

Rebecca Overson:

Alright, everybody, welcome. This is session four of mapping out your six-figure practice. Tonight we are talking all about how to sell from the heart, how to sell without feeling salesy, which also includes owning your value. I want to hear from a couple of you just straight up, that were here in the morning session. We talked about rates, what you need to be charging and all of that good stuff. So I want to know, what's opened up for you, we did some work on some calculations this morning, just where are you at? I just want to hear from you. Did you realize like, oh crap. I got to raise my rates. Do you know have more questions? Did some fears and stuff come up? I just want to hear from you. What was the impact? What were your biggest takeaways from the session this morning? You can just raise your actual hand or put a one in the chat, so I can see you on call and call on you. Hold on. I got to fix my screen there. Okay. Ryan, let's hear from you, my friend.

Ryan:

You know, I was with a friend today, we went for a little hike and I was just talking to him about kind of trying to work through a lot of different fears and different challenges. We kind of have that relationship. We were talking about that. He was talking about that. Then I brought up this class and this program and that I had come to the conclusion that I was going to need to raise my massage rates. And he's been a client in the past and I've normally charged about half of what I've determined I need to charge. He didn't have any resistance to it about himself, but he was like, well, it doesn't all have to be about the money and you can try to really help people. I was like, oh, you codependent you. [Laughs] Its really powerful to have that thought, that different thought pattern in my mind from you. I would've probably gone with that.

Rebecca Overson:

Yes.

Ryan:

I am considering ways that I can give back whether I had some kind of small sliding scale or some other, something like that, that does some meaningful work for me, but that's not going to be my Mo, and I'm really scared to put out there a rate that's high, but I'm really feeling confident to step into it and then let that lead.

Rebecca Overson:

Yes.

Ryan:

I'm going to let it tell me whether it will work or not. I'm not going to tell it whether it'll work or not. If I tell myself no and that I can't do it and that it's too much or whatever, then that's the answer. If I can put it out there in the universe and I do it, I think the part that I didn't have anything to respond with him. I realized, I really do need to get really clear in my heart and in my soul and in my everything about my confidence in that and owning the value, right?

Rebecca Overson:

Yes. A hundred percent, a hundred percent. I'm curious what fear came up for you when he was like, oh, well, don't make it all about the money? I mean, you can really help people. What immediately popped into your head.

Ryan:

I mean for me, it's not like a pop in my head, but it's this feeling of just being bougie, just this feeling of, I always viewed massage before I started using it as this thing for rich people to go to the spa. It was like just a bunch of bullshit. Then, when I learned the therapeutic value of it, it changed my life. It changed my view of massage. I kind of had in my brain that I was going to bring that to other people that were more blue collar and that sort of thing and that mindset of actually we really want to target the majority of our clientele to be people that are already in love with bodywork. We do need to work with people that have money or have access to the resources to get that. That's where I get hung up.

Rebecca Overson:

Okay, good. How many of you guys can relate to what Ryan said? Very, very good. I mean, I should have literally, there were so many things that you said, Ryan, that I should have just written down because it just points to what you face and also what the solutions are. Because you said owning your value, being congruent about your prices and confidence. That's everything. It's not noticed nowhere in this training, have I said, do some research to see what other massage therapists are charging and make sure you price your rates according to what they're charging because that's what the market can bear. That's actually not true.

Rebecca Overson:

That's bad advice that we're given. Why I know that's bad advice because there's a massive struggle and failure rate in this industry. So if you go out there and you see what other massage therapists are doing, there's a 97% chance that the massage therapist you're modeling has an unsuccessful business. You look out there and you go, oh, well, they charge \$85. This is horrible advice that we've been given, go out there and charge what you think. No. And I'm saying, you figure out what you need to charge, in order to make the kind of living that you need to make. Then you figure out how to be worth, whatever you're charging.

Rebecca Overson:

So you just, you nailed it. I love that you just went out there and like put it into practice and where you were just like, oh my gosh, I'm just going for this. Then you get that kind of feedback from people. That's what messes with you, right? Like, oh, let me back down.

Rebecca Overson:

But you also pointed to something great, which was, you know the confidence piece is there, but then there's also what do I say. How do I respond to that? How many of you guys are like, do you have a script for that? I mean, that's what I coach people in my programs on all the time though. Cause that's like the real time stuff. Like, how do I handle this? How do I respond to this? I'm telling you, 90% of your success is literally based on your confidence and your communication skills.

Rebecca Overson:

You have to have good massage skills. Of course, you can't sell a crappy product. You know what I mean? You have to be confident that your hands-on skills are the bomb, but to be able to communicate your value is an inside job first, then you're able to express it out there in the world. I'm telling you, that's the only thing that's in your way is the fear. What if I lose clients? What will other people think is basically what's in the way. Then the gap between you and the ability to actually sell your services that way. Does that make sense? So really, really good job, Ryan.

Rebecca Overson:

So well done. What other questions or what else did you, yes. Andre. Your rates have been the same since 2008.

Rebecca Overson:

Guess what? Inflation hasn't stayed. Taxes. Do you know what I mean? The cost of living has gone way up since 2008. You guys will give yourselves a massive raise and the quality of life will dramatically change if you just raise your rates.

Rebecca Overson:

Now let me show you, remember this morning when we round some numbers. Andre, let me ask you a question. How much are you raising your rates by? You guys have decided, I realize I have to raise my rates by \$20, \$40, \$60, \$5, whatever it is. Put it in the chat. What's yours, Andre?

Andre:

I'm no lower than \$150. Just based on the location of my practice. I'm right there on the border of Bucket and Brookhaven, which are, significantly wealthier neighborhoods of the city.

Rebecca Overson:

But what have you been charging?

Andre:

\$115.00 for 90 minutes. I only do 90 minute sessions.

Rebecca Overson:

So now you're charging \$150.

Andre:

I'll do \$150.00 for the in studio sessions.

Rebecca Overson:

Perfect.

Andre:

For my corporate wellness, I'll probably go up to about \$350.00 for the two hour minimum rates.

Rebecca Overson:

Good for you. Perfect. Good for you. Now, check this out, you guys check this out. So Andre, how many sessions? What's your max per month?

Andre:

My maximum, I have the space for two days a week. So the max would be,

Rebecca Overson:

We ran these numbers.

Andre:

25, 25, 30, 25

Rebecca Overson:

A month. So let's just say at a minimum, let's say. And then how many months a year? 10 and a half, 10, 11.

Andre:

I did about 10.

Rebecca Overson:

Let's just say Andre has 10 months that he's working out of the year and he sees 25 appointments a month. That is 250 appointments a year. You guys follow simple math. Now, let's say Andre, until today, has been charging and collecting \$115 a session. Sometimes more, that kind of thing, but we're just doing simple math here again. So 250 sessions a year at \$115 means, hold on, 250 sessions times \$115 an hour. It means the max you will ever gross is \$28,750.

Rebecca Overson:

That's your gross revenue. If you're paying yourself half of that at least, you're below the poverty level for one human being. I don't know if you have other human beings in your household. Fine. If it's just you, I think the U.S. poverty guidelines, anyway, for Justin or Kate, could you pull that up? Just I've I've got the links, oh, here it is, sorry, nevermind. I've got it. I keep this on hand, cause we talk about this a lot. The poverty guideline for one human being in the U S is \$12,880 a year. If you're paying yourself half of that, you're barely above the U.S.Federal poverty level. Does that shed some light on that for your guys situation? Now here's the thing Andre. We've got \$28,750 is what you could max at \$115.

Rebecca Overson:

You're raising your rates \$35 starting today, I hope. Now we take that same 250 appointments a year, again, assuming he's fully booked you guys, and that's a whole other challenge in your business, right? It's like, we're not showing you how many sessions you need to do, and at what rate, in order to reach six figures a year, but there should be a whole other question in the back of your mind, which is how do I actually fill my practice with clients? All right, so at 250, Andrea, you raised it to \$150, now your max would be \$37,500. The difference is by raising your rates from \$115 to \$150, you just gave yourself \$8,750 more per year, \$8,000, almost \$9,000. Those of you, whatever your rates are that you've been charging, do the same calculation.

Rebecca Overson:

Look at the max sessions per month, multiply that by the month per year, you work, that's your sessions per year, assuming you're fully booked and multiply that by your hourly rate and that's your max gross income you could ever touch in a year. Now do the same calculation with your new rates and just look at the difference between those two numbers. \$8,750 a year is what it is costing you, being afraid to raise your rates for example. That number that you all look at, that's what your fear is costing you because you're afraid to raise your rates or you don't know how to market your services at that rate, put the number in the chat, whatever that is for you. In other words, what's the difference between what you've been charging for your annual income for the year and how much more you could make if you raised your rates.

Rebecca Overson:

Now, Andre raised his rates, \$35. That's not a lot. You've been charging the same thing since 2008, you could raise them more than \$35, it comes out to be huge, no small thing. It's funny because how many, I'm just curious, how many of you guys have done, I'm not talking to my graduates, cause I know some of you are here that are graduates of Rocky Massage Practice Academy. You don't count if you have already done my, my eight week mentorship business program. How many of you have done a discovery call with my team or me at any time in the past? And you didn't enroll. Like you got offered a spot. Sometimes we disqualify people, you know, actually a lot, we disqualify people. It's not the right time, not the right fit, not the right thing.

Rebecca Overson:

Just keep your hand up for a minute. If you got scared by the investment or you were like, oh, there's no way I could do that. If you look at just getting coached on raising your rates, you will easily pay for the program and the next year, so to speak. Does that make sense? Many of you are leaving so much money on the table every year. Just from that one strategy. If all you did was change your rates, that's it. You're going to make so much more money than you ever did and that's the only change you have to make. Is that eyeopening for you, Andre.

Andre:

It just drives it home. It makes it more of a definite decision that I just have to do, I have to make. I hadn't really given it much thought because I'm only in the office a couple of days, majority of my practice is corporate wellness, so that was more of the income source. That was more.

Rebecca Overson:

Okay good.

Andre:

It makes a lot more sense.

Rebecca Overson:

Then you can decide, do you even want to do an office session or do you just want to do corporate wellness? Remember it's how to think about those numbers and how to run those calculations. And that's what I want to train you guys in.

Andre:

That really drove it home, I was like, wow.

