaxation day, five to six hours? Well, same thing, Jenna. You just figure out what are your hourly rates and then you charge that. You don't discount or anything. You just charge that. If your rate is 140 an hour, multiply that by six. That's what you charge for a spa day. Okay? If your rate's 200 an hour, it's $1,200 for a spa day. And guys, listen, here's the difference. It's $1,200 for a spa day for six hours at your house. I've got this Saturday or next Saturday, which works best for you? Versus, it's $1,200 for six hours of a spa day. I know that's a lot, but for you and your loyal client, I could take that down to 800. And I could split it into monthly payments of $25 for the next five years.

Rebecca Overson:

Some of you guys do crap like that. But the difference is, I come in strong, come in knowing my worth, I come in knowing my rates. This is what I charge. It's not negotiable. It's not negotiable. For me to spend time doing this, even with you guys and every business I've ever run, you know what I think about? This is time away from my babies. I am a single mother. I am the sole provider for my family. I charge what makes it worth it for me to miss my child's first steps because I'm serving you. That better be a buttload of money. Because as a mom, that's really important to me to be present for my kids. And I'm not willing to sacrifice it.

Rebecca Overson:

So I have to look and go, what's going to make it worth it that I can do this. And this will allow me to go and be present with my kids instead of freaked out and stressed out about money and worrying about my clients and worrying about all this stuff, right? That's why I'm saying you got to think beyond, I'm a brand new massage therapist, or I don't really have the skills. You just think, you know what? Like Eva, you got a heart of gold. I know you. You're amazing the way you show up for people. And you are the one that's undervaluing yourself.

Rebecca Overson:

You're finding reasons why you can't charge 154 an hour or whatever it is, I want every single one of you to write down 50 reasons why you can't and why you should. And I want you to own it. I want you to own it so that no one gets in your head about that. And you just go, "Yep. That's what I charge." And you know what? Ironically, that's what will make you more appealing to people, because they'll go, "Wow. She's a badass." Or he's a badass. It actually creates a draw to you because you're different. And that's what we want. Okay?

Rebecca Overson:

Yeah. Exactly. Exactly, Alicia. So you have to think what's the price for you to be away from your kids to serve those clients so that you can make a great living, so that when you're back home with your kids, you can be fully present instead of all wazzed out about who's going to pay the bills and how are we going to do this and that, and how are we going to buy soccer uniforms and all of that stuff. You owe it to your self, and your family, and your loved ones, and your legacy. At least just to yourself.

Rebecca Overson:

You owe it to yourself, to engineer your practice, to give you everything that you want in your life. There's no glory in sacrificing yourself for other people. Stop it. Stop that or go codependent massage therapists out there. You stop that. Yeah. You know I'm talking to you. Okay? Right? There's there's no glory in that. That just gets you burnt out, stressed out, resentful, broke, struggling. Because, remember, if you're struggling, you're doing that. It's self-sabotage. Okay?

Rebecca Overson:

I know we got to go. Final notes here and then any other questions you can post in the Facebook group for me. Do not set your rates arbitrarily. Do not do that. Most people like, "Arbitrarily. I think I'll charge 85 an hour." Pull that out of the ether. This is how you set your rates. You run the calculations, you engineer it to get where you want to go. Okay? Remember the money you charge is the business is not yours. You are self-employed. Your business is your employer. And then you pay yourself as an employee. You're self-employed. Okay?

Rebecca Overson:

Six figures requires a respectable fee. If you want to hit six figures, you've got to be charging a respectable fee. You've got to be confident. You've got to be bold. You've got to be kind. You've got to be compassionate. You have to be professional. Remember you're a service provider and you lift people up. You lift people out of pain. You lift people out of despair. You soothe their bodies and their souls. You do that. And you've got to be a malfoy about your boundaries, which includes setting your rates and you stick to them, and you don't let anybody mess with you about that. You have to own it. Okay?

Rebecca Overson:

So that's the deal. That's the deal. You have to attend keenly to your business. Otherwise, you don't have one. And you have to really have those dialed in and engineer everything in your business to support and hit those numbers. And that's how you have a six-figure practice. Okay?

Rebecca Overson:

Awesome. Okay. You guys, so we'll wrap up for today. I know you have more questions. Like I said, you can bring them. I we'll probably hop on here a little bit early, like I tend to do, so those of you that are like... If you're coming tonight, so when I see you tonight, hop on a little bit early. I'll probably be five, 10, maybe even 15 minutes early. And then you could also post your questions in the Facebook group.

Rebecca Overson:

Kate, if she's... Is Kate still here? I don't know if Kate's still on the call. I haven't been looking across all the screens. Is Kate still here? No? Yes, no?

Justin:

No, she's not.

Rebecca Overson:

Okay. Good. But I will go and post another thing in The Art of Building a Successful Massage Practice. Any questions from session three, just post them here. And then you can put those and then I 'll pick up tonight. Okay? So I'll see you tonight at 6:00 PM. And we're going to be talking about really owning your value and how to communicate. Gosh, I charge 175 an hour. How do you really sell your services at that rate and do it confidently? But those of you that want to elevate this experience in the next level, do those 50 reasons why, between now and tonight, 50 reasons why you can and should be charging whatever that number is so that you begin to convince yourself of your own value and truly, truly own your value. Okay?

Rebecca Overson:

Awesome. All right. You guys, having an awesome day. We'll see you later. Bye.