

Rebecca de Azevedo ([00:00:00](#)):

I loved seeing your insights and your takeaways in the mapping out your six figure, practice, Facebook group. I just really love that feedback and seeing what's happening for you guys. Okay. So if you haven't joined that group, that's where some of the real time communication is happening during this event. Make sure you go join it now. Okay. I just posted the link there for you. It's the group for this event called mapping out your six figure practice. Okay. And then as always, if you actually haven't, if you've somehow ended up in this workshop without registering for it, make sure you register so that you're getting the email. So I just posted that link too. Okay. So everybody you're in the mapping at your six figure practice Facebook group first, and then also make sure that you are guys, please keep yourselves muted. Thank you.

Rebecca de Azevedo ([00:00:51](#)):

And make sure that you have actually registered for the event so that you're getting the replays. You're getting, we're sending out the replays and transcripts of each event that are available to you for 24 hours. Those of you that purchased the recordings you'll get those all at the end. You can still obviously have the replay, but we're gonna compile all of the recordings and transcripts for you. And this is your last opportunity. If you wanna purchase the recordings of the event at the early bird price, and you can do that entirely optional. Okay. Some of you just know you like to go over things again and again, and you just wanna have access to that forever. You can still do that. Okay? Okay. Cool. Emma and James are new here. Awesome. Great to have you Piper. Great to have you.

Rebecca de Azevedo ([00:01:38](#)):

Awesome. Yeah, you guys, it's all good. That's what we like to be flexible so that you can jump in here whenever you are able to. We totally get it. Jason, can you manage the waiting room for me? I just wanna go ahead and get over the rules and just, yeah. Just to make people that are in the waiting room. Sure. No problem. Once again. Thank you. Thank you. Once again, you guys, I just briefly wanna tell you because I know we're gonna have people joining us newly each time that we're gonna have everybody just stay muted until I actually call on you. Okay. Use the chat only for real time communication. Like if you want me to repeat something, but please don't have side conversations in the chat. If you have any questions, write 'em down, cuz we'll have plenty of time for Q and a at the end of the session.

Rebecca de Azevedo ([00:02:25](#)):

And then also we are recording these. So you're consenting to be recorded. If you want anonymity change your name. I don't care what your name is on screen. I'll call you whatever it is. Okay. So that's the deal. And then if at all possible, please, please, please keep your videos on. Okay. I really it's. It's so important for us to see your faces, to connect with you that way. So please keep your videos on if at all possible it's fine. If you're eating or drinking or petting the cat or something like that, just bring it, bring it all totally fine. And this is this is day or this is session two day one of mapping out your six figure practice. Okay. So great to have you guys all back and just to recap what we're doing here, there's four things I've promised that we're gonna cover.

Rebecca de Azevedo ([00:03:13](#)):

Number one is determining exactly what you need to charge and how to get it. Okay. It's really about set your rates correctly because that's how you get to your financial goals and your practice, what you're selling our body work and massage services. So you have to make sure they're priced properly. How many of you guys have just willynilly set your rates? Come on, be honest. You just kind of set your rates

because it felt right. Or because it was like what other people were charging. That's not the way to do it. Okay. So we're gonna get to really clear on that. The next thing is eradicating your fears and identifying and eliminating the barriers to your success. How many of you guys know you have some kind of fear, some kind of hesitation. It's maybe not for lack of knowledge, but it's like fear that something bad will happen.

Rebecca de Azevedo ([00:03:55](#)):

If you, you know, make a move. If you have boundaries, if you raise your rates, it, if you, you know, if you go all in on your niche, something like that. Okay. So confidence, belief and success blockers, we're gonna teach you how to really be confident in those things that you're currently not confident in. And then also owning your value, which is all about your niche. So we had a great conversation this morning about is your business set up properly as well as we dove into the niche, why you need that and how to find your niche. And then the last thing we've promised to cover is knowing how to sell your services with heart and really developing great business practices with the selling mindset. Okay. So that's what we're on too. That's what we're up to. And once again, six figures, there's nothing really sacred about that.

Rebecca de Azevedo ([00:04:40](#)):

I just think today in, in most parts of the world, in most parts of the developed world, you will be struggling if you're not making more than six, you know, at least six figures. Okay. Especially how many of you guys have families, you have peop other people you're supporting, you know, whether that's supporting your parents or whether that's supporting children or you maybe have a spouse or partner, something like that. Yeah, very, very important that you are actually building a business that will give you the life that you want. Okay. And that's what we're all about. So let's just dive right in you guys. Okay. So just any real quick, any questions from any remaining questions from this morning about the, is your business, a business conversation where we had about the, the, the, the homework I tasked you with it is if your business is not set up to operate legally, it's your job to find that out.

Rebecca de Azevedo ([00:05:31](#)):

Okay. Make sure that it is set up legally. And then we also talked about your niche and why you need one. So I wanna just given just a couple of minutes if anybody has any remaining questions about why you need to have a niche what's what is your niche and all of that good stuff. Okay. So if anybody has a question, just go ahead and put a number one in the chat and I will call on you and just be prepared for me to call on you. Okay. Be ready for that. If you're gonna put a one in the chat. Okay. Okay. Charity to go for it. Why don't you go ahead and unmute yourself.

Speaker 2 ([00:06:08](#)):

Okay. Can you hear me?

Rebecca de Azevedo ([00:06:10](#)):

I can

Speaker 2 ([00:06:11](#)):

I'm. I'm

Rebecca de Azevedo ([00:06:13](#)):

No worries.

Speaker 2 ([00:06:17](#)):

Before we, I'm not sure if you have time or can't get into this, but if you're still trying to figure out your niche, but you do need to raise your rates, what would be the best way to do that?

Rebecca de Azevedo ([00:06:32](#)):

You can just raise your rates.

Speaker 2 ([00:06:35](#)):

Okay.

Rebecca de Azevedo ([00:06:36](#)):

Yeah. If you don't know what your niche is and you haven't done that part, then just, but you know, you need to raise your rates because you're basically shooting yourself in the foot with every session, then just raise your rates.

Speaker 2 ([00:06:47](#)):

Okay.

Rebecca de Azevedo ([00:06:47](#)):

Cool. Okay. I'm gonna tell you though, it's a lot easier to do when you have a niche.

Speaker 2 ([00:06:52](#)):

Yeah. I I'm trying to find, I mean, I have one, but I'm not sure. So I do need, I do to raise yeah. I'm just trying to get away from the relaxation thing and do more of the pain management thing. But yeah, this morning we talked about how you kinda need to be more specific about what pain you're managing, like what area and all that stuff. And somebody had mentioned that they that's kinda I'm.

Rebecca de Azevedo ([00:07:22](#)):

Yeah. Very good. Yeah. That's fine. You can just start with pain management and you can get more specific. You don't have to, but you could.

Speaker 2 ([00:07:31](#)):

Okay. Cool. Then. Thank you so much.

Rebecca de Azevedo ([00:07:33](#)):

Yeah, you're welcome. Okay. Also, I forgot to ask this morning, how many of you guys have taken or are currently in my jumpstart, your massage practice program? We talked about it this morning. I know there are a bunch of you this morning. They're in that program, in that program. It's again, it's a DIY. There's absolutely no coaching. There's no support, but there's four modules and I walk you through there, they're basically revised excerpts from my full eight week coaching program. There's four lessons in there. Well, four modules in there and I give you my niche flow chart. There's literally a, there's a

finite number of niches. You guys, you literally have to just look at the chart and pick one. Like, you know, like we've articulated it. There's some, you know, of course the more people I work with, more people I coach and sometimes things shift and change slightly, but we walk you through how to name your business. We walk you through how, what your niche is. We walk you through pricing and all of that stuff. It's a little, much deeper dive than what we're doing here. But if you're like wanting more information on that before we move on, that's a program that's available to you. It's just a go register for it. You don't have to apply for it, like for my account and stuff. Okay. And that's at jumpstart, your message practice.com. Okay. Okay, cool. Let's see. Who else? Charity.

Rebecca de Azevedo ([00:08:54](#)):

Sorry. Piper, what did you want a recap or a link about honey? What were you interested in?

Speaker 3 ([00:09:03](#)):

Sorry. I was just asking if you could recap the, or just say what it was, you said it's jumpstart, your message,

Rebecca de Azevedo ([00:09:10](#)):

Jumpstart, your message practice.com. I'll put it in the top for

Speaker 3 ([00:09:13](#)):

You. Thank you.

Rebecca de Azevedo ([00:09:15](#)):

Okay. And just, you know, that's for people that aren't necessarily in a place where they're willing or able to go all in on their message practices, but you still want a kind of move things forward. Do you remember this morning when I said on a scale of one to 10, how committed are you to making your dream a reality? Like what it takes to make your practice go? If it's less than a 10 stop fooling yourself, you have an expensive hobby. Okay. And just let it be a, you know, like you can't build a successful business without a few drops of blood, just so you know. Okay. All right. So that's the, like, that's a that's step if you're in that place of like, no, I don't want to build my business right now, or I don't have the bandwidth for that emotionally or financially or energetically or whatever, then that's why we created job start, cuz it'll get you moving along and thinking about some core principles.

Rebecca de Azevedo ([00:10:13](#)):

And yeah, that's, it's a really great program. We've not got nothing but awesome feedback on. Okay. Okay. So that's that. Okay. Awesome. So let's move on to the knowing your numbers. So how many of you guys got the I, I dropped that link this morning for you guys that those of you that wanted to actually jump ahead and do that assignment and watch those videos with that handout. So let me know on the chat. Just say I did, if you did the early bird assignment for that I'm also gonna drop that in the chat again, for those of you that either missed it or want to grab it. Now you can grab it, stay with me, like, don't go do that training. Stay, stay with me and I'll walk you through. Okay. Good. Emma and James. You did. Chris good, Liz.

Rebecca de Azevedo ([00:10:57](#)):

Okay. Erin. I love it. You guys. Okay, good. So why do we have to talk about setting your rates correctly and determining exactly what you need to charge and learning how to get it? Well, this is the brick and mortar of building a successful practice. I can't tell you how many times I've worked with people that are telling me, well, I'm totally full booked, six weeks out with a waiting list and I'm exhausted and I'm not making enough money. Remember fully booked is not what you need to be. You need to be fully funded. Your business needs to fully fund your life. So there's no glory in seeing 40 appointments a week at \$40 an hour. You're losing money with every appointment all while having the illusion of being successful because you're busy, right? Being busy doesn't mean you're profitable. And boy, I learned that the hard way I did a group on one year and we had the most successful Groupon campaign in the history of Groupon is what they told us. I don't know if it was just in Utah or salt lake city, but they're like you have had the most success. I mean, we made a lot of money with Groupon. We sold a lot of Groupons. So I had this idea of, oh, such a great way to bring in clients and all of that stuff, which I'm not saying that it's not, but I'll just tell you what the problem is. You're cannibalizing your revenue.

Rebecca de Azevedo ([00:12:26](#)):

So let's say you charge \$80 an hour, but your group on is 40 and you get paid 20 of that. You with me so far. Okay. So your real rate is \$80, but you're also doing these \$20 sessions. So do you know what that actually does? It pulls down your total, it pulls down that top number. You're actually not making \$80 on any massage anymore. You're basically making about 50 because it dilutes, I dilutes your pool. It, it dilutes the gross revenue potential. So unless you're really good at upselling and really, really good at rebooking, which are skills that a lot of massage therapists lack, honestly. Okay. Then you're just, it, you're pouring a bunch of water into a bucket with holes in the bottom. And I learned that the hard way. And I was like, why are we losing money? We're so busy.

Rebecca de Azevedo ([00:13:25](#)):

We're so in demand. And at the end of the day, when I looked at my profit and loss statements, we were actually losing money. And I was pulling in well over six figures. So it's not so much right. Being busy and having a full book of business. It's are you selling your services at the right price increments so that you have the, the, the right size bricks for the building that you're trying to build so to speak. Okay. Because remember your practice needs to work for one person and that's you, your practice shouldn't it should be making you money. It shouldn't be taking money away from you. Okay. This is you guys with me all so far. Okay. All right. So I asked this before, but I'll ask it again. Cause I know new people have joined. All right. So how many of you set your rates based on what other people are charging? It's no shame. Just I know you're doing it. Okay. Yeah. You looked around. Okay, good. How many of you based your rates on what you thought people could afford? Okay, good. How many of you based your rates on what you felt comfortable charging? Like what, you know, you could sell your service. Yeah, exactly. Thank you. Okay. Really, really good. So so that is what will keep you struggling, because remember we talked about this morning, most massage therapists are struggling.