Rebecca Overson:

It's, it's pretty eyeopening, when you look at it that way, that's the cost of your fear or that's the cost of your lack of strategy. That's the cost of arbitrarily setting your rates. Pretty good, huh? Good. You guys can easily, I will tell you right now, you can probably raise your rates \$50 or \$60 and not lose any clients, especially those of you that are undercharging. If you're charging under \$75 an hour, you'd better raise your rates by \$50 bucks today, cause you just can't make a living doing that. That's what I'm saying.

Rebecca Overson:

We're talking tonight about how do you sell without feeling salesy, but building on what we've talked about, you have to be congruent with your rate. How many of you guys did the list of 50 beliefs that I challenged you to do this morning? 50 reasons, why? Awesome. Bonnie. Well done. Michelle. Well done. Andre. Well done. And so Bonnie, can I ask you, can I call your Bonnie? What was that like when you did that exercise, what was that like for you? And what was the result of it for you?

Bonnie:

At first it was easy to just rattle off a couple things, then you kind of got to a little block, then the next 10 would come out, then I got to 25 pretty easily. Then it was now what? Once you start going oh, this and this and this, it kind of made you feel like you were worth it.

Rebecca Overson:

Exactly my point, my friends. How many of you did like five or you stopped at 25. If you raise your hand and said you would do the assignment, you agreed to do 50. I want you to notice, that if you didn't do 50 and I'm not like shaming anybody here, but I just want to point something out. That's the way you run your business. If you go, oh, I'm going to make this promise, I'm going to do this thing, here's my coach. Let's pretend that you've hired me for your coach. If I'm doing one-on-one coaching with you, my rate is \$600 an hour and I require an eight hour minimum, people are like, oh, I want to do one-on-one coaching with you for a month. I'm like, okay, great. It's like \$8000.

Rebecca Overson:

If you want to work with me one-on-one for a month, I promise we're going to do amazing things, but I don't even take one-on-one clients. I don't take one-on-one clients anymore. The point is, if you're listening to me, I'm your coach right now? And I am your coach. Let's just say, I'm your coach and this morning, and you're all here to build a six-figure practice., and I give you guys an assignment and I said, you need to write down 50 reasons why you can and should charge what that is, and you didn't do it. I'm calling you out. What do you really want? Do you really want to build a successful practice or do you want to just dip your toe in the shallow end? It doesn't work that way. Building a successful practice requires risk. It requires going all in.

Rebecca Overson:

It requires being very uncomfortable. And so I love Bonnie, that you and others, and again, it's not good or bad. Just notice, just reflect on that and look to see for yourself if that's true, wow. I just kind of tried it. Then I was like, man, this is too hard, and I backed up, well, that's what you're doing in your business.

That way of being is not going to get you breakthrough results, ever. That's why I asked for 50, not 10, not 25 because I know that. You hit that process, and Bonnie, are you that much more congruent about raising your rates and charging more because you dug deep and did the work? You were like, I could totally charge that.

Bonnie:

I am, it's been a while since I've only been in business 12 years. I've moved a couple of times, different states had a restart businesses, get them in a new state and then COVID hit. I'm kind of restarting again. I didn't raise it. It's been a while since I've raised my rates, I raised them once in the 12 years. This is a good kickstart market that, I'm probably undercharging based on everybody else. Even though you said, don't look at what everybody else is charging. I didn't think I really needed more. This is kind of a part-time thing, but why, why is it a part-time thing? Why did I leave corporate America to do this and do it half-ass? I'm excited to get going on this.

Rebecca Overson:

Good, and guys, listen, I wish, I should've like brought in guest speakers, like graduates of my academy. Literally I was on a coaching call with her and I posted it in the Facebook group. She said it, I was like, I have to share that with people right now. I remember our discovery call. She has a college degree and was working in a corporate job. She hated making six figures. She lives in California and it's kind of hard to make a living, to live very well unless you're making six figures in California or New York or things like that. She was terrified to leave her corporate job, but her soul was dying and her family was like, no, keep your job, like all of this stuff. With our help, she quit her corporate job by the end of the program.

Rebecca Overson:

I think she graduated maybe two or three years ago, I didn't really kept in touch with her and she just popped up and we were chatting and she's like, I made \$10,000 last month in my own practice. I pulled in \$10,000 last month. She's like, I'm so proud of myself that I proved my family wrong. I proved everybody wrong. Yes, I can totally make a great living as a massage therapist doing something I love. It's great, Bonnie, sometimes it be a limiting belief that it's, oh well, I'm just going to kind of do this part. It doesn't need to be, I don't need that much. How many of you guys have that? I don't need that much. Well guys, you don't know what's coming. You don't know what's coming.

Rebecca Overson:

Do you have food storage? Do you have an emergency plan? Do you have, we're living in some crazy times. Do you have six months of expenses saved up in case you get shut down? Do you have an emergency fund? If the roof blows off your house, can you just turn around and get the roof back on? Are you living, walking a fine line? What if somebody in your life had a medical emergency that you had to pay for? Would you be screwed or would you be prepared? That's what I want for you is to be prepared. That's why I want to push you outside of that comfort zone to go all in on yourself and bet on yourself and go, I deserve this. I can do this. These are the choices I have to make in order to implement, implement the structure that's going to get me to a six figure, practice, make sense? Well done.

Rebecca Overson:

Who's going to commit or recommit to doing the 50 reasons why I can and will and deserve to charge what that new rate is. Very, very good. You do that and it'll shift your belief because of, like I said in the beginning, the one thing you need is to be congruent before you can sell anything. How many of you

guys have ever had a sales job and you were selling something that you hated, you were selling something that you were just like, oh my gosh, I want to poke my eyes out with ice picks would be easier than doing this job. Now, here's the thing about selling. This is self promotion. I've had people through my program with marketing degrees that have been doing sales and marketing for other people.

Rebecca Overson:

And when it comes to selling yourself and your own services, it's gross, sales leaves most people with a really bad taste in their mouth because they've been pressured. They've had bad sales experiences and we don't want to be that for people, especially our clients that we love and care about. Does that make sense? That's why that congruence in you is so important and here's what I want you to do. Everybody, do his right now.

Rebecca Overson:

You've got your new rate calculated and if you haven't done it yet, get caught up and when you watch the replay or do this again, just do it later. I want you to say your name. You're going to say, my name is Mona Matthews. I'm a licensed massage therapist who specializes in and say your niche. If you got your niche from yesterday. If you have that, I want you to say, I charge \$147 for a 60 minute session, just say, my name is and I charge, whatever you charge for whatever session, I want you to just everybody just say it for a minute. Don't keep yourselves muted. just say it and listen to your voice. Do you buy it?

Rebecca Overson:

If you're like, eh, I'm not congruent. Then you've got to do some work on that. Some of you said it like it was a question. Did you notice that I charged you \$150? You couldn't even say it did. How many of you noticed voice went, eh? Like you got a hitch actually, you couldn't even say it. That's your body telling you, you're full of shit. You're lying. You don't even believe what you're saying. If you don't own your value, when it comes to talking your prices, why would your clients? If you don't believe in the value of what you offer, why would your clients? If your clients are pushing back on your rates, it's because you unconsciously are not congruent on your rates. So we got to get you congruent. Okay. Carly, I see your hand up.

Carly:

Just quick question. I just recently changed my rates, a little bit. I'm just wondering how soon can you make that change to that? All right, so I've renegotiated this with myself.

Rebecca Overson:

You can do it today. You don't got new clients coming in tomorrow? You have people that are going to call you tomorrow to book appointments or next week, they don't know that you have new rates. I have no idea. With your existing clients, you don't want to spring it on them. Okay, Carissa, comes in to me for massage. She's been paying \$75 and I haven't raised my rates in 47 years. All of a sudden I do this workshop and I'm like, guess what? I'm charging \$175 now. You don't want to be like, oh, by the way, Carissa, I raised my rates to \$175. She's going to go, what? You know what I mean? You didn't give her any notice. So don't spring it on your current clients.

Rebecca Overson:

You want to give them some notice. Sometimes you may want to let them buy three sessions at the old rate that expire by this and such. So, you're kind of making a concession, saying, get them while they last, but don't do it for 50 sessions, that you can use for the next six years because that's, you're shooting yourself in the foot. Give your clients a little bit of notice. 30, 60, 90 days, something like that, whatever you feel good.

Rebecca Overson:

Some of you are literally losing money with every service that you provide. In which case you have got to raise your rates immediately and just let your clients know expeditiously, I would say do it within 30 days now that you know, better do better. Don't pretend that you don't know what the numbers, that the truth of the numbers just revealed to you. Does that make sense?

Carly:

Can I ask one other question to that? I feel like I know the answer based on how I'm hearing you, but with referral programs, that was another thing that we instated recently, but I appreciate, I feel like that's losing a bit of money too.

PART 1 OF 4 ENDS [00:26:04]

Carly:

But I appreciate, I feel like that's losing a bit of money too, because I'm fairly new business owner.

Rebecca Overson:

Yeah.

Carly:

And that's where my other therapist. And they were like we'll do a referral program and we'll give \$20 off anyone who is the referring client. And then the person who actually comes and gets \$10 off. Now I'm starting to go, that was probably too much.

Rebecca Overson:

Because what was your rate that you calculated this morning?

Carly:

Well, I wasn't here this morning.

Rebecca Overson:

Oh okay.

Carly:

But I do \$90 for an hour.

Rebecca Overson:

Okay. And so what you'll have to do is run the numbers. So that the numbers will tell you what you should be charging based on where you want to be financially.

Carly:

Yes, because if I did the kind of quick calculation, it was \$38,880 [crosstalk 00:26:47] for the gross revenues.

Rebecca Overson:

How much do you want to pay yourself a year?

Carly:

I don't know. [crosstalk 00:26:56] Probably half of that or more. I would want to pay myself at least 40,000.

Rebecca Overson:

Okay. So then you should shoot for 80,000 in your practice.

Carly:

Yeah.

Rebecca Overson:

[inaudible 00:27:07] Listen, we are so padding that it's crazy, but I'm telling you, you have got to prepare for the unforeseen. You can't just be surviving, I want you thriving. I want you to be making enough money coming in that you can afford to take time off. That you don't freak out when you can't work for any reason, like you sprained your wrist or, we have a student in our program that just, what did you do break her arm or [inaudible 00:27:29] something horrible from massage therapists were like noooo. But you can actually take time off, and you can spare yourself that you're going to have abundance and overflow, and that's what I want for you. So Carly, we were talking about, let's see, we're talking about your calculations.

Rebecca Overson:

I was about to tell you something. And I lost my train of thought...oh, the whole referral thing.

Carly:

Yes, yeah.

Rebecca Overson:

Let's say you decided, and you run the numbers and you realize I can't charge less than 117 an hour, or I'm not going to reach my goal. And now you're charging. Now you're chunking off \$30 of that, you can't afford to discount like that. So, what you would have to do is raise your rates to 147 an hour, and then you can afford to give \$30 off. [crosstalk 00:28:22] Does that make sense? So I don't. Guys you don't need to pay for referrals and in some states it's illegal.

Carly:

Yeah. In Canada, to my knowledge it's not, but that's not the point.

Rebecca Overson:

Yes.

Carly:

And that's where I kind of went oh, I don't think I should have done a referral program.

Rebecca Overson:

Yeah. But though again, guys, it's not other people's job to market your business. It's yours. But there's ways of doing that and I teach those strategies and they work so well. How to connect with people, and then you become the recipient of all of their referrals, and you don't have to pay for that. If you're going to spend money like that on advertising, do Facebook ads, way better return on investment than willing-nilly rewarding people 20 bucks, 10 bucks that kind of thing.

Rebecca Overson:

Or like I said, we did a refer three, get one free kind of thing. Because the way I look at that is there is a cost of client acquisition. Actually, every business has a cost of client acquisition. So if you don't know what that word means, write down, ask me later. But there are ways to factor that in how much does it cost you to acquire a client? And 20 bucks is probably not that bad, but I wouldn't also give the person a discount. And then that's just, again, we don't set rates willy-nilly, and we don't do discounts willy-nilly. We don't do arbitrary stuff like that. You've got to actually look at what is your marketing budget and how much can you take out of each session and still hit your goals if you're fully booked or even 75% booked, 80% booked.

Carly:

So, that's something that we just recently put out there and put to our clients, is that something that I would slowly then look to retract and kind of be this program is now over.

Rebecca Overson:

Sure, sure. I mean, don't do that yet though. I think you need a little bit more business strategy before you make that

Carly:

Yeah.

Rebecca Overson:

But mostly people do that cause they just don't know how to get clients. And we teach people how to get clients and make it rain like it's crazy, you know? So when you know how to do that without spending any money, when you understand the whole, the big picture, rather than pieces of the puzzle, it makes it a lot easier.

Carly:

You're making me think about a lot of the things right now, thank you.

Rebecca Overson:

That is my job.

Carly:

Thanks.

Rebecca Overson:

Okay, yes very good. So we got to get into this. I know you guys have questions and stuff. Just hang tight because I want to teach and deliver on how do you sell without feeling salesy. So first and foremost, you must be congruent in your rate. So those of you that weren't when you spoke it, what's it going to take for you to be a congruent? We're going to do the 50 belief exercise. That would be a really, really good start. And then the other thing is, what are your fears? So put your fears in the chat, a one-liner. If I raise my rates, I'll lose clients. No one will pay that rate. I am too new in my career to charge more than my teachers or, just give me a one liner, what's the fear that pops up or the limiting belief that you think is stopping you from being congruent.

Rebecca Overson:

That you won't be fully booked. I'm going to address each of these rapid fire, and I'm going to do it this way, because I want you to understand. I've spent thousands of hours coaching people in this, and I'm going to shoot straight with you cause you deserve that. So you take my word for it until you, you can borrow my faith until you have faith of your own. Melissa, "not being fully booked if I raise my rates", believe it or not, my students that raise their rates and charge more than anyone else are actually booked way far out. I have students that are booked out till next year, honestly, six weeks out, two weeks out, two months out, six months out, 12 months out. No kidding. So the reality is, the belief is "I won't be fully booked". The reality is "you will have more bookings if you raise your rates" and you will be in high demand because your prices reflect that you are a professional in high demand, instead of Desperado.

Rebecca Overson:

I'm going to just work with anybody that can fog a mirror. I just got to get bodies on my table. Our pricing reflects that. So, the reality is the more you charge, the more in demand you will be. Michelle, "no one will pay that, rate". No one?, Not a single person?, Can't find one single person that would pay that rate?. Probably not true. There are clients at every price point. Here's how I know this. Can we talk about Starbucks for a minute? How much is a latte? How much is a cup of coffee at Starbucks? Anybody know? I don't really drink coffee. I drink like fruit, fruit drinks and stuff like that. A cup of coffee at Starbucks, may be a couple bucks, something like that, five, okay. Caitlin is saying \$5 for a cup of coffee. Now you can also get free coffee at the travel that the Flying J, you can get 50 cent or dollar coffee at the House of Pancakes, something like that, with free refills, right?

Rebecca Overson:

Okay, 2.99 free refills, at Starbucks you can also just buy their beans, you can buy their ground beans, you can buy their little instant packets. You can buy their bottles at the store. That's pre-made frappuccinos. You can also spend a thousand dollars or whatever's and buy their fricking Starbuck's espresso machine, and make it at your own down house. Which will save you thousands if you drink a lot of espresso. Does that make sense? Does Starbucks care that some people are going to come in and

buy their roast and make their own coffee at home for way cheaper? No, they don't care because they realize some people want to come in and pay five bucks for a cup of coffee. Cause it's not about the cup of coffee, it's about the experience is that somebody gets to sit there, and have free wifi and work from their laptop for five hours and stuff like that, right?

Rebecca Overson:

So just know that you can get a cup of coffee anywhere for \$0 to, I don't know, five or more, something like that. And you can purchase lots of iterations of it, coffee beans or coffee. I don't know. I'm not a coffee connoisseur, okay. So maybe I have offended the coffee connoisseurs, when I say coffee beans or coffee beans, but they're all coffee beans. They all come from the same fricking plants. It's just a matter of who's putting their label on it and what they're, how they're marketing it and the value.

Rebecca Overson:

Do you know, they did an experiment in a wine, with wine where they had a bottle, like a \$300 bottle of wine and like a \$30 bottle of wine. Maybe it was Two-Buck Chuck or something from Trader Joe's, right. You've got a \$30 bottle of wine with a \$300 bottle of wine. And they did this study where they had people come and taste it and they go, "oh yeah, the \$300 wine is like way better. It's just way better wine. Oh yeah. I can really, really taste it". Well, what they didn't tell people was they switched the bottles.

Rebecca Overson:

So that tells you a lot about perception. And that's why I say selling from the heart and being concurrent with your value. You have to know that you're the \$300 bottle of wine. It doesn't matter if people want \$30 bottle of wine they're not for you. You're the \$300 bottle of wine and you have to own that. And then it's how do you sell it? Which we're getting to, so no one will pay that right? Imposter syndrome. So here's the thing with imposter syndrome. Imposter syndrome is like, I just don't have what it takes. I don't, I'm not good enough, no matter how skilled, no matter how many CEOs I racked up and certifications, I have, I'm just not good enough. So you just have to really take a hard look. Is that a mindset issue or is that a skills issue?

Rebecca Overson:

Cause please don't go out there and call yourself a specialist in TMJ, if you have absolutely no experience with TMJ, and no education in TMJ, that would be lying, don't do that. If you see there's a gap in your education, fill the gap, take some courses, get some, watch some YouTube videos, read 10 books, go to study groups about, you know what I mean? Like actually know your stuff. But imposter syndrome is really just the fear of putting yourself out there because you're afraid people are going to tear you down. And again, that's really an inside job, but I'll tell you the secret to getting over fear is take action anyway, do it afraid. "No one will come in again" we just know it's not true. Clients wouldn't pay that, they actually will. They might schedule less frequently, so what?

Rebecca Overson:

And you open yourself up for other appointments and other people that will raise you, or we'll pay your rates. So I've just felt I'm being judged by others, no one can afford it. So it's like all I'm too young of a therapist. So you guys just get that those are just reasons and excuses for not having what you want. And you just have to decide, is it more important for you to have what you want? Or do you want to be right about that? Do you want to live your life being right about that you can't?...or do you want to go all

in on your dream? So whatever mindset, tools and stuff you have, by the way, I should say this as how many of you guys are doing my creating your future workshop that starts tomorrow. It's two days of mindset coaching.

Rebecca Overson:

I know a couple y'all Cynthia, and a couple of you, Ruth, you should be in there. All of you should be in there. I just thought I'd mentioned that because if you don't have tools for changing your subconscious beliefs, your life's going to be really challenging. When you have tools for changing your subconscious beliefs, you blow the lid off, of what you, how did [Denny 00:37:54] say it today on our call, she said "that event blew the doors off, of walls I didn't even know I had". Okay, so that's an option for you and I can just put a link in there for, that's through my other company that's called I Heal Institute. It's about, it's called creating your future because if you really, really want to deep dive in mindset work, then I would recommend that you check that out.

Rebecca Overson:

But there's other things too, there's all kinds of things you can do. You can do tapping, you can do The Work of Byron Katie, you can do Esther Hicks. I mean, there's a ton of processes that many of you probably know and use, and you just need to apply those to all of those limiting beliefs that you have, and look at how the opposite could be true. Look at how the opposite about "if I raise my rates I'll lose clients". Couldn't it be just as true "that if you raise your rates, you'll gain clients, you'll even gain better clients. You'll gain more committed clients that are invested in their health". So notice that, now we're not going to do a ton of mindset work here, we've taught, we've peppered it throughout these sessions, but write down whatever you just wrote down.

Rebecca Overson:

And you just have to ask yourself with the number we calculated. Is it worth keeping that fear for you, Andre? Are you willing to pay \$8,750 a year to keep that fear? Because that's what it's costing you and a lot more. But if we were to put an actual dollar value, that's what it's costing you, and probably a lot more. You can just ask yourself that question, is it worth it? Am I willing to die on that hill? Am I willing to totally be right about that? Or do I want to be free to create the kind of practices that serves me? So congruence, congruence, congruence with your rates. How does sell without feeling salesy? A couple of my secrets. Number one, you have to look at selling as serving. You're there to serve people, you're not there to take anything from them.

Rebecca Overson:

I don't want people's money if they're not a good fit for me, I don't want that. I am not desperate for clients. I don't want to strong arm somebody to try to convince. Most of you look at sales like you're trying to convince somebody of the value. You're trying to convince them. What if you could just find people that already value it, and you're just deciding if you're the best therapist for them. And if not, you just refer them out to somebody else. How does that feel when you think about that? My job is to find out what do my prospective clients really need? And then help them make a decision about whether or not I'm the best option for them, and if I'm not the best option for them, I have no problem to refer them to another therapist.