Rebecca de Azevedo ([00:14:56](#)):

I know that we've literally talked to, I have 14,000 people in our Facebook group now, and I've talked to a lot of 'em and we've personally probably done discovery calls with like 4,000 people, literally spoken directly for an hour to time with, of massage therapists. And almost none of them have savings. Almost none of them have a credit card. Almost none of them have consistent income, a huge percentage. Right? Kate, hi, Kate. I just saw you pop in and major co-host there's Kate and there's Jason they're on team rub, but isn't that true? Most massage therapists don't have enough money to stay in business and

they don't have enough money to fix their business and they're under capitalized and they can't even borrow a lot of 'em are in bankruptcy now. Please know, I'm not judging that we people, we all fall on hard times and I know it's not personal, but I'm just saying as an industry, we notoriously struggle with money because a, we don't know about money and B we are over givers. Okay. We are over givers. All right. I'm gonna ask another question that I think is so interesting. And I want you guys again, cameras on. If you can, please, I really would rather speak to FA than black screens. Okay. I'm just curious if you're willing to put your hand up. How many of you are a child of an addict?

Rebecca de Azevedo ([00:16:28](#)):

Okay. Keep your hand up. And how many of you are a child of a narcissist? You have a parent that could be diagnosed with narcissistic personality disorder. Okay. Good. All right. And how many of you also, or, or in addition to that, or, you know, if you didn't return have been in abusive relationships in the past, like personal intimate relationships, you know, a partner that was emotionally, physically, verbally abusive. Okay. Keep your hands up. You guys, and look around the room. That's almost everyone that I can see personally. Okay. This industry, you can put your hands down and thank you. This industry has a high rate of people who are codependent and codependency comes from those scenarios. It's a child that basically your only existence is to let make me look good as the parent. Okay. That's that's narcissistic personality disorder, right? Your voice doesn't matter.

Rebecca de Azevedo ([00:17:27](#)):

You just need to make me look good. It's all about dad or it's all about mom. And you learned to just be good. You learned to just be compliant and take care of other people. And especially if you had an addict for a parent, you definitely were a caregiver. You know, know I've heard all the stories. You guys have cried with a lot of people. I get it. I totally get it. And I've been there too. Okay. I am a recovering codependent and I only figured this out about five years ago, it was life altering. So what happens is what I've seen this pattern is that we give to others in order to validate our own worth.

Rebecca de Azevedo ([00:18:06](#)):

Codependency really masks a deep feeling of worthlessness as a human being. In other words, the only worth I have is in my in, in other people's ability to use me. I'm just gonna say it. I know it's brutal and it might be upsetting and triggering for people. Okay. But just think about that. So we just go and make a living out of it because were so good at putting other people's needs first and so good at bending over backwards and not even having needs. That's the thing, when you're a child of a narcissist, you don't even have needs. You are what they want. You just become what dad wanted you to be or what mom wanted you to be, or you rebelled against that. But either way, those patterns are in place. Isn't this interesting you guys. Yeah. It really hits home. I, I know it's kind of this, this project I have inside of the massage therapy community that I, I really wanna, I wanna speak openly about this, you know?

Rebecca de Azevedo ([00:19:08](#)):

So what, what happens is how this shows up as a, as a detriment to your business rather is you're not charging enough for your services. You don't think you can charge more. You don't think anyone will pay your rates. What that is saying is I'm not worth it. I'm not worth it. I'm not worth it. Why would you invest in me? Why would anybody pay attention to me? I'm really not that good. I'm an imposter. I'm really not doing anything. Do you know, like all that negative self-talk that people have, but it's also the behaviors that I see in massage practices of people discounting their rates, you know, like a, you and you. How many of you have clients that push you around? Be honest. Like you have got that one client

or those, that three clients that you're just like, oh my gosh, that they're just always moving their appointments at the last minute are like, oh my gosh.

Rebecca de Azevedo ([00:19:58](#)):

Well, you know, I get a massage for \$50 down the street. Could you give me a deal this time? You know, like those clients that are literally pushing your boundaries all the time. Okay. And you accommodate them. Right. I'm okay if you fire those people, but I'm talking about the ones that you actually let hang around. Okay. So what we need to fit is the view that you have of yourself. Otherwise you'll never raise your rates. Otherwise you'll never have boundaries that you need to have with your clients. You won't have this self respect in order to get your practice where you need it to be. Okay. So, so, so your rates must serve you. And a lot of you are gonna like, your head's gonna explode when you even try to think about that. Cause you're like, no, no, no, no. I have to take care of everybody.

Rebecca de Azevedo ([00:20:58](#)):

I have to be affordable to everybody. Oh, everybody needs massage, massage, just isn't for the wealthy. And I have to take care of everybody. And, and I don't know. What are the other things that we hear Kate? And just, what are the other excuses that we hear all the time? Or, sorry, Jason, I'm always gonna call you and Justin the wrong names. Oh my goodness. Okay. What, what do you guys say to yourself? Oh, people around here, they can't afford that. You know, what are your justifications and their excuses? You could just put them in the chat as to why you think you can't charge or charge what you need to charge. Okay.

Speaker 4 ([00:21:30](#)):

Rural market, right. You're in a rural market. You can't charge that. I hear

Rebecca de Azevedo ([00:21:34](#)):

That. Yeah. I'm in a rural market. Yeah. I'm in a very blue collar area. I'm in a very economically depressed area. Yeah. Good.

Speaker 4 ([00:21:40](#)):

I live in a town without a mall, so I win

Rebecca de Azevedo ([00:21:43](#)):

Right. Hell a Montana, right? Yeah, exactly. Okay. So just think about that, but really what that, all of those reasons are and excuses. Okay. You know, if that's where you wanna set up camp and live, I'm just telling you, you won't get where you wanna go. Because if your business is engineered by, I have to take care of every one or I can't upset other people. A lot of you won't raise your rates, cuz you're afraid you're gonna upset clients. Okay? You gotta stop treating your practice. Like it's the old abuser in your life. You do get to ask for what you want. You do get to have boundaries. You do get to value yourself. You have to, you guys hearing me, you have to, otherwise you're just throwing your gifts to the wind. Hoping somebody values you. And the only person, the first person that needs to value you is you. And then you train the rest of the people around you. How you will be treated, make sense. You you're training your clients. How to do business with you this morning member we talked about, you're the leader in your business. You're leading your clients. You're training people, how to treat you.

Rebecca de Azevedo ([00:23:08](#)):

Okay. All right. So any, just any questions about that just so far or comments about that you guys can put in the chat. Yeah. Basically you're afraid of disappointing people, but isn't that out? What you did with your mom or your dad or your, your abusive relationship. Didn't you give away what was important to you to make them not be mad at you and to take emotionally care of them. Now you're just making your business, your abuser. You guys. Yeah. I know. Can you see why a massage therapist out they're going? I just need marketing tips. I just need to know how to market my business. And I'm like the hell, that's what you need. That is not what you need. You do not need information. You guys it's out there and I'm giving it free all the time. And you can get, there's like a hundred books on Amazon about how to build a massage practice and tips and wowing your client and rebooking mastery. Listen to me, you've been collecting free information for a long time. How much of that information has ever given you? The kind of insight that I just gave you?

Rebecca de Azevedo ([00:24:20](#)):

None of it. None of it, because I know what you need is not information. You need transformation and only a coach can give you that cuz you can't see your own blind spots. You literally can't see your own blind spots. So everybody runs around going, I just need marketing tips. I just need more clients. I just need to make more money. Just tell me how to market. And my answer is much deeper than that. It's why are you giving your services away? Why, why are you not implementing? How many of you guys have done discovery calls with my team? Okay. And I just know, be honest with yourself. Did you implement what they told you to do? They're experts? Did you actually implement it? Did you take action on it? Some of you did. And a lot of people actually, cuz we follow up you and you're worse off, right?

Rebecca de Azevedo ([00:25:19](#)):

So it's not this information. It's transformation. Now the information is important, especially with the knowing your number stuff. But can you see how we have to have this conversation about, you know, like the deeper stuff in order for you to even be able to sit raising your rates without like vomiting, it's terrifying to stand up for yourself when you're used to being the doormat. Okay. And this industry is full of people who are used to being door mats, and I'm out to change that cuz you matter and you're worth it. Your voice matters. Okay. And, and I'll even say too, Nikki's not tonight, but Nikki has talked a lot in my Facebook group also that this industry is full of marginalized, human beings, marginalized populations, women, okay. At various ethnic backgrounds and, and gender people and stuff like that. Okay. We just know Nick, he's done a Facebook live on this in my big group.

Rebecca de Azevedo ([00:26:23](#)):

And I think it's really, really great. She said, you know, we just know that there is a gender pay gap. Women make less money than men. And there's nothing against men. It's nothing about that. It's not like we wanna take money away from men. We just want more of it for ourselves. Because the fact of the matter is human beings are equal. And just because you're black or you're Asian or you're female or you're gender or something like that doesn't mean you should be making less money. That doesn't make any sense. But I'm telling you, the pay gap is not gonna close itself. You have to do it. You have to take more money for yourself. You have to say I'm worth it. You have to be worth it. You have to up level your mindset, your confidence, your sales skills, your marketing ability.

Rebecca de Azevedo ([00:27:08](#)):

You have to value you and stop tolerating, working for pennies and stop tolerating, living in poverty and saying it's okay. I remember talking to a woman that has six children. She's like, I'm doing good. I said, how much did you make last year? She's a 24,000. I said, you are below the poverty level and you think you're doing okay? I, what the hell? Sometimes I get mad at you guys. And I'm sorry. It's just cuz I'm so passionate. I'm like th this is not okay. And so many people are so used to it being okay. So my request is that you rise up, okay. It, you pick yourself up and you decide today with me, I'm, I'm going to close that gap. I'm gonna do that for me. I'm gonna do that for my children. I'm gonna do that for my posterity. I'm gonna do that for my, for my tribe.

Rebecca de Azevedo ([00:28:00](#)):

You know, I'm gonna do that for my people. And I'm gonna be the chain that I wish to see in the world. I'm gonna, I'm gonna step up and I'm gonna show up bigger and brighter. And as we all lift each other up that way, that's also what is going to unleash an army of healers on this planet. Cuz I truly believe that's what the planet needs and that's you, you're not a back rubber. You're not a massager. You're not an cut sex worker. You're not a cabana boy. You're not a cabana girl. And I, I don't ever wanna see massage therapists, giving massages to people, sitting around poker tables that is degrading. It's degrading, right? Like just we're we're not here. Hoing out our services. We are skilled healers. Are we not? We need to start acting like it. And we need to run businesses that reflect that. And we need to charge like professionals and we need to charge like specialists. Okay. So you got your niche, which will make you a specialist. Now let's talk about what you actually need to charge. So how many of you guys did your numbers and you figured out what you need to be charging. I'd love to see it. Just put it in the chat.

Rebecca de Azevedo ([00:29:11](#)):

Okay. And Patricia, I can't tell you. So Patricia said do you have a recommended percentage of what we currently charge to raise by, for example, raising 20%? No, that would be totally arbitrary. Your practice has to fit, like fill your needs. Your practice has to, you're the only person that can decide how much money you need to make. Believe it or not. I've had people in rock, your massage practice academy that have raised their rates a hu by a hundred dollars. Like literally they go from \$65 to \$165 or they go from \$60 to 120. They've literally raised their rates. 100%. They've doubled their rates. So I can't just tell you raise 'em 20%. Cuz if you're charging way too little in the first place, 20% may be too little and please don't be like, oh, I'm gonna raise my rates five bucks a year or 10 bucks a year or something like that's utterly arbitrary and it needs to be really, really dialed in with your business metrics. Okay. I know I'm so intense. You guys. I just know I really, and I've been doing this for such a long time that I'm just like, come on, people jump in. All right. Okay. So these are the rates you calculated.

Rebecca de Azevedo ([00:30:38](#)):

Let me just see here. Okay. 1 35 for Samantha. 1 0 3 Amanda, one 30 in Elda for 90 minutes. Good. A hundred for 75. A hundred per session. Okay, good. Yeah. And this was well again, Piper, it wasn't necessarily homework. It was just kind of prework for people who wanna do. I'm gonna walk you guys through it right now. A hundred and ten ninety five. I'm charging 80 now. Okay, perfect. Okay. So here how you do it, here's how you do it. Those of you that haven't done it. Make sure you have something to write with, cuz we're gonna walk you through the calculation right now I can find.

Rebecca de Azevedo ([00:31:25](#)):

Okay. So the first thing that you need to do is you need to decide how many sessions a week is good for you. Now I say sessions, not hours and not clients. You could have five clients that you see every day. So

it's not about clients. It's the number of sessions that you can do. Now. Some of you do 60 minute sessions. That's like a good complete session for you. Some do 75, some do 90. Okay. But whatever your lowest one is like that you do the most of. So let's say you do 60 and 90, but most of your sessions are 60 minutes. Then use 60 as your unit here. Okay. It could. So, and some of you are just like, no forget 60 minute sessions. I wanna do nine. I only wanna do 90 minute clients. That's what it's best for me. You can do that. Okay. So just write down 90. Okay. So everybody first just decide and assess. What's kind of my most common base unit of time that I'm selling 60 minutes, 75, 90 minutes. Maybe it's two hours, whatever that is for you. Okay. Write that down. Then the next thing to write down is how many of those sessions can you happily do every week?

Rebecca de Azevedo ([00:32:40](#)):

Happily? Not like I have to do 40 sessions a week or otherwise I can't pay my bills. Okay. That's a pricing issue we're gonna fix. Okay. So what I want you to do is just really think about where am I at my best. Nobody here needs to do eight hours a day. Nobody here needs to see. We're probably even six clients a day. Most massage therapists are really happy seeing 15 to 20, any appointments a week. That's full time. Okay. So how many of you, so if your unit is 60 minutes, I want you to think it's actually taking you an hour and a half to do a 60 minute session. Because unless you have somebody to clean your table or you have a front desk or something, you, you are the person that's waiting for your client to get dressed, going to your front desk or pulling up your laptop or whatever, rebooking them, all of that, taking their payment and then they leave and then you run and you go scrub down hose, down your table and then you reset everything. And, and you really, since COVID, it's like most people are, are putting 30 minutes between clients, not like 15 and certainly not five. Okay. So that's why I say 15 to 20 sessions a week. So how many of you guys so put in the chat? How many of you put put, put in the chat? How many sessions per week? You're comfort. Comfortable doing.

Rebecca de Azevedo ([00:34:07](#)):

Okay. And listen. So Jessica, if you you're doing 25, are Jessica are those 60 minutes, 75 minutes or 90 minute sessions. I'm specifically calling on you, Jessica. If you can just tell me, unmute yourself and just tell me if you can, if you put 25 and that's, I think 60,

Speaker 5 ([00:34:30](#)):

There's mostly 60, but mostly 60.

Rebecca de Azevedo ([00:34:33](#)):

Okay, good. So here's the thing. This is what I want. This 25 is high and here's why 25 times 1.5 hours, cuz remember it's taking you an hour and a half to see each hour client. So if you have 25 appointments at an hour and a half, that's 37.5 hours, hands on work. You have zero time to build your business. You guys need at least 10 hours a week to be working on your business. So you're working in your business, 37 and a half hours. Ideally if you're fully booked. So add to that 10 that's a 50 hour work week. Do you have kids? Do you have pets? Do you have a life? Do you have hobby? Okay. Then then 25 is too much. And I'm telling you this because you guys have to get this right. You probably Jessica, you probably need to see that many appointments cuz you're not charging too much. You're not charging enough. How much are you charging before you did the calculation? You can just tell me 80,

Speaker 5 ([00:35:34](#)):

80 an hour.

Rebecca de Azevedo ([00:35:35](#)):

Yeah. So let's say your ideal scenario. So 25 times, 4.3 weeks in a year, I'm just doing this fast. You at maximum capacity, if you were booked a hundred percent of the time, which you're not, but if you were okay, you could be. But if you were you'd see a hunt, you'd be, you'd be you'd be seeing. So let's say 25 times 4.3 is 107 and a half appointments. Every month. Times 80, your max is \$8,600 a month. That's your max gross working 50 hours a week. So let me do it this way. 8,600, hold on 50 hours, times 4.3 weeks, 215, hold on. 8,600 divided by what did I just say? 215. You're basically making 40 bucks an hour gross for every hour. You work. It's 40 bucks an hour is what your business is bringing in and you're making a, you will be paying yourself \$20 an hour ish, go work a massage envy.

Rebecca de Azevedo ([00:36:36](#)):

They pay better than you do. Okay. Do you guys see why? If you're charging 80 an hour, 75, you're not just go work at a spa. You'll make more money. Cause you you're running around doing all that work 50 hours a week for basically 20 bucks an hour. When all of a said and done, can you guys see how that's, why you're tired and why you're pro this isn't working. Okay. So this is the calculation. So your sessions per week, shouldn't really be more than 20. Okay. Let me ask you this. If you're out call it's two hours per one hour session.

Rebecca de Azevedo ([00:37:21](#)):

And if you live in LA it's like three hours because traffic. Okay. No, but really think about that. Think about the time it takes you to perform the massage. You can't do more than 15 alcohol a week. If you have an alcohol practice and you wanna work a 40 hour work week. Okay. So if anybody has any questions. Yeah. Butts, anything about that? Let me know. Okay. So now here's the calculate. You got your weekly sessions, right? Everybody have that. You wrote down whatever that was. Let's just say 20 sessions a week, for example, multiply that by 4.3. So I'll just tell you all right. If it's 15 times 4.3 that's 64.5. So just write down 64.5 if you're 15 a week. Okay. If you're 20 a week. It's I think yeah. It's 86.

Rebecca de Azevedo ([00:38:15](#)):

Okay. So what that's giving you is the max number of sessions you can book in a month, 4.3, just there's on average 4.3 weeks in every month. That's why I did that. We went from weeks to month. Okay. So whatever that number is, that's the max available sessions you have to fill every month. Are you guys with me so far? If anyone's lost or confused, get your, get your hand up or put help in the chat. Okay. okay. So that, that means you can sell 86 sessions a month if you're 20 a week. Okay. That's that. And where do you make money? As a massage therapist? My friends. How does your business make money?

Rebecca de Azevedo ([00:38:59](#)):

Doing sessions. Okay. That's where you're generating revenue. You're selling units of time. Okay. Now the next thing is, decide how many how many weeks of vacation downtime, sick time, emergency time do you think would be good for you to build into your year? You have to consider slow times. You have to consider maybe you have a child with special needs. Maybe you have, you know, like really think about that. Really, really think about that. I'm not thinking six weeks of vacation guys. Like everybody, it hopes that they can get. I I'm think I want you to really think about that. You can't work 365 days a year, nor should you have to. Okay. So with vacations downtime, Christmas, new years, you know, whatever you got a, a week in the Poconos or something like that every summer with your family. Okay. Whatever. But I also want you to, to think about down times and slow times.

Rebecca de Azevedo ([00:40:05](#)):

So I'm gonna recommend you work at least 10 and a half months out of every year. If not like 10, how many of you would love to have eight weeks of basically paid time off in your own massage practice? Yeah. This is how you do it. You have to engineer it into your price. Okay. Nikki's not, not here tonight, but this is exactly what Nikki has done. She's one of my, one of my coaching clients, one of my graduates of my academy and she's really, really nailed this. Okay. She takes 200 days off a year and makes six figures. She had 53 cancellations in em, December and still made \$13,000. If you guys aren't doing that, you're doing it wrong. Okay. All right. So just, no, this is how we do this. This is how we engineer this. So, so just decide either 10 months a year or maybe 10 and a half or 11, whatever.

Rebecca de Azevedo ([00:41:01](#)):

Everybody have that number written down. How many months? A year you want to work? Okay. Very good. Now, now how much do you want to pay yourself every year? How much do you wanna make? And again, what your business makes is not what you make. Did you hear me? What your business sells and massage services does not go into your personal bank account anymore than a car salesman, sells a car for 10 grand and makes 10 grand. He makes like \$400 because the 10 grand has to pay for what? Everything, the car, the whole, the wholesale purchase of the car, the everything. Okay. He's making a very, very small percentage of the actual sale. Okay. Most good sale. I positions you make about 10% of whatever you're selling. So think about that. You guys, how many of you would be stoked to make \$15 for every \$150 massage you sold? I wouldn't work for that. Okay. So luckily we can pay ourselves a lot more than that. Okay. All right. So, so what do you, if you are an employee doing all of the things that you do to run your business, how much do you wanna pay yourself annually?

Rebecca de Azevedo ([00:42:26](#)):

Okay. So write that number down and it should be enough for you to not only cover your own. Think this is your paycheck. You guys, it's not what your business makes. It's your paycheck from your business. Okay? What it should cover your livelihood. So it should definitely cover your basic needs, your groceries, your mortgage, your rent, your car, your all your, all of those things. Okay. But it should also be funding your emergency fund, your retirement, your children's college fund, your, your healthcare, all of that stuff. So please do not lob all this. Please don't think, oh, I'm good with like \$2,000 a month. I don't know anyone. That's good with \$2,000 a month. Okay. That's that? You know, my 18 year old niece makes \$2,000 a month working at Starbucks or something. You know what I mean? Like you guys can do better than that.

Rebecca de Azevedo ([00:43:17](#)):

Okay. So, all right, annually. Okay. How much you want to make annually? Like if you could just pay yourself \$60,000 a year, you'd be like, that would be amazing or \$80,000 a year or something like that. That would be amazing. Keep in mind. Most the last industry statistics I read most massage therapists make about 30 to \$40,000 a year. That's not very, my, you can't support a family of four on that, just so you know, at least not, you know, I mean, in some places you can, I know we've got people from all over the world here, but, but you know, and so consider the exchange rates and economics and stuff like that. But at least in north America, I, I really don't know anyone that can support a family comfortably on \$40,000 a year. Okay. So I hope it's the than that number for most of you. Okay. All right. So you got what you wanna pay yourself. Okay. Okay. Now what I want you to do just for fun is double that number.

Rebecca de Azevedo ([00:44:17](#)):

Okay. Just double that number. So if you said, I wanna pay myself \$60,000 a year, 120 if double that. Okay. So what I'm gonna say is if you wanna pay yourself \$60,000 a year, your business should bring in 120,000. Okay. Now I know some of you said, I wanna pay myself \$120,000 a year. Okay. Here's the thing you probably aren't gonna pull in two 40 Chrissy. It just, we don't, it, it won't, you'll at some point you're gonna be needing to charge like \$500 an hour and guys that's possible. You can do that, but it takes like, it's like a caterpillar emerging as a butterfly, as a whole new creature. It's like whole new creature to charge 500 an hours, a massage therapist. Okay. It can be done. But the good news is, but this is why I want you guys to do this. This is why I want you to double it, because I want you to think differently about how you're charging and what you're charging for your business is your sugar mama. Okay? Your, this needs to take care of you and give you a consistent paycheck. How many of you guys want a consistent paycheck? Right? So if you wanna take home 5k a month, your business can't be earning 5k a month, cuz who's paying the rent.

Rebecca de Azevedo ([00:45:57](#)):

Your business has to be healthy and have a good profit margin in and it needs to pay all of its expenses. Well guess what's the number one expense in your business, your salary. Cause you're the one doing everything, but it also has to pay what rent utilities, you know, cell phone, your coaching, your marketing, your CEOs, your furnishings, all of that stuff. Okay. It had the business has to pay for its own expenses and you are the biggest expense of the business. So that's why I want you to pat it. Okay. And if you are wanting to pay yourself, say \$120,000 a year, well then you just need to figure out how much does your business cost you to run every year? If your business costs you \$30,000 to run every year, cuz your rent is a thousand dollars a month. Plus you know, you have to kind of get a ballpark of like how much does my business cost me to run every year.