Rebecca Overson:

So it's about educating them in terms of what would be best for them, and helping looking with them to make that decision. And that's how you serve people. So, I hate it when massage therapists go, well, what somebody calls me and says, well, what do you charge? And I say \$127 an hour. I'm like why did you do that? You don't even know what they have going on. You don't even know if they're in your niche, you don't even know what's going on with them. Why would you offer them your services without first finding something out about them? You want to be selective about who you work with.

Rebecca Overson:

So that's a shift, instead of just trying to get everybody on your table or as many people as possible. I want you to think that I'm not going to let everybody who wants access to me, have access to me. I decide, I work with the best clients, I get to pick and choose, and I actually need to VET my clients. Somebody calls us, and says "How much do you charge for a massage"? I don't know, it depends. Who am I talking to?

Rebecca Overson:

And they say, oh, "my name is Julia". And I say, "hi, Julia" it's so nice to meet you. How did you hear about me? She goes, "oh, a friend of mine was pregnant and raved about you". And I say, "okay awesome, tell me about your pregnancy". She's "oh, I'm 24 weeks, I have some nausea, I've got some lower back pain". I go, "okay, totally get it, what else?" I want to find out, do I even want this person on my massage table? So many of you guys have had bad clients, bad ones. You would pay them to get out of your practice. If they're really bad, there's no price you can put on a bad client. So, the first shift I want you to make is you think I'm going to take a disqualification mindset. I'm going to make sure the clients are the right ones for me.

Rebecca Overson:

And I'm going to help them decide if this is a good fit or not. Because now that you have a niche, if you have a niche, like I want you to have a niche, then that's what gives you the ability to separate yourself from the crowd and charge rates like a specialist. And you get to decide who you work with. Does that make sense? You guys really it's a shift for a lot of therapists to think that way, like really, really owning your value. And then there's no convincing. There's you asking questions and finding out, and then offering the client the opportunity to work with you, and the higher standards you have for your clients the higher, the more value you create. You actually want to demand things of your clients, you actually want to call them to show up their best selves.

Rebecca Overson:

I want clients that show up, do the work, pay on time, pay when they no show, refer their friends. Like they value the work that we do together. Not just, I was the most available massage therapist on Yelp that day, makes sense. So, that's a mindset shift. The next thing is actually about straight up communication. It's straight up communication skills and believe me, I could teach a 90 hour seminar on this. But I'm telling you the best things that you need to master. These are like the hacks, the shortcuts. Is, I'm going to teach you, it's double binds and it's command tonality.

Rebecca Overson:

I'm going to demonstrate it for you. Let's say how many of you have issues with rebooking clients? You kind of chicken out or you kind of yell a little bit ahhh, you just go, why don't you just book online. You kind of chicken out about it, you don't rebook your clients before they leave. So in the English language,

when you use a downward inflection at the end of a sentence, it's a command. When you use an upward inflection at the end of a sentence, it's a question. If I say "Bethany, how are you doing?" I am asking a question with command tonality. Did you get that? Instead of "Bethany, how are you doing?"

Rebecca Overson:

Now here's where this really, really kicks in and can be very, very powerful. This one little shift can actually add hundreds, if not thousands of dollars to your bookings, your re bookings and all of that. Is if you say, "would you like to", let's see, how do, I got to get this right... Let's go back to your rates. When you say your rates and you say, "I charge \$147 an hour". Some of you are saying, "I charge \$147 an hour", Did you catch it? And when you have an upward inflection, it unconsciously conveys uncertainty.

Rebecca Overson:

"Would you like to rebook your next appointment? How has your massage? Do you feel better?" And we do this all the time. How many of you guys can recognize wow, I am unconsciously creating a lot of uncertainty in myself and in my clients. Versus "would you like to rebook your next appointment? I charge \$147 an hour... Do you want to just be in touch or shall we rebook your next appointment now?" Can you see what I did asked a question with command tonality. So that will help you with rebookings and even talking about your price. The second little trick I want to teach you is, and part of it goes, comes back to owning your value as a massage therapist. If you've done that list of 50 things of why you can and should charge that. One of the other things that you can do is consider and even have your clients consider the cost of their pain, or the cost of not working with you.

Rebecca Overson:

There's nothing more expensive than a horrible massage by an unskilled lame therapist, who's there to like punch a timecard, doesn't care and is miserable. Have y'all had that before? It's like, you went to a swanky spa and you got a student clinic massage.

Rebecca Overson:

And you're just like what the hell? That was expensive. So, I had a client, a guy called for my, again this was when I had my prenatal massage clinic. I had a guy call "yeah, I need to book a massage for my wife". I said, "okay, I'd be happy to help you do that". A little chit chat kind of find out how he heard about us and all of that good stuff. And he's like, "well, how much has it for 90 minutes?" And I told him, and he goes, "well, that's a lot more than I thought it would be, I can get this at Massage Envy", literally said that "I can get this at Massage Envy for blah, blah, blah". And I said, "can I ask you a question?" He says, "sure" I said, "if you owned a Ferrari, would you service it at Jiffy Lube?"

Rebecca Overson:

He goes, "so what you're saying is you're the Ferrari of prenatal massage?" I said, "absolutely". I said, "to be honest with you, sir, the reason I started my practice was because I was pregnant and miserable, and I got the worst massages of my life at Massage Envy and I thought, you know what? I'm a massage therapist I could do better than this. And that was one of the reasons I started this practice, because they don't, therapists at Massage Envy don't specialize in prenatal massage. They don't have the training, the skills, the qualification that we do I promise your wife, she's going to be really happy if you bring your her here". He goes, "okay, great". And he books the appointment, and she becomes a regular client. But do you see how there was no convincing? It wasn't I have to argue with him about my price.

Rebecca Overson:

I asked a question which has me gained control of the conversation. Can I ask you a question?. That's a great pause, by the way, when you don't know what to say, just go, "Hmm, can I ask you a question?". And then you better think of the question to ask. But it's really about creating value, have some things on deck in your own word wardrobe to create the value and convey it through a metaphor, convey it through a story. Well, "yeah I do charge more. That's right. Cause most massage therapists live in poverty. I'm unwilling to do that. And also I'm a chronic pain specialist, and I'm really good at what I do. And based on the few questions I've asked you, it sounds like you're losing out on a lot of work.

Rebecca Overson:

How can I ask? How much does it cost you in sick days and lost wages? and how much have you spent trying to fix this problem that I specialize in? How much time have you wasted trying to get help for this problem? And nobody else has been able to help you" and they go, "oh, this and that or the other". And you go, "okay, so it's cost you at least \$5,000 this year, having this problem. I got it. Well, the good news is I only charge 175 an hour and I'm very good at what I do, but the choice is yours. I may not be a good fit if you're looking for the cheapest massage therapist in town, I'm definitely not it", and it has people that go, whoa, whoa, it stops them in their tracks. Cause most therapist are out there groveling for appointments and trying to twist people's arms and trying to beg people to get on their tables.

Rebecca Overson:

And I promise if you flip the script and you take that approach of I get to decide who works with me and I own my value. You'll never feel you're selling or you'll never feel you're taking away from people. Your job is to find out if this is an ideal client for you, and then invite them to work with you. And if not, don't invite them in. So some of you are probably seeing I need to change the way I do things. I'm going to change the way I do bookings, or the way I approach bookings, or the way I get referrals from people, and so on and so forth. Now again, we don't have time to, I mean obviously I teach for hours, and hours, and hours on end on these things and give you coaching on those specific strategies.

Rebecca Overson:

But it starts with thinking differently about what you're doing. That when you own your value, you're not taking away anything from people you're serving them, you're supporting them. And remember you are all gifted healers, you're lifting people up out of pain, you're lifting them out of hopelessness. You are, people are just hungry for connection, and touch is the most important nutrient. When I taught my infant massage classes, there are studies that very much validate you can well feed a child. But if they lay in a crib in an orphanage all day and stare at the ceiling, they will look like they're starving. Their little bodies will waste away because they don't have human connection and human touch. So, the value of your work is so important, and you need to invest time, and energy, and effort in thinking, how do I communicate that? How do I communicate that value? So how many of you are newly inspired? I need to write down why I'm worth it. I need to get congruent with my rates. I need to.

PART 2 OF 4 ENDS [00:52:04]

Rebecca Overson:

Worth it. I need to get congruent with my rates. I need to be the first person that is convinced about what it is that I offer. Yeah. Okay. Very good. Okay, Michelle, I saw your hand up. Michelle Lindonell now.

Yeah, go for it. I can't hear you, babe. Michelle, I can't hear you. Sorry. She's working it out. And guys just put a one in the chat if you have a question. Okay. Yeah.

Rebecca Overson:

Same Amy. It's the same. Same with the elderly. Okay. Own it. Own it. Own it, own it. I promise you, there are enough clients. Guys. If you get clients coming in monthly, most of you only need 50 people in your practice to fill it. Think about it that way. Can you find at least 50 people that really need what you have, that can and will pay those rates, that will become raving fans of yours? That's not very many people. Okay, cool.

Rebecca Overson:

All right. I still can't hear you, Michelle. No, I don't know you may have to leave the room and come back or something like that. I'm not sure. Okay. Where do you find the exercise from this morning? I'm not sure. I mean, you'll get it in the replay is what I mean. Yes, and favors, Andre. Oh guys, don't do favors for people. Don't do trades.

Speaker 1:

All right. Testing, testing. Okay. Sorry about that [inaudible 00:53:38]

Rebecca Overson:

Got it. We got you Michelle.

Michelle:

OK. My computer guy had to fix it. So we kind of went over it, but I realized that it kind of sparked my fear, because I've had so many people come and be like, "Oh, well Massage Envy, Massage Heights", all those membership places. And I said, "I've worked there. I know what you get there. I charge this because I know this, I'm going to give you a great massage and I'm going to be here for you when you want to come back in a week to two weeks, four weeks, whatever." And they go, "Oh no, it's just too much." So when I heard that over and over, it starts to mind play with you.

Rebecca Overson:

Yep. Yeah. But it's because you believe it. It's because you're already doubting your worth guys. Seriously when you are so rock solid in your worth, people can say whatever they say and you'll be like, "Okay, then go to Massage Envy."

Rebecca Overson:

I'm not the cheapest therapist in town. And I don't support, franchises are a blessing and curse to our industry and I'll just leave it at that. But you never have to justify your rates. You don't have to defend or explain your rates. You have to just own, "That's what I charge. What would you like to do?" You don't have to, does that make sense? When you really own it and you're congruent it's "Well, that's what I charge. What would you like to do?" You don't have to grovel, defend, beg, plead, explain, dissect. You don't have to do any of that stuff.