Rebecca de Azevedo ([00:47:02](#)):

Then add that amount to the, let's say it's \$30,000. Okay. And you need to get your business to be making \$150,000. And you could probably pay yourself 120, but you're gonna be showing that your business basically makes no money. If that makes sense. Okay. You're gonna be. And after a while the IRS isn't gonna like that, they're gonna be like, this is not, this business is not making any money. Right. Okay. So don't freak out if it's like, I wanna pay myself one 20, but I have to make two 40. Okay. It's not, it's not necessarily gonna cost you \$120,000 a year to run your practice. You guys following me so far. Okay. Okay, good. So now you've got that number. That's the double number. So what I want you to do is take the double number and divide that by the months that you said you wanted to work and what that number will give you is your goal revenue for each month that you're working. And if you want to have a six figure, practice, that number should be over \$9,000 a month. Okay. If it's less than that, you did something wrong.

Speaker 6 ([00:48:22](#)):

Can you repeat that really quick?

Rebecca de Azevedo ([00:48:23](#)):

Yeah. So the number that's double what you, you want your paycheck to be. Okay. So that's what your business is. Gross revenue should be take that and divide it by the number of months that you said you wanted work every year. And that will tell you what you must sell every month in massage services in order to reach that goal.

Rebecca de Azevedo ([00:48:58](#)):

Yeah. And again, rose, it doesn't necessarily cost double. Okay. But I want your business to be healthy and I want you to have a consistent paycheck. So we'll start there. We can back it down. Like I said, it may not cost you \$80,000 a year to run your practice, but are you gonna be mad at me if we get you there? No one ever just for the record, no one has ever made less money around me. I have never had one of my clients come back and say, you've ruined my practice. No one has ever said that. They've all just been like hand over fist. I'm making way more money than I ever thought possible. I'm having more fun. I just bought a house. I just bought a car like, okay. Does that make sense? Like, it'd be really cool if you could actually bring in \$160,000 a year.

Rebecca de Azevedo ([00:49:51](#)):

Yeah. With your own two hands. Okay. All right. So this is where we're gonna now the rubber hits the road. Everybody has that number, put the number in the chat. So Marcus is like, oh, mg, 18,000. Okay. It's okay. Stay with me. Stay with me. Okay. 18,000, 11,000, 15,000, 20,000 9,600, 10,000. Okay, good. Very good. Okay. So now remember the number of sessions that you could sell every month? The number of available sessions, it was like 67 or 86 or somewhere along those lines. Okay. Bring that number back. And I want you to take that monthly revenue goal and divide it by the number of sessions that you can do in a month.

Rebecca de Azevedo ([00:50:42](#)):

And what that will tell you is what you need to charge in order to reach that number. Okay. So put that in the chat. I would like to see. Yeah, exactly. Stephanie, thank you Stephanie. In 1 39, 86 sessions, you'll make 13 grand a month. That's not unreasonable. Yeah. Sorry. Can you say that one more time? Sorry. Yeah, the calculation. Yes. So you're now taking the monthly gross revenue goal for your most people. It was like 9,000, 10,013, 16, something like that thousand dollars. And you're gonna divide that by the number of maximum monthly sessions you can do. We did that in like step two. It was somewhere up there, like 86 or 67 or 75. It was that maximum sellable units. You have to offer people assuming you're a hundred percent booked, which again, no one ever is, but that's the number we're gonna divide into that big gross monthly number to tell you what you need to charge per hour in order to reach that number.

Rebecca de Azevedo ([00:51:52](#)):

Okay, good. One 16. Okay. Sarah, 348. Okay. Hang tight. If you guys are like up above, above two high hundred dollars and hang, stay with me. Okay. So 177, you currently charge one 40. Okay. 180 for each 60 minute session. A hundred and sixty, a hundred and ninety three. Okay. A hundred and forty seven hundred and eighty six hundred and seventy two, two hundred and thirty two, a hundred and fifty six. Yeah. So guys, here's what I wanna tell you. You 150 an hour is not unreasonable for expert skilled niche massage therapy services. That is not unreasonable at all. I have graduates doing that all over the country and they get clients at that rate. It's a major mindset shift and we'll get to that. So if you're above, let's say 1 75 and it's an hour long session, then you're probably one of those people that really wants to pay yourself a lot of money. Right? Like you wanna take home a hundred K. And so you built your business at a 200 K goal. That's why you're running into really high, I numbers like 200, \$400 an hour and stuff like that. Does that make sense? Okay. So how many of you, what if your number came up? Yeah, four, \$426 Robbie? Exactly. Okay. So let me just talk to you real quick. Robbie, can you unmute yourself?

Rebecca de Azevedo ([00:53:20](#)):

Robbie, Avery Hamilton? Yeah. Okay. Hi. So tell me, what was your what's the, what's the salary you wanna pay yourself?

Speaker 7 ([00:53:29](#)):

I guess I chose 55,000 a year.

Rebecca de Azevedo ([00:53:33](#)):

Okay. And then how many sessions a week can you do?

Speaker 7 ([00:53:37](#)):

Well, see, this is probably where I messed up because currently I put the amount of sessions that I can do comfortably right now as a I'm working, part-time at a place and going to school, but ultimately if I were making 55,000 a year, I wouldn't have to work at this other place.

Rebecca de Azevedo ([00:53:55](#)):

Exactly. Right. Yeah. Well, one thing I, and I'm glad you brought that up, cuz one thing that's also could happen if your rates are super, super sky high. I mean like over 200 and hour. Okay. And you're not an alcohol,

Speaker 7 ([00:54:09](#)):

I am alcohol.

Rebecca de Azevedo ([00:54:10](#)):

You are alcohol. Okay. So that's different. Okay. That's so that's different, but 426 for like an hour session. Okay.

Speaker 7 ([00:54:16](#)):

And I'm also looking into renting a space for ASU is my specialty.

Rebecca de Azevedo ([00:54:22](#)):

Okay. Okay, good. So here's the thing about that? Some of you are working way too little and expecting too much money. Do you know what I mean? Some people are like, well I only wanna see five clients a week, but I wanna make \$80,000 a year and I'm like, try prostitution. I'm just kidding. I'm totally kidding. Right. This is a terrible joke. Gosh, Rebecca, do you know your room and the people you're speaking to? All right. No, but serious. What I'm saying is like, you know, it's just not, you, there's no market for that. There's not a market for \$426 an hour massages, you know, unless you're on staff with a billionaire or something like that. Okay. Which is like winning the massage therapist, LA lottery. Okay. So does that make sense? Like if you, if you, if you're only willing or able to see 10 clients a week, you just have to lower your expectations for what you're gonna earn.

Rebecca de Azevedo ([00:55:12](#)):

Sure. Does that make sense? Okay. Yeah. All right. And then that will help to kind of recalibrate recalibrate financially. Now also just remember this, you guys, this is for everybody. Remember that

your business, all the money, your business earns from massages goes into your operating account, your bank accounts. So let's just call it this big bucket right here. Okay. That's like, that's like \$126 for that session. Ching, \$126 for that session. Ching, \$126. Bing like see it all goes into your bank account. Right. It fills filling up that bank account. Okay. And then let's say you're paying yourself \$65 an hour. So that's coming out and you're paying self a nice, good base salary. Okay. At the end of the year. And this is for most business owners, again, I can't give you tax advice, but this is how like an LLC is a pass through entity and different tax strategies can work for you basically.

Rebecca de Azevedo ([00:56:03](#)):

Let's say your business sells \$140,000 worth of services and you've paid yourself 70. Okay. So you've got 70,000 left at the end of the year in your business bank account. Well, I guess you wouldn't cuz you would've paid rent and stuff like that. So let's take like \$35,000 to run your business. Okay. So how much do you have left now? About \$35,000 is left at the end of the year. Guess whose money that is that's yours. And you can take all of that money. Now you do have to pay taxes on it. We haven't even talked about taxes. You do need to be setting aside about 25% of all of the money that you keep for taxes so that you can, you know, unless you, wherever you live. Okay. But you should know out of all of those calculations, you're also setting aside money every single month for taxes.

Rebecca de Azevedo ([00:56:58](#)):

Okay. But that's, what's really cool is that you can still pay yourself a consistent salary. Let's say it's four or \$5,000 a month, but your business is really healthy if you needed extra money and there was extra net profit in there, you can take that, you know, it's like, oh, you know, your child needs some, you know, medical treatment or something like that. And you have to pay something out of pocket. You can just take an extra \$2,000 or something. If it's a, in your business bank account, that's your money cuz you are the owner of the business and it's called an owner's draw. So you can, does that make sense? That's why you don't have to do \$260,000 a year in gross revenue to pay yourself 130, maybe your business makes 160 and you could probably still pay yourself 130, but I at least want to get you thinking bigger because most massage therapist actually thinking way too small and they're not charging enough.

Rebecca de Azevedo ([00:57:53](#)):

And here's why you need to. So how many of you, the calculation you're like, wow, that was way higher than I thought I, I was gonna come up with. Yeah, exactly. Okay. But it's still doable. It's totally doable. And here's why you should charge more because this is what insulates you the unexpected time off. How many you guys got screwed over during COVID. Yeah. Cuz you were charging too little for years prior to that, you didn't have reserves. You didn't have savings. You couldn't afford to take time off. Does that make sense? So when you're building this in, you're charging way more than you think you should or may way more than you think you need, but you're not considering all your needs. You're not considering retirement. How many of you guys honestly don't have a retirement account or you don't even have like an emergency fund it's okay.

Rebecca de Azevedo ([00:58:40](#)):

Yeah. That's because you think \$75 an hour is a good price for massage. It's the only person winning is your client. And you're losing cuz you're not funding anything that's that you need to be funding and you're not thinking big picture. Does that help? Okay. So I wanna pause there and I wanna take questions and sharing and all of that stuff. Make sure that you guys are on board with this. Okay. So yes, Piper to do the sessions. It's 20 sessions per week, times 4.3 for monthly. That'll give you 86. Okay. Liz

says, holy smokes. I'm lowball in my annual income. I can definitely make more. Yeah, exactly. I had a gal in my program. She a graduate and she's like, I just can't imagine paying myself more than \$24,000 a year. I was like, then pay yourself \$24,000 a year, but build your business to make a hundred, pay yourself 24 OU that's fine.

Rebecca de Azevedo ([00:59:32](#)):

Pay yourself your paycheck of \$2,000 a month. But I want you to know at the end of the year, if there's 60 grand left in your bank account, that's your money, honey. Fund your retirement fund, your emergency fund. Does that make sense? You guys like, so you can kind of give yourself a, a lean paycheck that's consistent. I'd rather know I'm making consistently \$4,000 a month than go no money this month, \$4,000 this month thousand, the next month. Like we wanna build in some consistency and that's how you do it. Okay. Okay. So let see here. What questions do you have? Put a one in the chat. If you have a question just cause I'm not having a hard time or maybe Justin and Jason and Kate, you can help me track questions in the chat. We can just call on people. Okay. So James, go ahead and unmute yourself. Let's just do it that way rather than me trying to read.

Speaker 8 ([01:00:21](#)):

All right. Just took a bite.

Rebecca de Azevedo ([01:00:23](#)):

Yeah. What's up James?

Speaker 8 ([01:00:25](#)):

Hi from Minnesota. So I've been practicing for 25 years. I just raised my prices. Of course, like you're saying, you know, feel guilty and everything. I just raised my prices about at least 20%. So I'm like 85 for an hour, one 20 for 90 minute. Of course you get to flag from clients. Right. But what you're saying is really hitting home. How soon would you want to raise? I love what you're saying. I mean, I should have done this years ago. Yeah. But how soon would you, should I even raise my prices then? Cause I, I already did a 20 20% increase from 65 to 85.

Rebecca de Azevedo ([01:01:02](#)):

Okay. And when did you do that?

Speaker 8 ([01:01:04](#)):

Beginning of the year.

Rebecca de Azevedo ([01:01:05](#)):

Okay. So you guys are not gonna like this. Some of you are gonna think that, you know, this is the wrong way to do things, but really the question I wanna ask James is how much longer do you wanna be? Not making enough money with every service?

Speaker 8 ([01:01:21](#)):

Yeah, that's true.

Rebecca de Azevedo ([01:01:23](#)):

Because again, if, if your calculation like minimum, like the minimum amount, so what did, what was your hourly rate when you did the calculation with me? What did you come up with?

Speaker 8 ([01:01:36](#)):

The hourly rates around 20 is it 20 per week and everything came to 174.

Rebecca de Azevedo ([01:01:44](#)):

174? Yeah. Okay. So

Speaker 8 ([01:01:48](#)):

Which my partners know because I, you know, I have like 30 diplomas on my wall and they know.

Rebecca de Azevedo ([01:01:54](#)):

And you've been a body armor for how long

Speaker 8 ([01:01:55](#)):

Did you say that? 25 years.

Rebecca de Azevedo ([01:01:57](#)):

Okay. Okay. So I'm gonna slap you if you're not charging 174.

Speaker 8 ([01:02:02](#)):

Okay. I deserve it. I'm a firefighter too. So just go ahead, listen.

Rebecca de Azevedo ([01:02:05](#)):

Here's why, and let me say this. I it's gonna, I know I'm sounds sound like I'm talking outta two sides of my mouth, but here's something I want you guys to understand. Okay. So first and foremost, we don't necessarily get paid for our experience and our, how good we are. Does that, like, let me say it this way. How long we've been in the industry doesn't mean we're good. Yep. I've hired people that are 20 year veterans and they suck. I've hired people right outta school and they're amazing. But here's the trick about what we do. It's subjective. James. I might go to you and think you walk on water and charity might get a massage from you and be like, that was terrible. I don't like James' work at all, but D so how does James know if he's good? So we're not charging based on how good we are, because you could be awesome for one client and terrible for another client. Okay. So that being said, I would certainly expect that a veteran, which you are in your career would be charging commensurate with your decades of experience. I had a friend message me today, a dear friend, I haven't seen in a couple years, he's been around the world. Dear. My homie love this guy. He says, please, can I get some body work from you?

Rebecca de Azevedo ([01:03:27](#)):

I said, Trevor, I'm not doing body work anymore. He's like, please come out of retirement. I need body work so bad. And you're the only person I can think of. I said, Trevor, I love you. And I don't do body work anymore. Now I've been in this field for 27 years. There is a price point at which I would have said, okay, Trevor, I'll work on you. It's seven 50 an hour. And that's \$750. Cause that's my value. I change lives as a coach. I change lives. I know what I'm doing. It's freaky. Okay. It's freaky for people. They're

just like, whoa, like, boom, boom. Like not even the same person. I know the impact I can have on people. So if I'm gonna come out of retirement to work on Trevor sure. \$750, happy to work with you for an hour. And you know what? I should just actually text him right now. I should text him. You know what, Trevor, I've been thinking, you really want me to work on you at 7, 750 bucks. Happy to work on you. Because, because I know my value. I know what my time is worth to me.

Speaker 8 ([01:04:39](#)):

I like how you said that, that, that, that hits home.

Rebecca de Azevedo ([01:04:42](#)):

Yeah. My time is worth that to me. And here's what I want you guys to think about. This is my little soapbox for a minute here. Okay. So maybe you may have heard this before and why I charge what I charge for what I do, because it has come at a great price to acquire those skills and knowledge. And I don't just mean my college degree or my massage degree. I've literally invested over \$200,000 in coaching, mentoring, training, Facebook ads, digital marketing, everything that I do. I also hired and fired over 80 employees. One of which was my best friend. Who's no longer my best friend because of our work relationship. It cost me my marriage cuz I was at workaholic. It cost me seeing Ryan. Winford my second child, his first steps. I've been up for 52 hours at a time with laboring women. I have missed birthdays. I have missed anniversaries. I have suffered injuries. I have gone to the ends of the earth to be who I am and do what I do. And no one will ever talk my price down. So I want you guys to really look at what makes you awesome is so much more than the 30 diplomas on your wall. James it's the lives you've saved as a firefighter. You said your firefighter EMT, something like that. Yeah.

Speaker 8 ([01:06:20](#)):

Yeah. A firefighter EMT

Rebecca de Azevedo ([01:06:22](#)):

Too. Yeah. I want you to think about all of those things. I aren't aren't those with you? Don't you bring hasn't that woven the fabric of your being. When you put your hands on a person, I am bringing 54 labor and deliveries as a doula, I am bringing thousands of massage clients. I am bringing decades of experience to what I do that allows people to have massive shifts, not only in their business, but their marriages and their relationships and their satisfaction and their income. You better believe I'm the highest priced at what I do in my industry. And you should B two. So it's not just about setting that rate, but I want you to be totally clear that you are absolutely worth what you charge because when you're convinced of that, there's nothing to sell people go, oh wow, that's expensive. And you go expensive compared to what piano lessons.

Rebecca de Azevedo ([01:07:33](#)):

Yeah, but they say piano lessons. They go, oh, it's expensive, expensive compared to what didn't you just tell me that you've been on your back flat for the last 14 days. Not able to move. How much has that cost you in lost work wages? What's the impact on your spouse? What's the impact on your it's? You know, how much money have you lost this year because of your chronic pain, how much money have you spent trying to solve your whatever issue you serve, serve people with and you really have, 'em added up and they go, well, gosh, I guess I've spent \$60,000 over the last 20 years and you go, well, the good news is I'm super good at what I do. And I'm really confident I can help you and only charge \$174 an hour.

Rebecca de Azevedo ([01:08:19](#)):

You see that? That is good salesmanship. That is you conveying the value of what you offer. Not dickering down your price, but you changing the way people think about you. Does that make sense? Okay. Are you guys getting what I'm saying? Be worth what you charge and if you need to, you make a list of 50 reasons why that's a fricking bargain to work with you. James, 20 years, experience 30 different certifications. I've had my hands on 4,000 bodies, 10,000 bodies, at least by the year, a master you're you're firefighter education, all the lives you save. The buildings you have run into that were burning. Count those you're a badass and it's not about, well, I don't know. She only charges 65 an hour, right? It's not about that. It's not about okay. So you absolutely can charge that. Now. Here's what's gonna happen. Here's what's gonna happen. If you go from 85 to 175, that's a really big jump. That's more than double your rates. Okay? Here's what's gonna happen. You're probably gonna lose a lot of clients, but you won't lose all of 'em and here's what I wanna point. So James, I'm gonna run this with James' calculation and the rest of you can follow along on this. Okay? If you want to current price, James is what? 85. And how many clients a month are you seeing?

Speaker 8 ([01:10:05](#)):

Oh, geez. I mean, what I did with calculation saying, you know, I maybe do 90 minutes to set, but I just said 60. So I said 20, so averaging comfortably 86.

Rebecca de Azevedo ([01:10:20](#)):

Okay. I guess. So at 86 sessions a month, times \$85 an hour. He Maxs out at 73, 10 a month. Okay. So I'm gonna multiply that by 10 months. That's \$73,000 a year. Okay. Write that down. That is your max potential. And again, guys, that means you are getting paid for every single hour and I'll teach you how to do that too. That's how, that's how Nikki still made \$13,000 despite 53 cancellations in December. Okay. So write that down, James, you got that set. It's actually 73,100. Okay. So that's 73, 10 a month. Gross revenue maximum. Okay. Now your new calculation was 174. So 86 sessions at 174 is \$14,964 a month. Did you write that down, James?

Speaker 8 ([01:11:19](#)):

Yeah.

Rebecca de Azevedo ([01:11:21](#)):

14,964. Okay. Now I'm gonna multiply that out by 10. That's \$149,640 a year. Okay. So what was the first number? I said for year per year?

Speaker 8 ([01:11:38](#)):

Yeah. Yeah. We're on 73 ish.

Rebecca de Azevedo ([01:11:39](#)):

The watch I'm gonna take 149,000 and I'm gonna subtract 73,000. Think it was 73,100. Yep. Yep. You can afford to lose \$76,000 worth of clients and you'll still make the same amount of money. So in other words, in other words, the se what was the monthly number again? 73. 10 or something like that?

Speaker 8 ([01:12:03](#)):

Yeah. 73. 10? Yep.

Rebecca de Azevedo ([01:12:06](#)):

73, 3 10. If we divide that by 1 74, you only need 42 clients a month. That's 10 a week.

Speaker 8 ([01:12:18](#)):

Hmm.

Rebecca de Azevedo ([01:12:19](#)):

Hmm. So when you're like, my clients are dropping like flies. Okay, fine. I guarantee not all of 'em will, you can at least keep 10 a week and maybe you get down to five a week, but you know what? I can teach you how to fill that pack up. Okay. Because remember I said, Y or yesterday, I feel like we've been together for a week already. You guys it's only been since this morning. Okay. so, so you, you, you are in the business of sales and marketing. So if you can have five clients a week at 1 74, you can get five more. That means you can do that. There's a market for it. Now there's a science and kind of, that's kind of my secret sauce, you know? Like how do you get clients? How do you get 'em consistently? That's what I teach my clients to do. We had a person in our academy that got 74 new clients in eight weeks.

Rebecca de Azevedo ([01:13:21](#)):

Okay. So just think about, so that once you, once you realize what's the secret to getting clients, all that fear goes away, you can lose clients. You'll find new ones. Let me tell you another quick story too. One of my graduates, she was just so, oh, she's she's I'm still working with her cuz I have I have a extension option for my program and she's in that she's gone from literally nothing, probably charging 50 bucks an hour to, she literally has clients flying in. She lives in Baltimore and just this last week had a client fly in from New York to work with her in a three hour session that I kind of helped her put together. And now this weekend she's flying to New York for a day full of \$300 clients, \$400 clients she's freaking out. She's literally freaking out. She's a mom, she's in a, she's in a very Orthodox religion.

Rebecca de Azevedo ([01:14:28](#)):

And she has three children under five. And this is blowing her mind that people are flying in to work with her for several hundred dollars in these kind of long healing sessions that she's doing. So I don't care where you live. I want you to be open to the fact that people will fly from all over to see you. One of my other graduates she's in Florida say same thing. She's like, you know what? I only wanna do two and a half hour sessions. She does this really cool, like walking on, it's a, it's an Indian style. It's not a, it's not ASU, but it's like this like really on a mat standing on you, you know, kind of thing. And she just got a five star review from a client that said I would have flown like the cost of my vacation. It was if she was vacationing in Florida and got a massage from Rachel. And she said on the review, the cost of my vacation was absolutely worth the body work I got from Rachel. That's a person basically saying they would've spent 1200 bucks to see you.

Rebecca de Azevedo ([01:15:33](#)):

And if you only need 10 of those people a week, it's a pretty big world. And if you're really good at what you do, and you're really good at conveying the value of what you do, that's what you guys all need to learn. What you're not good at what most therapists are not good at is conveying and communicating the value of what they do. They go blah, blah modalities, which means nothing. Right? Okay. So can you see that if you were to up level that James, like your ability to convey and own your value first yourself

and convey that value in a heart centered sales conversation with people, heck I'd fly in to see you. I can tell you're awesome.

Rebecca de Azevedo ([01:16:17](#)):

Every single one of you. You're awesome. And my work honestly is about identifying and awakening. The greatness in you until you claim it for yourself. And then you go out there and you rock and you're like changing lives and changing the world and changing what's possible for our industry because you're a man and the man, the man here have the odds stacked against them in our industry, unfortunately right. In a female dominated profession. Right? But you're among the top earning highest paid massage therapist with a stellar reputation, doing amazing work, getting 50, you know, five star reviews a year. That's what it's about you guys. That's how elevate our industry. Okay. And that's what I'm, I'm coming for. You. I'm coming for your greatness. And by the way, I will say, I've mentioned this at the end of the other call. I know working with me when people pay me, it's not cheap, but you not working with me is costing you your life.