Rebecca Overson:

Never do that, because you're not, you are not in competition with anyone. Remember this morning, I told you why I charge what I charge? It's to make it worth it to miss my baby's first steps because I'm here serving a client or I'm helping a woman give birth or I'm... There's no amount of money. You know what I mean?

Michelle:

Yeah, they don't get your sacrifices for them.

Rebecca Overson:

Right. You don't sacrifice for anybody. And, I promise you, the minute you start owning that value for yourself and you are rock solid about that, people will stop saying that. You won't attract that anymore. So that's a good reflection too, of to see what's in your subconscious mind that you need to clean out? What are those limiting beliefs that you need to clean out? It's going to come out of other people's mouths and if it hurts, it's because you already believe it and they're just saying it back to you.

Rebecca Overson:

So do the work, shore up your worth, own your worth. And again guys, I know it's a tall order, it's a lot. It's a lot because a lot of us come in here because we're wounded. We've been wounded in our lives and that's why we find so much satisfaction in helping other people to heal, but you've really got to own your worth. Again, like I said this morning, if you've got, if you're barely getting by, you are self sabotaging and it's in the mind, the money mindset and that kind of stuff. It's in that arena and it's the also probably there's some codependency where you're giving at your expense and you have to heal your wounds. You have heal your childhood wounds. Sorry, you have to do that. You have to do that in order to recover your worth and recover your value and realize that you are valuable because you were born.

Rebecca Overson:

Not because of any degree you have or because of any life experience you have. All that stuff counts, but to own your worth as a soul and to identify your greatness, and claim that for yourself and show up in love and service and show up like a professional, instead of like a want to be or like a person that's begging for approval from their clients and letting their clients take the reins and run their practices. It doesn't honor you, that doesn't honor the creation that you are. There's no substitute for you, but you have to find that. You have to dig deep and do that work and pull out your biggest gifts and present them to the world. And that's why I love what I do. That's my job, is to help people do that. That's what I do with every single one of my clients. And we are 100% successful.

Rebecca Overson:

You know, you get to show up, dig in, dig deep and do the work for yourself. Okay? Oh my gosh, we have a ton of questions and I think we're going to go into overtime. But here's, here's what I want before. Before we go any further and I do want to answer your questions. I want to offer you something. How many of you guys have never done a 60 minute free call with my team, with Kate or Justin or me? Okay. How many of you guys would like to get total clarity on really What is holding you back and exactly the steps that you need in order to implement them? Yeah. Or how many of you're like, okay, enough enough. I've got the plan now just fricking help me implement it because I'm going to keep self sabotaging if I don't interrupt these patterns, right?

Rebecca Overson:

Or you've just plateaued in your practice. I mean, DylAna has already implemented every bit of free advice I've ever given. And it's been amazing, it's been amazing for her, but she's like, "But now I've plateaued and what else?" And the best thing about having a mentor, it's actually about your future. We fix what's going on now, but then you actually have a team of support and people behind you that will help you face whatever breakdowns are coming, and help you navigate because the most expensive thing in your business is not knowing how to run it. And then the second most expensive thing is not knowing how to get back up after you've been kicked down, because guess what? That's going to happen in your practice. How many of you guys know that? You're like, oh, COVID didn't see that one coming. Or oh, you know, life threatening illness or oh family fiasco.

Rebecca Overson:

All these things that knock you down, that's expensive. And I do this from the place of, I am on a mission to unleash an army of healers on this planet because that is what you are and the world needs you and you don't get to play small. You don't get to let your fears run the show anymore. You don't get to do that. That's selfish. The world needs you. Your clients need you. There are unborn babies whose lives will be different because you've made a decision for yourself to show up in your light and in your power in the world. That's my mission. And we do that by elevating the massage therapy industry because y'all are amazing healers, but you get a little bit scared and confused when it comes to running a business. And man, if we can just nail that, if we can support and empower you with that skillset, there's nothing you can't do.

Rebecca Overson:

And there's nothing you can't survive. There's no pandemic that's going to take you down. There's no injury or illness or divorce or marriage or loss or gain or anything like that that's going to get you down because you will know who you are. And sometimes people go, "You know, Rebecca, I did your program and I realized it's like a personal development program disguised as a business development program." And I go, "That's right. Gotcha." You're going to get all the business strategies, but we're going to love the stuffing out of you. You're going to get so empowered. You're going to have new life breathed into you and connected to your purpose and you don't have to believe my word for it. These are the words of my clients. And I look at people like Cynthia and I look at people like Ruth and I look at the other people that are on this call that I've had the privilege of supporting and working with.

Rebecca Overson:

And it's just like, their lives are totally different and you owe that to yourself. So I'm going to just tell you, because I want you to know that we're here for you and whether or not you end up being invited into the program or doing business with us in any way, shape or form. We don't care. We're not here to sell you anything. We're here to serve you. And we want to look with you and we're opening that up. That's our invitation. If you're like, "Okay, I want to hang with these people. I want to see what's possible." Then I'm going to invite you to go grab a slot on Kate and Justin's calendar for a 60 minute call. Again, they're going to look with you. You're going to get total clarity. You're going to know exactly what you need to do. And then of course, if you want to find out more about what we offer professionally in the 8 week, Rock Your Massage Practice Academy and all of that stuff. Only if it's a good fit, will they give you that information.

Rebecca Overson:

And if not, we'll point you to some other resources that might be better for you. Okay? But Rock your Massage Practice Academy is for people that are no kidding serious about their success. You can't be messing around. I take my success rate very, very seriously. We have to keep the wrong people out of the program that aren't ready for this, aren't willing to invest in it, aren't serious enough about it. Kind of eh, on the fence about it. That's not a good fit, but if you know like okay, enough is enough, I don't want to struggle on my own anymore. I'm ready to just blow the doors off of this thing. I'm ready to up level my life and my practice. And you are serious about going all in on your dream, even if you're scared, especially if you're scared, then I invite you to book a call.

Rebecca Overson:

Okay. Kate, do you have that? Let me see if I have a link. There we go. Got it right here for you guys and I'm going to put it here and please do that and please do it now. Don't wait. Don't postpone what you can create for yourself. And also, our calendars are really, really booked. Okay. So grab a spot before they're gone. And then how many of you have done calls with us before? But you were stopped? You just got freaked out and all that stuff? Okay. Guess what, book another call. If you're like, okay, I'm ready to, if you're ready to take action and you need support, book another call even it's been a couple of years. Yeah, the tuition has gone up, but we have much more flexible payment options. I'm going to just tell you guys straight up.

Rebecca Overson:

I'm not going to tell you what the tuition is because my program's not for sale, until you talk to Kate or Justin and they figure it out, but it's not cheap. And for most people, the price tag will scare you. You might even vomit, it's happened, literally. Okay? It's a big investment, but you know what? Why I do that? Because you are worth it. Also, you want to work with the best of the best and you want to have a team with proven strategies that's going to help you get where you want to go because that's what we do. Eat, breathe, sleep, live. That's what we do. We have this down and it's way more expensive. You know, the mistakes you're making are way more expensive than the tuition that we charge. We want you to get to 6 figures and beyond as quickly as possible. Take your life back and your freedom back.

Rebecca Overson:

Okay? So there you go. So go ahead and do that. I want to make sure that you have that available to you before we close out today. Because for some of you, you've gotten tremendous value here but you want help implementing it. And that's what we do in our coaching programs, whichever one is best for you, but get on a call with Kate and with Justin. Okay, cool. Any questions about that? How many of you are like, okay, I'm on that. I'm going to do that. I'm scared. Somebody said on the chat "I was scared just to book the call." Yeah, I got it you guys, but remember, whatever is coming up for you is what's between you and having what you want in your life. And there's so much more work that we can do. I've only gotten 4 hours with you guys plus some bonus overtime. I've only got 4 hours with you guys.

Rebecca Overson:

Has it been valuable for you? You guys gotten like, whoa. I love Andres online clapping. It's really great. Right? In sign language, we do this. Right? Okay. Yeah. It's been valuable for you. I just want you to imagine what would it be like to actually have me on your back phone? And my team, have Justin and Kate. We've got 3 program assistants. We've got, I'm trying to think how many coaches we have in the program just besides me plus a lifetime membership to our kick ass community of body workers forever, that in and of itself is an incredible, incredible, incredible value. Okay. So that's my request. It's not for

everybody. So please, if you're not ready to really go all in on your practice and on your dream, then don't book a call please.

Rebecca Overson:

But if you're ready to, no kidding, go to the next level, please go ahead and do that. Okay. And we will support you and we'll love you. And if it's not the right time, that's fine too. Like I said, you guys know what's best, but some of you don't even know that we do this. Some of you don't even, you're like what, what are you talking about mentoring program? And it would be crazy for me to close out a session with you guys if you didn't know exactly what's available for you, but that's how we do it. We get on a 60 minute call and just look together with you at really what's going on with your practice and how to make that happen.

Rebecca Overson:

You have to be willing to bet on yourself. You have to be willing to go bigger than you've ever gone if you really want to live your best life, if you really want to light the way for so many of your clients that are waiting for you. Okay? Yes. So let's go to, we've got overtime. We've got a lot of questions. Who did I, I'm going to back up here in the chat.

Rebecca Overson:

Melissa, did you, let's see Melissa, did we get you? We got your question answered. Or did you have another one? No, we did it. Oh Melissa. Okay. Got it. It was Michelle. Okay. Melissa, hit me.

Melissa:

Here's the question. Do you recommend putting your rates on your website so clients know?

Rebecca Overson:

Yes.

Melissa:

Okay. That's all I wanted to know.

Rebecca Overson:

I recommend, now again guys, sometimes we craft massage practices a little bit differently depending on you and your niche and what you're out to create. And sometimes we recommend you don't put your rates, but most of the time that's a good thing to do. But again, that just goes into a whole other, we want to make sure your website is built properly to really turn clicks into customers instead of be a big brochure about all the courses you've taken. But yes, the short answer is yes.

Rebecca Overson:

Okay. I'm looking at Melissa. There we go. Sorry. I'm going, Grace. How to respond to people who constantly ask for discounts? That's a boundary issue. Grace, are you still on the call? Let's see if you can unmute yourself if we can chat.

Grace:

Yes. I'm still here.

Rebecca Overson:

Awesome. Okay. Can you give me an example? Like what's happening?

Grace:

So I was living in Florida and my rates over there was okay, but then I moved to the West Indies and St. Kitts and I have to drop my rates just to accommodate the economy over here.

Rebecca Overson:

Okay.

Grace:

So for instance, in Florida, I used to work with someone and they used to charge 85 bucks for 60 minutes. And now that I'm here in St. Kitts, I charge 150 EC, which is equivalent to 55 US.

Grace:

150 is still a lot for them so they're constantly asking for discount and I'm basically giving my massages for free.

Rebecca Overson:

Ugh. Don't do that. Stop that. Okay, why that is, is usually for a couple things, a couple reasons. Number one, you're not attracting the right clients. If you don't have a niche, do you have a niche?

Grace:

Chronic pain and [inaudible 01:08:55]

Rebecca Overson:

And then all of your marketing messaging has to be congruent and dialed in to attract the right client.

Rebecca Overson:

That's usually what's happening is something's off and you're getting, I would just say bottom feeders, getting people that are just looking for a good deal because there's something about the way you're presenting your services that warrants that. And again, guys, that's, what's hard about, you're looking at your own practice through your own eyeballs. There's a world of difference when you get expert eyeballs on your practice and I go, "That's it."

Rebecca Overson:

I had a student who literally went through 5 coaches, business coaches, no difference in her products you know, cheap step programs, whatever. She worked with me and I was like, okay. She's like, "I'm getting all these creepers. I'm getting all these people asking for discounts..." And I said, "Your business is called Massage Paradise? That's the name of your business?" She's like, "Oh yeah. I live in Ohio and it's super cute and you know, there's nothing tropical about Ohio and I loved Hawaii. So I made Massage Paradise on this like Hawaiian decor." I was like, honey, paradise is a euphemism for sex. Okay. When

Meatloaf wrote paradise by the dashboard light, he wasn't talking about Hawaii and waves and things like that. She didn't know it. She had this, in her innocence, was trying to create this cool tropical experience for people not realizing that was the biggest thing. We rebranded her, Ohio Therapeutic Massage, boom, issue solved. Never had a name that's authoritative. So there's something off. What's the name of your practice? That's the other thing too. Grace, what's the name of your business?

Grace:

It's funny because my business is Paradise Wellness Center.

Rebecca Overson:

Yeah. Paradise is not a good name to have in any of y'all's practices, my friends. That's going to get a big fat strike from me if I was coaching you on how to name your business. You're going to want to rebrand that. People aren't taking you seriously. Chronic pain and your business is called Paradise Wellness? That sounds like a spa. That sounds like don't take me serious. Chronic pain, you want to have a serious medical name, something that sounds like people are going to say, take me seriously. So, see you guys. Can you see? That's a great demonstration. I'm so glad you brought that up, Grace. You're not congruent and you're not getting results and you don't know why, but if you bring all that stuff tight and you bring that into alignment and you're really looking for the business strategy and then also it's a communication skill. For you, it's going to be communication.

Rebecca Overson:

You guys want to become, hang around me. You're going to be verbal ninjas. There's a particular way that you want to be able to communicate with your clients that'll just shut that stuff down. Just shut that stuff down. Something about you is inviting that, and we've got to close that up and get you on the high road to success instead of giving away your services for free.

Grace:

Thank you so much.

Rebecca Overson:

You're so welcome. I'm so glad you brought that up. Okay. Let's see. Who's next? We've got Andre. Did you, did we answer your question Andre? No, let's see. Hold on. Hold on. There's more of ahead of you, Andre. Okay. I got Grace. Okay. DylAna, DylAna. You're up next. And then we've got Robert and Melissa.

DylAna :

Okay. Rebecca. No, I haven't plateaued. It's the opposite. I've gone nuclear. And so now it's getting overwhelming. You see? And I have to figure out, I've already raised my rates \$15 this year. So I can't just keep slamming them like that.

Rebecca Overson:

Yeah actually, you can, but keep going.

DylAna :

I know what you mean. And hitting them with a \$5 thing, probably wouldn't be the worst. And they do...

Rebecca Overson:

Like \$15 raise. Another \$15 raise.

DylAna :

Holy God. Yeah. It's already been like, it's so crazy. I'm already booked all the way out, like month, month, month, month, month, month, month.

Rebecca Overson:

But what's the problem? Where are you bumping up against something? Is it that you don't know what to do next? Are you overwhelmed? You hit this..

DylAna :

Yeah. I don't know what to do next. It's so busy that I don't know what to do. I already had to implement because I set more boundaries too. Like I had to do a 90 minute lunch standard. Because I was getting no time to eat, no time to, anything. I see six to seven, almost eight people a day.

Rebecca Overson:

Popping fruit snacks for your lunch or something like that. Right?

DylAna :

Told you I'd be stuffing my face. No. The other thing is like, I even had a scare too. I have psoriatic arthritis and that almost crippled me last Monday. Don't worry. I'm good. We're good. We got the medicine now.

Rebecca Overson:

Let me ask you. I'm going to interrupt you. I'm going to ask you. Are you making all the money you want to make?

DylAna :

Close to it. I'm actually close to my initial goal of 5 grand a month.

Rebecca Overson:

Gross?

DylAna :

Yeah.

Rebecca Overson:

Where do you live? You live in Wisconsin? No. Where do live?

DylAna :

Stevens Point, Wisconsin. Here's the thing. I actually have more reviews, more attention on my stuff than any massage therapist pretty much in my area, which is rocking. That's great.

Rebecca Overson:

You're charging what?

DylAna :

I raised it from the pitiful \$60, to \$75.

Rebecca Overson:

Honey, you are way.

DylAna :

I got to do higher now and it's scary.

Rebecca Overson:

You're way under charging. And she has the symptoms of that. Guys, what's happening is DylAna's headed. She has the illusion of this, and I don't mean that insultingly. I'm just saying in your full...

Melissa:

In our area, it is really low income around here. Constantly, it's really low. A lot of people, they don't have extreme money, but you can find them if you look and they do know my worth and they do respect me and I do get paid and it's really good. But COVID really switched things around for me. Instead of, I did something completely different than what you told me to do, which actually worked a lot better. A lot of people shut down. But my governor said that massage therapists were essential and my niche is those essential workers out there. And so I doubled down and said, nobody else, except for essential workers. Now, some people didn't like this. Some people I sent to you. And so because everyone, they thought they had to quit. Well, what happened was I got their clients.

Melissa:

And then when things, people got vaxxed, I got more of them. And then I got the people with depression because I also combined what the, why they like me so much is because I combined both the healing of the energy work. Cause people have told me that I'm a healer as well, constantly. And so I just sprinkle that in with the massage and now they get both and now with the THC and the CBD that really kicked off. Because I remember we had that conversation too. And I'm like, I'm doing it anyways. Yeah. Cause I checked the law. Yeah. I checked the law and I make sure. And now I do the Delta eight. And so now it's, it's just ramping and ramping. I got my medical massage, done, my clinical massage, all this stuff and it's a lot. And it's gotten to the point where I'm here until like 9 or 10, just trying to do all the stuff.

Rebecca Overson:

So it's boundaries and you're not charging enough. So to go, I have all the clients in the world. I'm like, how much are you charging? It's literally like \$75 an hour. And guys I'm telling you, even where you live, even if it's low income, I was charging \$75 an hour, twenty years ago. You're basically taking home 17 bucks an hour after all your take home pay.

DylAna :

I Know. Trust me when I raised my rates. Other people started doing it too.

Rebecca Overson:

So what happens is if you raise your rates, you may lose some clients, but you'll gain your sanity back and you won't lose the income because you're charging more anyway.

DylAna :

I think the other problem is, I think I did too much sales. I was very more bleeding heart during COVID, and I think I did a little bit more, but don't worry guys. I already booked my call. So.

Rebecca Overson:

There you go again. Again, again DylAna.

DylAna :

I told you, but every so couple years, it's time for DylAna to go book her call and double check where she's at. She's getting closer. So you might see me real soon.

Rebecca Overson:

But for you and I would love to work with you. You know that I'm already just been madly in love with you for years since we on Facebook. But the thing if for you is boundaries, honey. There is something even in all of the midst of all that success and all of those things where you're not, you're not valuing, there's some hidden stuff, you're not valuing yourself.

DylAna :

Don't worry, I'm going to counseling too. So we're going to work on some of those demons.

Rebecca Overson:

OK, good. Does that help? Does that help?

DylAna :

I think, yeah. I think so now just for you guys on a personal level, a lot of my stuff comes from, I was, I'm a sexual abuse survivor from ages 5 to 13. And so a lot of that pain, a lot of that self worth were really digs at me. I know for some of you guys through your journeys, I'm sure that's where it comes from. And that's why your low back hurts it's because your sacral chakra it's just squeezing the ever living life out of you because you don't feel you're worth it, but you are. And I'm high testament of that because when I started there's a whole document I gave her about how awful I was in the beginning about how self confidence just killed me. And I'm here to tell you I'm at level 2 now, too. And I started with bare bones, hardly anything, not charging for, for driving out to like thirty miles an hour, thirty miles out. Yeah. Not charging double and just wasting myself to the bone working 2 jobs. So

Rebecca Overson:

Yeah. Big shifts. Big.

DylAna :

I can't wait for all of you to get to my level of anxiety.

Rebecca Overson:

Oh, DylAna it's just been awesome to watch you just to just watch you grow. I mean, I've been over here kind of in the wings because we haven't like worked together, but just watching...

PART 3 OF 4 ENDS [01:18:04]

Rebecca Overson:

And over here kind of in the wings, because we haven't like worked together, but just watching you online and seeing what you're doing, it's just been so great.

Speaker 2:

You can stalk my Facebook too, it's okay.

Rebecca Overson:

Right. Sometimes. So good. Thank you for being here my dear. Appreciate you showing.

Speaker 2:

Of course. Now I got a lot of kids to deal with.

Rebecca Overson:

Right? Exactly. Okay. Robert you're up next. Robert Kelly. Let's hear it.

Robert:

Alright here I am. So, we got the antennas going. So I got a couple of questions and you need to see the video. So this is me right here.

Rebecca Overson:

Hey.

Robert:

Hey, how you doing? So first question was I wasn't able to get on the classes because it was hard for me to get on. I tried to go to get the replay and I haven't got that yet.

Rebecca Overson:

The replays, the free replays. Did you pay for the upgrade or are you getting the free replays?