Rebecca de Azevedo ([01:17:29](#)):

It's costing you every hour that you aren't thinking, the way that I'm gonna train you to think and running your business the way that I'm gonna train you to run your business. That's way more expensive. You are leaving \$76,000 a year on your table for the last 10 years. James. That's a lot of money. That's a lot of money. Yeah. Before we had this conversation, I bet you weren't thinking about it from that perspective, right? That's guys. That's why I say you don't need information. Information's good. But it's the transformation that I'm interested in. That you are a caterpillar, a caterpillar doesn't just slap on wings and call it good. Right? A caterpillar goes through a crazy process that I don't even understand. Right? They follow their instincts. They hang upside down. They start shooting out silk from an orifice and they spin a cocoon and then they turn into DNA go. And then something happens. And they literally turn into a winged flying creature, this little dude that used to crawl around on the ground and eat grass and sticks and on trees. And all of that stuff is all of a sudden flying.

Rebecca de Azevedo ([01:18:49](#)):

It takes something. It takes something to go through that process, right. That's transf. It's not like you're a better caterpillar. You are completely who would you be? James making \$150,000 a year where you live doing what you do with 11 clients a week. How would that totally alter your life and everybody that you love?

Speaker 8 ([01:19:18](#)):

Yeah. There's no, I even a word.

Rebecca de Azevedo ([01:19:21](#)):

And that's a transformation. Just like a, try to take the little caterpillar. That's still crawling on the ground and have a butterfly say, this is your future. He'd be like, but I'm here to tell you y'all are butterflies and you need to start dealing with what is in the way of you expressing that in the world. That's my job. Okay. And it's my joy, cuz it works. I got a lot of butterflies that we release every week and it's incredible. I hear from them on a very regular basis about how their lives are absolutely changed and it's remarkable. So I'm really grateful that you, you know, put your hand up and said, Hey, let's talk, you know, let's talk about this because that's, what's in store for you and you absolutely can do it. Can you see that? You can do it. Yeah. Okay. Very good. Okay. Rose you're up next? Okay. You guys put a one in

the chat. If you have a question, right? Go ahead. Rose. I promise I won't be that longwinded with everybody.

Speaker 9 ([01:20:30](#)):

Sorry you got us all. I I'm all emotional. I totally forgot what I was gonna say. I think we're talking about numbers. Oh yeah. Back to the practical stuff. The numbers. When we were talking about, I'm still stuck on that. Like how much more we need to crunch the numbers to make, like when you were saying double it to pay ourselves half, does that include like taxes you were talking about like setting aside for retirement, all that stuff, or is that just the cost of running your practice? I mean wouldn't, we have to kind of calculate what our estimated monthly annual costs of running our particular practice would be to get a better idea of how much more we need to charge to pay ourselves what our goal salary is or is that kind of a, I understand that's, PAing it a little extra just because, Hey, why not? And then, you know, you're giving yourself some wiggle room, but we're like, don't wanna do shock from the number. We'd have to charge to hit that like goal salary of paying ourselves out of what we're pulling in for a business. Is that include, what is that? Is that just the practice cost or like what you were talking about, like setting aside for retirement, setting aside 25% for taxes or is that out of our, our personal salary?

Rebecca de Azevedo ([01:21:46](#)):

Yeah. So you

Speaker 9 ([01:21:47](#)):

Draw from that,

Rebecca de Azevedo ([01:21:47](#)):

We get paid out of your personal salary and your retirement gets paid out of your personal salary as well.

Speaker 9 ([01:21:52](#)):

So that's all after that. Yeah. So, so that's, so why do you pad so high to, to like double it? What we wanna pay? What pay ourselves?

Rebecca de Azevedo ([01:22:00](#)):

Because I want you to make a lot of money and I want you to have a solve because I

Speaker 9 ([01:22:05](#)):

Love that you want us to make a lot of money. Just if you I'm just like very practical, like the numbers, like how does that quite make sense? Like, it doesn't cost that much for a small private, like, unless we're running a, a clinic and hiring other people and so many extra expenses, like just, you know yes. Yeah,

Rebecca de Azevedo ([01:22:21](#)):

Yes. Correct. We are very, very, very patting it. And like I said, you may not have to pat it that much. Okay. You can back it down. Okay. You know, I mean, James could go or you could anybody go, oh, 186 an hour that I just can't do that. I'm charging one 12. I just can't. Okay, great. Then just raise it to like 154 or something like that, you know? Like that'd be way better. Right? So it gives you a lot of wiggle

room, but here's what I don't want you guys to do is the opposite. You what's the opposite of patting your numbers, right? What's the impact of literally not planning for unexpected things like, you know, like you don't know what's coming, we live month to month, week to week, whatever, because we think that things are gonna keep going the way they're going.

Rebecca de Azevedo ([01:23:13](#)):

And they don't. My, my financial planner trained me to have a curve ball account, which is literally a savings account to pay for the curve balls that life throws you. How many of you guys are, are saving for unexpected things? Most people don't okay. Some of you do. That's great. You know, but when you just know, and this is why people struggle is cuz they're living month to month and then happens, your car breaks down your roof, collapses, your basement floods, and you don't have insurance and then you're totally upside down. Right. So it's better for you to way over pat it and still make that work because it's gonna give you a lot more stability and comfort when you have down times. Okay. Now, like I said, there is a sweet spot. Like I don't know anyone that charges for or hundred and \$36 an hour. You know, like you have to, the numbers will give you a starting off point and you can dial it back and you can say, well, I guess I need to do 12 sessions a week instead of eight. You know, you can kind of play with those variables to get, to get it where it like really makes sense for your, for the, for your market. And for your confidence in selling your services at that price. Cuz the number one thing about what you charge is you have to be confident.

Rebecca de Azevedo ([01:24:32](#)):

You have to be confident in it, cuz people will challenge you and you have to win in that conversation. Your bigger belief about why you're worth, that will swallow up the weaker belief about no one pays that much for massage. Oh my friends, they do

Speaker 9 ([01:24:50](#)):

Have to go back and work on that, that that, that worth and talk.

Rebecca de Azevedo ([01:24:55](#)):

That's the transformation piece. You guys, there's nothing to work on about that rose you get that directly from coaching that comes out of a conversation about that.

Speaker 9 ([01:25:03](#)):

What's in the work. We can hear it and then learn to like believe it and rocket and implement it. Right. So just real quick to wrap that up. So that, that number again, just airing on the side of like padding a lot, doubling what we wanna make to pay ourselves that doesn't include like you're saying taxes or retirement, but it does include sort of like an emergency fund for life and business of like, tell me

Rebecca de Azevedo ([01:25:27](#)):

What your what's your business, gross revenue goal based on that calculation annual

Speaker 9 ([01:25:32](#)):

Well I'm, I'm still kind of playing around with it, tweaking it. Cuz I was a little shocked by what to make well just tell me what it's yeah. Just kinda getting an idea of. And cuz that answer will affect how I plug

the numbers in a little bit. Like how much extra you have to really realistically put it to pay yourself what your goal, what are you gonna

Rebecca de Azevedo ([01:25:50](#)):

Yourself?

Speaker 9 ([01:25:56](#)):

Well, yeah it depends. I originally put in I don't

Rebecca de Azevedo ([01:26:00](#)):

Wanna answer that question. I'm just curious. Why is it like,

Speaker 9 ([01:26:04](#)):

Like no, I was originally, I originally put in like 80,000 annual revenue and then paying myself 60 thinking that was padding enough. But then when we said to double, that would be making one 20 a year to pay myself 60

Rebecca de Azevedo ([01:26:18](#)):

Easily, make one 20 in private practice. How many sessions a week do you plan to do? 1520.

Speaker 9 ([01:26:24](#)):

So that's a little mixed cuz I'm doing both massage and private Pilates training. And the Pilates, I charge a little less. So I have to kind of take an average of the two but massage. I put in a 16 a week like four a day working four days a week with Michael do so. Yeah. So crunching those numbers. It was, it was more like 1 56 an hour for massage. I would have to charge which over 20 years experience is not that unrealistic, but it would be a big jump for me to go that. So I have to go back to that mindset part.

Rebecca de Azevedo ([01:26:57](#)):

Yeah, yeah. That's exactly. But you can absolutely do that. You can totally do that. And then the P plots is on top of it, Right.

Speaker 9 ([01:27:04](#)):

The money. Cause that's not as hard in my body and that's why I got into that to help people in that way. Without as much physicality. So I have to factor how many in with that. But anyway, yeah. Just wanted to get a better idea of that.

Rebecca de Azevedo ([01:27:18](#)):

80, 80 to one 20. You've got a lot of wiggle room there. If you wanna pay yourself 60 K a year. Yeah. You could probably pull an and 80 again, the data will tell you, you guys, the longer you run your business and you keep really solid books, you should have a P and L profit and loss statement. That'll tell you exactly how much it costs you to run your business. I know every day to the penny, what it costs me to run my business. Okay. Any good business owner, that's a skill you wanna, you wanna develop. Okay. So that's very, very important. And that that'll tell you exactly what it costs you and that, that way then you got it all burned in the hand, you just go cool. Cost me 20 grand a year to run my practice. I pay myself

60. I need to make 80. Okay. 90 shoot for 90, you know, and just rerun the calculation with 90 K a year as your gross revenue goal. That's nine grand a month, 10 months a year, you know, 16 session a week times, 4.3 weeks is what? 68 appointments a month. And then you go nine grand divided by 69 appointments a month. It's 130 an hour. But guys, here's the funny thing, a client that's paying 154 an hour and a client that's paying hundred and 30 hour. It's the same client.

Speaker 9 ([01:28:33](#)):

Yeah. They could pay if they could. I have to always remember that. Once you get to a certain point,

Rebecca de Azevedo ([01:28:38](#)):

It's the moot point. Yeah. It's it's like you go to Wendy's and you get a value meal or you get a junior bacon whatever meal. So lemme gimme a Wendy's meal. I don't know. Baconator Baconator. Okay. The sandwich is how much it's like seven and they're like, do you wanna add fries with that? It's \$2 more. You're like fricking gimme the fries \$2 more. Right. And they make billions of dollars off of those upsell. It literally makes such a huge difference in the revenue. Because if somebody's gonna pay seven bucks for a burger, they're gonna pay nine bucks for a burger and fries a drink. Okay. So just remember that if you can charge one 30, you can charge 1 54 people that are gonna pay those rates. Aren't gonna be like, oh, you know, I was really hoping we could keep it under one 30. Like it's, it's just not gonna happen. Okay. Okay. Awesome. Does that help rose? You got some wiggle room there somewhere between 90 and 120, but you get to decide. Okay. Yep. Thank you. Cool. Okay. Marcus Hodges and then Jessica Z OnDeck. What's up Marcus?

Speaker 10 ([01:29:42](#)):

This is Marcus's wife. We have the business together's

Rebecca de Azevedo ([01:29:45](#)):

Wife. That's right. Hi, they're texting.

Speaker 10 ([01:29:48](#)):

Yes, the baby. He's sleeping in my leg.

Rebecca de Azevedo ([01:29:51](#)):

Hi baby.

Speaker 10 ([01:29:53](#)):

So we were in the business together. I kinda tell him where to go and what to do. And he's, and I are texting right now. So our problem is, and don't scold us too hard. We're charging 65, 75 for an hour right now.

Rebecca de Azevedo ([01:30:11](#)):

Okay.

Speaker 10 ([01:30:12](#)):

Yeah. And he's amazing. He's like one of the best in town and we are in Waco, which is kind of booming right now. Okay. And so he's where working for Baylor athletics and they're not paying him very much. He's working with a third party and they're paying 45 an hour for their massage therapist. And it is insane. And we don't know kind of how to go about raising our prices because to hit our numbers, we're needing to get 1 65 an hour and

Rebecca de Azevedo ([01:30:46](#)):

He's in private practice.

Speaker 10 ([01:30:48](#)):

We, yes, we own, we own our own studio. And then we also work as contract workers through a third party who does Baylor athletics, which is all of the, all of the sports teams for Baylor.

Rebecca de Azevedo ([01:31:01](#)):

But he's probably contracting cuz he's not making enough money in his practice.

Speaker 10 ([01:31:06](#)):

Right. Well, we also like to prestige because Baylor is a like big deal here in town. So we like to say, Hey, we're working with Baylor athletics.

Rebecca de Azevedo ([01:31:13](#)):

Totally. I think that's great. Yeah. So you just have to raise your rates.

Speaker 10 ([01:31:18](#)):

Is that like something we just do instantly? Or do we just start \$10? No higher. I,

Rebecca de Azevedo ([01:31:23](#)):

I wouldn't and guys, you gotta rip the bandaid off and here's the thing. Okay. Some people will get mad at you and you'll lose some client when you do that much of a price increase. Okay. There's gonna be a little shock effect going through your practice. Okay. But it's okay because you can't afford to do massage for less than 160. What I, your rate was

Speaker 10 ([01:31:48](#)):

No. Right. Because at this, at this point we've got four kids and he's gone all the time.

Rebecca de Azevedo ([01:31:55](#)):

Yeah.

Speaker 10 ([01:31:56](#)):

And I'm spending my wheels here, the house, getting things lined up and getting classes, set up for him and all of this stuff. And it's honestly, it's insanity.

Rebecca de Azevedo ([01:32:07](#)):

You basically, when you do that, I here's what I want you to think about. You're basically burning your business down to the ground. Yeah. And rebuilding it. That feels, yeah. It's how it feels. And sometimes it can be the way. And guys, sometimes it's not, I had one of my graduates, Melissa. She was charging 40 an hour when we met 40 an hour. This was like two years ago. This wasn't like 30 years ago. Okay. Two years ago, charging \$40 an hour in Iowa. We did this calculation a hundred an hour immediately. Okay. Immediately. And she was fully booked. Like anyone would be if you were charging \$40 an hour and you're good. Okay. She went a big jump like that and she didn't lose a single client. Wow. And then she was mad. Do you know? Why? Why, why would you yeah, exactly. I can see like Piper, like, because she are leaving 60 bucks an hour on the table with every single massage because you are scared.

Rebecca de Azevedo ([01:33:06](#)):

Right. That's how much your fear is costing you, you're making 40 bucks an hour. Your fear is making 60, you know? Okay. So, so that's why I say you just rip the bandaid off and you might have to have a really solid candid conversation with some of your clients and you go, listen, here's the thing, you know, and this is what, again, when I, my it's different when I'm coaching you as a coaching client. Okay. Cuz I have the right to get into your dirty laundry and we, I support you a hundred percent. We duke all this out together. Okay. But usually this is what I have my clients say is they blame it on me. They say, I'm working with like V and industry expert and we realize we're running a failing business. It's really embarrassing to say that, you know, I know I'm really good at what I do, but I realize my pricing was just like totally not even making it.

Rebecca de Azevedo ([01:33:53](#)):

And my wife's home breastfeeding and has four kids. Like we, we, we have to make a massive change or we are, I'm gonna be working as a shift manager at taco bell. I don't wanna do that. So I know this might be the end of the road for us, but we are changing our rates dramatically. It's 1 65 a session. So I just need to know, are we losing you as a client? Or can we move forward? And you just have a straight, vulnerable conversation with those people that you love and you will be shocked how many people will stay on and say, you're absolutely worth it. Congratulations. You're worth every penny. No problem. See you next week. And you'll be a puddle on the ground. Just going by the grace of God go. I like it's, it's an incredible transformative experience when people allow themselves to have those courageous vulner conversations, but you can't afford to charge 65 an hour.

Rebecca de Azevedo ([01:34:49](#)):

You're you're you guys are digging yourselves into a hole faster than you'll ever get out. So that's how you do it. Now you could, if you wanted to say you could do it twice in two chunks. Okay. So you could just know like where we're going is 1 65, but we've gotta do a massive price increase, like right away. We're going to one 20. Okay. So that would be better. Right? And then one 20 to 1 65 and another six months is really not gonna be that big of a deal. But I want you to all guys to also keep in mind if you lose a bunch of clients, okay. 60, they're just looking for a great deal. And then boy, they're getting one. Okay. Then if you lose a bunch of those \$65 clients, but you replace it with the proper authoritative marketing, like I teach, then you'll get clients at one, you'll get new clients at 1 65 all day long. You won't even miss the \$65 one. Does that make sense? You'll, you'll literally fill those holes as quickly as they vacate because you're doing the other piece of it. Right. Which is drawing in the right clients that don't even think twice about your rates.

Speaker 10 ([01:35:55](#)):

So I think one of the other things is that would cut out a lot of the clients that are, you know, we get the calls like, oh, do you have an opening this afternoon? And it's a sketchy person and they don't wanna put a card on file and they don't wanna tell you their last name. You

Rebecca de Azevedo ([01:36:09](#)):

Don't even do that.

Speaker 10 ([01:36:10](#)):

You're

Rebecca de Azevedo ([01:36:11](#)):

Those clients. Yeah.

Speaker 10 ([01:36:11](#)):

Yeah. You're not even coming in. We're not, we're not setting time aside for you.

Rebecca de Azevedo ([01:36:15](#)):

Yeah, exactly, exactly. Okay. So that's how that goes. So I can't give you what you should do cause I don't, I'm not your coach. Right. But in terms of comparing you to scenarios of what we've done in the past, those are some options for you and I really, really hope that you do it. It's gonna change your life.

Speaker 10 ([01:36:35](#)):

We're going to, I just told him we're doing it next week.

Rebecca de Azevedo ([01:36:39](#)):

Okay. I love it. Okay. Okay. Then we've got Jessica and then Emily is up on deck.

Speaker 5 ([01:36:46](#)):

Hi Jason. Okay. So I think mostly my question has been answered by the last two people asking. So I was at 70 an hour and then I did the call with you guys. I think it was Jason. And he told me I needed to be around 93 and I kind of got a little brave. I still had a bunch of fear and I only went up to 80. So I jumped and now doing this and you're telling me only 20 hours a week, which sounds better for me and my body. It looks like I need to go up two about 1 15, 1 16. And I recently raised the rates the \$10 in the last six months or so, but also I didn't lose any clients when I did that. And since then I was having a room in the back of an office and I'm currently remodeling my own space with like Reese area treatment room, bathroom, like much better, bigger, better space. And I think I guess I'm just afraid. I just need you to tell me about the sphere thing again. I feel like I can go from 80 to 100, but I need to go from 80 to one 15. So just do it, just go for it.

Rebecca de Azevedo ([01:38:10](#)):

Yeah. I mean, at the end of the day, the numbers don't lie. You guys

Speaker 5 ([01:38:15](#)):

Right

Rebecca de Azevedo ([01:38:16](#)):

Now, let me just, let me just say this. Okay. Cuz you, cuz let me, let me just, if you, if I may, okay. My clients, my doula clients, can I talk about my doula clients for a minute? So, you know, as a doula, I was a skilled guide in the wilderness of labor and delivery. My niche was unmedicated births cuz I had home births with my children. Okay. So my clients were like, I, I want a natural, I want an unmedicated birth and I know you've done that. And I know, you know, you can guide me through that. So I was really passionate about women being able to have that experience if that was what they were choosing into. Okay. There's, it's it's there were a lot of conversations I would have with my clients about the choices that they were making and what kinds of things they were setting themselves up for, you know, for example, to have an unmedicated birth and a hospital is really swimming up stream.

Rebecca de Azevedo ([01:39:21](#)):

The hospitals aren't set up for that. They don't like that. They, they like to do epidurals. It makes their care easier. Right. But, but I just feel safer in a hospital and I was like, okay, you know, like, and just so I would give them some information about that and, and support their decision, whatever it was that they did sometimes I, and I just gotta be honest with you guys. I love sitting with you and having these conversations and helping you guys to see things different. How many of you guys have gotten massive value? Just being here, you know, for an hour. Okay. Just totally eye opening. Okay.

Speaker 5 ([01:39:55](#)):

Hunt.

Rebecca de Azevedo ([01:39:57](#)):

But for me, sometimes it feels a little bit like I'm just telling my clients what they need to be prepared for and just go into the hospital without me.

Rebecca de Azevedo ([01:40:08](#)):

I get you. They're not prepared for what the reality of labor and delivery is. Like, I don't care how many books you've read or Hayden, how many babies you've had you when you're in the thick of it. And, and it's going the way it's going, which is usually not the way you expected. It would go. If I'm not there to pull you together to refocus to get a new nurse to you're her husband just passed out, let me take like it's okay. You know, we have protocols for that and I am a really good doula. I took so much pride in that air traffic control. It was my job to protect that sacred space around that birthing woman or that birthing couple, because she will live forever with the memory of that experience. She will, he not so much. I found like, oh, it's kind of weird.

Rebecca de Azevedo ([01:41:09](#)):

It's kind of cool. Like men have a, they're not, they're not worth the action is they're experiencing it from here, but it's happening inside of, and through her, she's having an out of body spiritual experience. Doesn't even right. Those of you that have been there, understand what I'm talking about. Okay. I would be doing them a huge disservice to think that the information I was going to give them was going to help them through that. Right. Because they're not prepared for the reality of that. So I can say yes, of course go raise your rates. But I don't know what's gonna happen in you. When you do that, you might have a freaking full blown panic attack. You and I've, I've had people do stupid stuff in fear. I had somebody without my coaching, just decide I'm not doing this anymore. And email all her clients and say, basically

I've failed. I can't do this. I'm shutting down my business. I was just like, what did you just do? Cuz of course I talked her out of it 24 hours later. And then she had to eat with all her clients. People do weird things when they're afraid and they do weird things when don't feel like they have options. And they do weird things when they're up against a scenario that they're like, oh, I didn't realize that this was a possibility.

Rebecca de Azevedo ([01:42:26](#)):

And so, so that's what I wanna say is get your butt on my bus. Like if you, you really wanna, if you're serious about this and you've been, cuz you said you did a discovery call with Jason and if he invited you into the program, then work it out, sell your car, like do what it takes because I promise you you're gonna make way more money and buy a better car because we're gonna get you through all of that. I, I can't promise that you versus the hospital staff versus biology is gonna wrap itself up in a pretty neat bow. Most, most of the times it won't right. Does that make sense? And I was just literally talking with my team today about this. You guys that, that I, we need to break the illusion in this industry that do it yourself as an option.

Rebecca de Azevedo ([01:43:29](#)):

That is a slow death. I I'm just being honest. I wanna get on the phone. I wanna get on the phone with all the people that we invited into the program that have problems we solve that said yes, yes, yes. I wanna work with you. And then they got freaked out. Scared doubt filled their head. Oh no, that's a lot of money. All of that. Raise your hand. If I'm talking to you. I know if we were to go back two years into our records, three, four years into our records, you know how many people are actually out of business. Most of them, some of we know have even filed for bankruptcy. And I'm like, that's so preventable. Like all of our, our graduates are thriving. They're thriving because they have the real time doula they have. What the hell are we doing during, during COVID?

Rebecca de Azevedo ([01:44:17](#)):

Oh my gosh, you guys, that was, you wouldn't even believe what was going on inside of my program when COVID hit, it was like a seven alarm fire. People were like, oh my gosh, I just invested in this program. And now I can't even work. I just launched my practice a week ago. And now I'm shut down in New York city. Like it was crazy. You tell me what you would've done. You would've folded a lot of those people would've folded because they don't have Rocky's trainer in the corner going, I know you're getting your kicked right now, but you know what? You're gonna win this fight. You're at least gonna win this round. And that's all we need to worry about. Okay. So forgive me if that's too brazen or way too confident, but guys, I telling you so many of you, it's like we're rowing our life boat past the Titanic crash in the icy waters of the Atlantic saying get in my boat.

Rebecca de Azevedo ([01:45:02](#)):

And you're like, no, I'm good. I'm it's actually not so cold anymore. I'm starting to feel warm actually. Oh, oh there's angels. I'm good. And we're like, you are dying of hyper SEIA. Get in my boat. No, I'm good. I think I'll stay here. And that's just, I just have to say that because I'm passionate about what we do. I'm passionate about how we serve people. Okay. So DIY is dangerous. I have all the confidence in the world. You're all very intelligent, amazing people, but there's no way that you could be prepared for what's coming. If you've never made those kind of lead leaps and bounds before, like I'm telling you today, you need to make, does that make sense? You guys with me on that? Okay. Does that help Jessica? So you should just get on the phone with Jason again. Okay. And figure that out.