Robert:

I didn't pay for the upgrade, so I was thinking that I

Rebecca Overson:

Okay, so those are coming out. We just have sent out one and I think the second one is coming tonight. It takes about 24 hours from each one to actually get it up for you. Okay? Yeah. So they're coming.

Robert:

All right. So my

Rebecca Overson:

And guys, if not, if there's an issue and you've searched high and low and everything like that, direct message my page. It's Rebecca Overson coaching. It's a Facebook page, it's got me. I help massage therapists. Like you can just Facebook, okay? Maybe Kate could drop the link in there for the direct one for the page. And just DM me through the page. It's possible there's some Goblin in our email system and you fell off the radar or something. So we'll look into that for you and make sure that you get it. Okay? So, Okay. Yeah.

Robert:

Okay. You was talking about the raising of the prices.

Rebecca Overson:

Yes.

Robert:

So how do you stay confident in the raising of your prices instead of people always wanting a discount, but, and the people that has been coming to you, you be like, yeah, but no, we kind of need to stay with the price that I'm kind of going with. I know you've been coming for a while or you come, you've been coming. You have come to me several times and it was at this price, but now it's a new season. It's different. So the prices is raised. Now

Rebecca Overson:

You just say that and you can blame on your business. You can blame it on your business coach.

Robert:

Oh, I just, oh, blame it on your business coach?

Rebecca Overson:

Blame it on your business coach. Yeah, guys, remember I've navigated people going from literally 40 an hour to a hundred an hour overnight. It's just a simple conversation with their clients where you just go, Hey, my rates are unsustainable actually. I can't afford to do \$40 massages anymore. I've just realized I've been working with a business coach and I realized I can't do this and I really want to be here for the long haul. So based on a business calculation, these are what my new rates are. So what are we going to do? Are we moving forward? Or are we parting friends? Like guys, when your clients are no longer running your business and you know who you are, if you're letting your clients run your business, I want to say this. This is the answer to your question, give you more stuff to think about Robert. You guys in your business, you're a leader, you're the leader and you need to show up as the leader. Otherwise people will push your boundaries.

Rebecca Overson:

I justify my rates to no one. It's no one's business. It's just what I charge so that I can make the things go around that need to go around. Right? So there's some open door that you're leaving for people. Sometimes people are teasing and that's fine. And oh yeah, totally. You know, like sometimes people are like, oh, you give me a discount because I'm your friend. I say, well, I don't do business with my enemies. So I do charge my friends.

Rebecca Overson:

Right guys, you can use humor if those kinds of things too, a little bit of wit. People are surprising. You know, I charge my mother full price coming into my clinic weekly. My own mother was on our monthly massage program and she came in and saw my therapists and she wanted to support my business. She believed in me. I, she said, no, I'm not, no don't give me discount, Rebecca. I think what you're doing is awesome. And I know you have a business to run. You're paying your staff like, any reasonable human being will respect that about you. And they'll respect you more when you raise your rates and you hold those boundaries and you go, it's a hundred an hour. You know, whatever your rate is like you become unmissable with. Okay, and that's a breakthrough and confidence and that's also in your communication ability. So that's what you can look forward to is just creating a breakthrough in your own confidence for yourself. Robert.

Robert:

Okay. That's good.

Rebecca Overson:

You need to take yourself seriously and see yourself as a professional and then other people will.

Robert:

I like that. That's very nice. I like that.

Rebecca Overson:

Yeah.

Robert:

The last question. So I went, the name of it was "Robert's Therapeutic Touch". I wanted to take.

Rebecca Overson:

Not a good name.

Rebecca Overson:

Nope. Robert put on your creepy lenses. Okay? I'm going to just say it straight. Okay, just for the sake of being efficient with time. The men in our industry have disadvantage. This is a female dominated industry. People lump us in with sex workers, undercover prostitutes, and the guys are labeled as perverts or homos or, you've heard it all, right? We've heard it all and it's not fair. And I hate it and I don't stand for that. But that is what we're up against until we like up level. Okay. So anything that has touch in the name? No. You put on your pervy lenses. Robert's therapeutic touch. Bow-chica-bow, I know what you're saying Robert, I'm reading between the lines. Okay. You're leaving too much to the imagination.

Robert:

Got you.

Rebecca Overson:

Now what's your niche? What's your niche? Do you have one?

Robert:

My niche is like stress relief, pain relief. I, I was taking little notes of just the thing that you had last night about the niche part. So I was thinking of trying how to put everything in there. One niche to like pain relief, stress relief. Okay.

Rebecca Overson:

So you need to get laser clear on that okay? Because if it's pain relief, what kind is it? Chronic pain? Is it athlete related pain? Is it, do you know what I mean? Is it dancers? We have all kinds of people with pain and once you really go through that lesson and dial in what your superpower is, then your name has to reflect that. But usually using your first name, only in a business is a no-no.

Robert:

Okay.

Rebecca Overson:

Roberts, anything, even if it's massaged by Robert. Bonnie's therapeutic touch, I'd strike that one down too. It's just not professional. You would go to chiropractic by Bob. You know what I mean? Like it sounds a little it's like doctor So and so chiropractic, you know what I mean? Right. So give up level your own image. It will get you far. Okay.

Robert:

Okay.

Rebecca Overson:

To think about that. Does that help?

Robert:

Yeah. It help. Yep. That help.

Rebecca Overson:

Now it could be Robert Kelly Massage Therapy. That sounds better. Robert Kelly Therapeutic Massage.

Robert:

Okay.

Rebecca Overson:

That would be better.

Robert:

Okay.

Rebecca Overson:

Okay.

Robert:

I wanted to take my name out of it period. I just didn't want

Rebecca Overson:

I would take it out and here's why. Okay. Can I be a little bit Crass and inappropriate for just a minute you guys? Do I have your permission to be a little crass? Dude your initial are R Kelly and you're an African American male. R Kelly just got sentenced to prison for doing some horrible things. Okay. So what I'm just, you have to just remember people out there are weird. We know you're not weird, but people out there are going to go, Ugh. Like without even knowing they're just going to, there's going to be this like stigma or something like that. Okay. So just stay away from it. Don't even touch with a 10 foot pole. I'm going to rebrand your business. Know what your niche is, get something super. Did you book a call with my team? Did you book a call with Kate or Justin?

Robert:

I had a call with, I think was it Justin? If I'm not mistaken, I

Rebecca Overson:

Oh, Justin can tell you if it was a man. It was Justin. If it was a woman. It was Kate.

Robert:

We didn't get that far to what the name was. We didn't get that far.

Rebecca Overson:

Well guys, we're not. Justin and Kate are not, they're not going to coach you on anything. They're not. That's my job if you want to work with me. But their job is to look with you at what's missing and so far you've got a couple strikes against you and it explains why you're struggling, my only question is what are you going to do about it?

Robert:

Yeah. I got to make some changes.

Rebecca Overson:

Success loves speed and action produces results and that's what we offer is, "Hey, you want to rock with us? We're going to help you get there way faster, or you can keep struggling on your own totally up to you." Right? So you could reach out to Justin again and just be like, "what's up?" but they're not going to coach you and they're going to find out what's help you get clarity. And then, like I said, if you want to look at what it takes to work with me and my team, then they'll give you that information. If it's a good fit, if not, they'll just say, Hey, here's another program for you. Here's a great book for you. Or here's

some resources on Rebecca's Facebook page for you, whatever, like to just get you clarity on what's missing and what actions you need to take. But guys, information without action is just information.

Rebecca Overson:

Information is actually not what most of you need. Although, the information is good here. Yeah? It's good. What you need is transformation. What you need is a state change. Like a caterpillar becomes a butterfly. It doesn't just slap wings on and call it good and be like, yeah man, let's go. It actually spins a freaking cocoon and turns to cosmic go and DNA soup. And then somehow by the powers of the universe magically reassembles itself into a winged creature and then has a whole different experience of life. That's a transformation. Some of you guys are on the path of I'm going to make little incremental improvements, but guess what? You're going to just stay basically where you are, that you're going to get a little bit better. But those of you that are like, oh, I got to do something. I got to do something now. You want to breakthrough. You want to elevate yourself to a whole other level of existence.

Rebecca Overson:

That's what we do. Okay? So you got to think about that. Whether that's something that you're ready for or not, otherwise take the good stuff we've given you here. But please guys, take action. Take action on something. Decide, I'm raising my rates. Decide, this is my niche. I'm rebranding my business. Whatever it is, whether you work with us or not. I want you to just take action. Okay?

Robert:

Right.

Rebecca Overson:

Take action outside your comfort zone. Now you know what to do. Don't sit on it anymore. Decide tomorrow. Either what are you going to do about it? Instead of just like, oh, I took a cool seminar and got some insights. Insights without action is just insights. It makes no difference in the world. Got to get out of your comfort zone. Okay?

Robert:

Thank you.

Rebecca Overson:

You're so welcome. I'm so glad you turned your camera on and we can see your face and connect with you. Okay, Melissa has got to go question. Melissa Lindal.

Melissa:

Tipping.

Rebecca Overson:

Did we answer your question or?

Melissa:

Tipping? How do you feel about tipping?

Rebecca Overson:

No tipping, eliminate tipping industry wide.

Rebecca Overson:

Okay. And stop charging for add-ons and upgrades. Just charge your big a mother effing price. You know, whatever that is, right? Just 140, go from 100 to one 150.

Robert:

Yeah.

Rebecca Overson:

Stop charging for add-ons and upgrades and just offer your best service to people. Don't try to sell them aroma therapy in the middle of a session. Don't try to sell them on cupping. Just be like, this is what it takes to work with me. These are all the tools, you don't even need to tell them that you're just going to do your magic on people. I always use aromatherapy on people. I love essential oils. You know? I'm like, well, if you want me to do Hawaiian Lomi Lomi, that's \$10 extra. It's like that sounds like prostitution to me. You want happy ending? Okay that's \$20 extra. Like we're not doing that kind of stuff here you guys and it comes across to your clients like that.

Rebecca Overson:

Oh, you know those franchises where it's like, oh, it's \$59 for a massage, oh but if you want coconut oil, it's 69. If you want aromatherapy, it's 85. And if you want us to use deep tissue, it's 114. It's like, stop that. Just tell me it's 114 and rock. Do whatever it is that you do and give your best gifts to people, so that's one way that you can also eek your price up. If you just tell your clients, like I'm just not accepting tips anymore and I'm not charging for add-ons and upgrades. This is just one flat price for everything that I do and you'll get whatever it is that you need that day in terms of my accoutrements. Okay? Let's see, Andre, did you have another question?

Andre:

I did. When you brought up that subject of previous jobs in sales, I kind of went back in my CV and it dawned on me or I was reminded of the ridiculousness of this whole situation with the fear of success.

Rebecca Overson:

Yeah.

Andre:

That I tend to grab ahold to and won't let go of, because if I think about my career, both massage and retail, just before starting massage, I worked in Neiman Marcus and had no problem selling \$15,000 boots and

Rebecca Overson:

Seriously?

Andre:

\$25,000 handbags and those kinds of things. But it seems like I put more value on other people's stuff than I do my own.

Rebecca Overson:

Right.

Andre:

For some ridiculous reason. And then even in the massage world, I worked at the four seasons while I was in massage school at the spa, at the front desk. I had no problem selling \$250 pedicures and manicures and all those things. So it dawned on me that I placed some degree of value, a greater value on other people's stuff than I do my own for some reason.

Rebecca Overson:

Yes, and if people can spend \$15,000 on a pair of boots.

Andre:

Yeah.

Rebecca Overson:

And I can get a pair of boots for \$29.99 at target that are also cool, or I can get a pair of \$250 boots at boot barn that are awesome too. Do you guys get the only thing stopping you from like really charging the best rates that you can, that express your value in your professionalism is just, it's a conversation you're having in your head? You don't have to be afraid of success you guys. You are already a hundred percent successful at what you're actually out to prove. Wrap your heads around that. Some of you are a hundred percent successful at struggling.

Rebecca Overson:

You're a hundred percent successful at sabotaging yourself. So you're totally successful. And I'm telling you, success comes at a price, my friends. To step up and lead in your life is a responsibility, it's a burden, and for you to step up and lead in your own practice means like you're the boss and the buck stops with you and you have to make hard decisions. You have to fire clients, you have to have boundaries. You have to manage a schedule that's booked out six weeks. You have to say no to people. You have to raise your rates on people you love. You have to, you know what I mean? It requires you step up and you show up and that's daunting, but I promise you, you wouldn't be with an earshot of me if you weren't at least awake to the fact or the feeling inside that you were meant for more. And it would be inauthentic for the life force that was put into you when you were born to shy away from that. Lean in, show up and lead.

Rebecca Overson:

It's not as scary as you think. Caterpillar's got to be really scared looking out at the butterflies, flying around but the butterflies know what's up. They hang out with the other butterflies. They don't sit on the ground. Have you ever seen a butterfly in the dirt, in the grass crawling around? No. It leaves it behind and it flies, and you go, wow, look at all the other flyers. Oh, and there's birds? And all of a sudden the birds are your friends. They may not be your enemies. Well, maybe I guess birds eat butterflies too. But you know what I'm saying? You're up in a whole different level of existence. You

have nothing to fear. And most of why people are afraid it's because they don't have community. You're trying to do this alone.

Rebecca Overson:

I did that for a long time and I failed and quit. And then I came back and I had to figure it out. And then I built a community for you. I built a community for you guys that I never had and it's so awesome. You can be a butterfly and fly with the flyers. That's my invitation to you, okay? Fear of success. Fear of failure, blah blah, blah, blah, blah, blah, blah. You were born for more. You know it you're either going to honor that or you're going to shy away from it. Are you guys hearing me? Okay? Very good. Andre, you're just awesome. You've been around me for a while. You know, you've been hanging around for a while. Lean in. You've got this, you have so many things to give to people, so many gifts to give to people. Okay. Oh my gosh, we're going to talk all night. Caitlin! What's your question? I notice you guys are still here. Okay. We're still going. Yes, Caitlin. What's up?

Caitlin:

So my question is after this morning, I actually met with a fellow at the therapist and I was explaining to her how I felt about my price increase and everything. And she totally made me feel like garbage, because she's been in the business way longer than I have but she was like, what are you trying to prove? We don't live in this area that like people can afford these outrageous. And I was so I was just like trying to bring her down to like this level. And I just, I couldn't get it. I couldn't get her there, but I'm like, what? How do we encourage other therapists? Because if I raised my prices, I feel like I have to encourage other therapists. And I'm like, how do I do that?

Rebecca Overson:

This is another massage therapist?

Caitlin:

Yeah. Another massage therapist we're friends.

Rebecca Overson:

Yeah, Okay. So here's the thing you don't take advice from unsuccessful massage therapists.

Caitlin:

Yeah. Well, she even said that she goes, at my rates I'm able to make 85 grand a year. So what are you doing? And I'm like, what? How are you able, I didn't know how much she was making, but I'm like, okay. because that's where I want to be.

Rebecca Overson:

Yeah. But again, it's not a contest guys. It's not a contest.

Caitlin:

Yeah.

Rebecca Overson:

You get to make as much as you want, don't let other people put lids on you. Oh, what are you out to prove? What is she actually saying? What is she actually communicating? Who are you to think you can do that? Why do you want more? Those aren't friends, friends. Those are enemies. You know, people will tear you down because they feel threatened by you. They'll go, whoa, whoa, whoa, whoa, wait a minute. Hold on a second. You're going to shake things up here. You're like, absolutely I am, there's a new sheriff in town. Or it doesn't even matter it's not even about you. And it's not about her. You go, thanks for your input and what I charge is my business, not yours. Sounds like your business is going awesome, keep doing it. See ya.

Rebecca Overson:

Like you don't even engage in those conversations. To me guys, I don't let people talk to me like that. Except my coaches. I listen to my coaches if they go, you are crazy. I'll be like, oh, okay what? What? Because, they are successful and I am paying them and they have my best interest at heart. Right? And I know, oh, I've got to make that change. Okay. I'm going to make that change. But a person that's going to actually pull you down and go, why are you doing that? That's an enemy to me. That's not a friend. And they mean well, but this happens, when you know, people start working with me and then they go, oh, I talked to my mother and she says, oh, I shouldn't raise my rates to that. I say, is your mother a successful massage therapist?

Rebecca Overson:

No. Then don't take business advice from her. Now wear your sweater when it's cold and keep a Kleenex in your pocket. Those are things your mom can tell you. Make sure you do a background check on the men you're dating Rebecca. Yes. Okay. That's good advice, mom. That's very good advice. You know, like that kind of stuff. But my mom doesn't get to tell me how to run a business. What I should charge, who? No, no, she doesn't get to do that. So just don't let people under your head like that have better fences. And you say, thank you for your input, I'll consider that and then you go, bye. Going to go eat my lunch and go build my empire and let you do whatever works for you. It's as ridiculous as somebody going, Caitlin, why do you wear your hair like that?

Rebecca Overson:

You know, Caitlin long hair is where it's at. You should have long blonde, silver hair. What? Why are you doing that? It's ridiculous and it's, to me, it's like, Ugh, it's a boundary violation. Just shut that down, lovingly. Okay. Yeah. And send her my way.

Caitlin:

Thank you so much.

Rebecca Overson:

Just kidding. Maybe I don't want to work with her. Okay. Very good. Okay. Is that, I think that's it.

Caitlin:

Thank you!

Rebecca Overson:

You're so welcome. You guys, listen. I would love to hear from you what you got out of this workshop, what you got out of our time together. I know we went into mega super bonus round. I hope my children are still alive. I'm going to go check on them, I have a responsible 15 year old. He's good. But I want to let you guys go get back to your things. Listen again.

Rebecca Overson:

If you're ready to take action and up level your life and your practice, and you want to look at what it takes to work with us, please go book a call. It's free. There's no high pressure sales, nothing like that. We don't do that. We're here to serve you. Okay, and those of you like, damn it. I want to circle back to that, do that. Just get on Kate and Justin's calendar. Let them know on the application they have talked to you before, I talked to Rebecca three years ago or something like that. And those of you that are already in my programs, don't book a call. Just use the program that you're in. Okay? Right, Cynthia? Okay. Circle back to the support that you have in the graduate group and then the Facebook groups and the program that you're already in, just utilize what's already there and of course you guys are more than welcome to join me for two more days of mindset work tomorrow. If you want to.

Rebecca Overson:

Creating your future, if not, that's totally fine too, but I would be remiss if I didn't tell you about that and the other things that we do, but that's really what I'm out to do is help you to up level yourself. And we're out to cause a revolution in our industry and unleash a whole new breed of healers on the world. And you've got to master business and mindset if you want to be a successful massage therapist so that's my focus. That's what we do. I hope that that was valuable to you. I hope it's been worth your time. Those of you that are watching the replays, thank you for doing that. Thanks for staying till the end.

Rebecca Overson:

And there's just so much more that we could do. And you guys we're considering doing an event like this every month. Different topics, money mindset, and things like that, okay? So stay tuned, give us any and all feedback. You're welcome to just email my team support@rebeccaoverson.com or you've got kate@rockymassagepractice.com or justin@rockymassagepractice.com. Any of them, or DM my Facebook page, my coaching page. Feel free to post in the art of building a successful massage practice as well if you want to reach out to us, but we're here to serve you. We love you. We want to hear what's going on for you. We want to continue to invent new ways and new opportunities to help you get what you want. But I do know that what we do works, so stay close. Stay close, be coachable, be resourceful and don't let anybody stop you from building a life that is worthy of the spirit that God put inside of you, okay?

Rebecca Overson:

You were born to shine. You were born to shine and the world truly, truly needs your light. So get it out there and let's rock, okay? All right. You guys have a great evening. We'll talk to you next time.

Speaker 2:

Thank you, Can you guys put the link to the mindset on here?

Rebecca Overson:

Yeah. That's tomorrow.

Kate:

I just posted it.

Rebecca Overson:

Kate, just posted that.

Speaker 2:

Oh, thank you. Thank you. I'm looking.

Rebecca Overson:

Yep. And then I'll give you again, I think maybe Justin or Kate or somebody already re-posted it but we'll put it again there, the call for those of you that are in the position where you want to look with us and book a free 60 minute call, and then we'll have the follow-up emails that'll be going out to you guys in the next couple of days. If for some reason you've searched high and low and you're still not getting those for some reason, just DM my coaching page so that my tech team can help you. If you email me directly, I may not my email overflow with, but email or send a message to our Rebecca Overson coaching page and we can look into that and make sure that you're getting everything that you need. Okay? Awesome. All right. Thanks you guys so much. Have a good night. We'll see you later. Peace out.

PART 4 OF 4 ENDS [01:42:23]