Rebecca de Azevedo ([01:45:50](#)):

By the way you guys, I should tell you and then I'll end the sales pitch. Okay. But we actually now have incredible financing options for our program that we didn't even have two weeks ago. Okay. We have, if you've already done a call and that was the barrier for you, get on the calendar of your enrollment coach, cuz we have incredible financing options. And those of you that are like, I, you're not an entrepreneur. All entrepreneurs go into debt. You can, can't buy one barbell and get enough personal training clients to buy your second barbell. And then you can't get enough personal training clients with two barbells to finally open a gym, you have to go a hundred thousand dollars in debt and equipment to open a gym to take this seriously. So it's not going into debt. It's leveraging your credit so that you can make way more, more money than you ever thought possible. Does that make sense? Okay. So that's enough of that. All right. We'll move on here. Okay. Jessica point taken. I see you're feeling me. All right, Emily. You're up next, Emily, I love that. You spell your name. Just like my sister does. It's the French spelling.

Speaker 9 ([01:46:54](#)):

Beautiful. Yes. I'm in Canada. Quebec. Yay. So, so my question is regarding, because I just graduated in December and I wanted to start my business. I don't have much experience just with my family and friends. I just got semi I hired by a business as self-employed to do some mobile work, which is what I wanna do is my business. And I'm kind of like, I don't know if I should have done that cause it's gonna be my competitor if I wanna do that anyway. But my question is regarding the, the, a calculation that we had before the numbers because I wanted to give myself 70,000 a year and it would've been a hundred sixty, a hundred sixty three procession. But as it mobile new,

Rebecca de Azevedo ([01:47:43](#)):

Like for that's for too low for mobile.

Speaker 9 ([01:47:48](#)):

Oh yeah. Okay. Cause what a hundred and I saw was like, Yeah, well what I saw was 133, so per 60 minute sessions for just like Swedish.

Rebecca de Azevedo ([01:48:01](#)):

Okay.

Speaker 9 ([01:48:03](#)):

So for mobile.

Rebecca de Azevedo ([01:48:05](#)):

Yeah. That's you could get that in office. That's way too low for mobile. Cause again,

Speaker 9 ([01:48:11](#)):

So hundred 63 you think is I'm sorry.

Rebecca de Azevedo ([01:48:15](#)):

Sorry. It takes you two hours to do an hour mobile massage and you need to get paid for that time. So it should be almost pretty much double.

Speaker 9 ([01:48:26](#)):

And what about in office?

Rebecca de Azevedo ([01:48:29](#)):

Yeah. One 30 in office is fine. One 60 in office is fine too.

Speaker 9 ([01:48:33](#)):

As a starting massage therapist

Rebecca de Azevedo ([01:48:36](#)):

Doesn't matter.

Speaker 9 ([01:48:38](#)):

Okay.

Rebecca de Azevedo ([01:48:39](#)):

No, no one has ever asked me how

Speaker 9 ([01:48:41](#)):

Many years. Yes. I wanted you to say that. OK.

Rebecca de Azevedo ([01:48:44](#)):

No one has ever even asked me if I'm licensed to you guys. Okay. Because when you show up in your confidence and you're badassery and you're power and you're a great communicator and you can, you can, you know, put people at ease

Speaker 9 ([01:49:00](#)):

C service,

Rebecca de Azevedo ([01:49:01](#)):

You're gonna trust you.

Speaker 9 ([01:49:03](#)):

Okay.

Rebecca de Azevedo ([01:49:03](#)):

You're gonna be great. You're gonna be like, well I'm just new. So I'm only charging no stop that you know, like, okay, no one is gonna know the difference and it's there. There's no corporate ladder here to climb. It's not like a year 10. You get the gold watch and year 20 you get the corner office and stuff. No, there's no hierarchy of massage therapy as far as I can tell, because there are plenty,

Rebecca de Azevedo ([01:49:27](#)):

Plenty of veterans in this industry that are making way less than people that are right out of school and they're doing that to their selves. You know what I mean? So there really is. No there's, no people might say that, oh, who are you to charge that? Who, who are you to tell me what to charge? You know, like it's my business and I need to make what I make, you know? And again, that's why I say take it into consideration guys. When I was 18 years old, I could completely live on \$30,000 a year. And I would've been pumped to have that. You know what I mean? So it's not like you have to, you know, but, but now as a 45 year old, financially independent woman with three children, I can't live on \$30,000 a year. Right. So a lot of it has to do with just you and you're a grown woman and you have a life behind you of experience. And like I was saying to James, you know, all the things that you're bringing to the table that counts.

Speaker 9 ([01:50:26](#)):

Okay. and what do you think about the, like the other company that I'm gonna be working for? Should I do it or, cause I haven't started yet, so I can just like back out of it.

Rebecca de Azevedo ([01:50:38](#)):

Well, it just depends. I mean, what do you wanna do? Some people need to have income while they're doing it. You should definitely read the contract. They might have a non-compete clause. They might have you know, you can't offer mobile massage within five years in the same 30 mile radius, you know? So

Speaker 9 ([01:50:57](#)):

No, she doesn't have that. We reviewed the contract together. I made sure of that because I, I knew about it before getting in. Yeah. And what I wanted and the reason why I signed when I went to see her was because I wanted to have experience. I wanted to get some experience to see how like, which niche I wanted, like how I wanted to do my own practice afterwards. And I'm gonna be the only one in my region. So I guess that's good for me after

Rebecca de Azevedo ([01:51:30](#)):

I think that's good as a new therapist. I think it's good. Sometimes I'll tell therapists like go work at a franchise and do get 200 hours under your hands and like kind of, you know, figure, figure that out for yourself. So I think that that could help you just make sure that if, and when you go off on your own that you're not poaching any of her clients.

Speaker 9 ([01:51:50](#)):

Yeah.

Rebecca de Azevedo ([01:51:51](#)):

You know, or they,

Speaker 9 ([01:51:52](#)):

Well, I don't wanna do that. I don't wanna put a com competitor in my back for sure.

Rebecca de Azevedo ([01:51:56](#)):

Well, again, if that's, if, if I was your employer, knowing if I knew you wanted to do mobile, I wouldn't hire you.

Speaker 9 ([01:52:05](#)):

Well, I didn't tell her that. Obviously she

Rebecca de Azevedo ([01:52:07](#)):

Did not. She didn't ask the right questions in an interview.

Speaker 9 ([01:52:11](#)):

No, she didn't ask a lot of questions to be.

Rebecca de Azevedo ([01:52:14](#)):

I asked my therapist that what's your, you know, when I was interviewing massage said, what's your ultimate goal here? Where do you wanna be in five years? I'm like, I just really love what you do. And I, I can see myself having my own prenatal and women centered clinic. And that would be amazing. And in my head, I'm thinking you basically wanna come here and strip me of my knowledge and then go compete with me. I'll pass, I'll pass. I don't hire those people. They're not good employees if they want to go off on their own and they're not good employees. So,

Speaker 9 ([01:52:41](#)):

So I'm also, don't worry about it. Do whatever you want, You know? Yes. That, that's the thing. So that's, so I'm pretty much gonna go for it. And I'm gonna see if I wanna do in office or mobile after. That's pretty much what I'm gonna do.

Rebecca de Azevedo ([01:52:55](#)):

I think you seem confident in that trajectory. So that's probably the right way for you to go.

Speaker 9 ([01:53:02](#)):

In which trajectory,

Rebecca de Azevedo ([01:53:04](#)):

Just your plan, I think sounds like, it sounds like you're confident that that's what you wanna do. I think you should do that. It's like, you know,

Speaker 9 ([01:53:11](#)):

I wanna have my own business. That's definite, but what I'm gonna do exactly is the question. I can't do it at home. Cause I don't have the space for it, but it's either mobile or an office. So it's gonna depend on how yeah. Just experience really. Yeah.

Rebecca de Azevedo ([01:53:26](#)):

But start there. And that'll that'll that may give you some feedback in terms of what you like to do. I say only do mobile. You guys, if you love it.

Speaker 9 ([01:53:37](#)):

Okay.

Rebecca de Azevedo ([01:53:38](#)):

Cause you're afraid to commit to a lease. Okay. Like, like, you know what I mean? Sometimes like, well, I don't wanna commit. I'm afraid the overhead, you do have overhead with a mobile practice that's called your life, you know? And you, you wanna make sure it's what you love to do. And there are ways to optimize mobile practices that I teach my clients, that it doesn't take much out of you. I personally, for me, I was like, Ugh, mobile, Ugh. I don't wanna sch slap my table around. I don't wanna be driving around, but for some people there, the niche really needs it and it really makes sense and they love to do it. So that's what I would just recommend. First thing, Emily is just get clear on, do you love mobile? You know, is that the kinda business that you wanna build or are you settling mobile expression of settling,

Speaker 9 ([01:54:24](#)):

You know? Yeah, because of the rent and everything. Okay. Got it. Exactly.

Rebecca de Azevedo ([01:54:28](#)):

Okay. Cool.

Speaker 9 ([01:54:29](#)):

Okay. Thank you. You're. You're

Rebecca de Azevedo ([01:54:31](#)):

Welcome. Okay, let's see, Rhonda. You're up next?

Speaker 11 ([01:54:37](#)):

Hi there. I had just a question about, you know, what to say to clients when they comment on a price hike. And you kind of touched, touched on that one, speaking to the other previous questions. And then my other few questions also got answered. So yeah, I'm pretty good. Just wanted to, again, I know you're report about when they say like, oh, that's the big hike and you were mentioning compared to what I really like that comment, but someone was just saying like, I, I just don't wanna have to rationalize my pay increase. And I wanted a way to respond without coming across as being cocky or conceited. Do you know what I mean?

Rebecca de Azevedo ([01:55:24](#)):

Yes. But I'd rather you, I'd rather you err, on the side of coming across as cocky and conceited than the pendulum swinging the way it usually does for us, which is kind of groveling, you know? So I, cause I think as you, as we expand in our confidence, we think it's coming across as cocky, but it's, you know, so what, but to answer your question, Rhonda you don't have to justify your rates. You don't if like, if peop for example, if somebody's like, wow, 135 an hour, you must be rich. Why do you charge so much? I'd be like, guys, I'm running a business. Like it's, I, I, I don't have to say, oh, well, because you know, I have all these medical bills and like, you don't have to open that conversation up. You just say, I charge what I need to charge to keep doing what I love doing. And it's really nobody's business beyond that. It's not, you don't have to explain your life history or your financial history to people and please don't right.

Speaker 11 ([01:56:19](#)):

Yeah. Now I was talking it's

Rebecca de Azevedo ([01:56:21](#)):

As simple as that, like just explaining, here's why it's such a big price, price increase is because I'm working with a coach and I realized I'm actually undercharging and I can't keep going. So yeah. Increase. And I know it's a lot.

Speaker 11 ([01:56:34](#)):

So I was talking to Sarah this week and someone else was saying, we were trying to figure out exactly what our monthly fees were and how much it cost from our business. And Sarah was saying that there's a there's like a calculation form that you have on the website or somewhere. Do you have anything like that that we could use to help us out with that

Rebecca de Azevedo ([01:57:00](#)):

You're in the program and you've been in it for like three days. So hold on. Yeah. Okay. Hang tight.

Speaker 11 ([01:57:09](#)):

We got, yeah, I'm just trying to figure out like, like everyone else is like what when you're trying to figure out how much you're paying yourself at the end of the day. Yeah. Just having idea as to like what I'm making now. I don't even know, like I know how much I'm make gross, but just trying to grasp my mind around the expenses of everything.

Rebecca de Azevedo ([01:57:26](#)):

Yeah, yeah. That's okay. We'll get there.

Speaker 11 ([01:57:28](#)):

Okay.

Rebecca de Azevedo ([01:57:29](#)):

Yeah. Okay. Did that help?

Speaker 11 ([01:57:32](#)):

Yeah, those were, those were my only questions that I was kind of thinking about during please talk. Yeah.

Rebecca de Azevedo ([01:57:37](#)):

Awesome. and I really appreciate what you posted the other day, Rhonda.

Speaker 11 ([01:57:43](#)):

Thank you.

Rebecca de Azevedo ([01:57:44](#)):

Yeah, it was great. It was really, really great. I just, Rhonda was just expressing, like, I didn't think this program would be 360 degree multidimensional, totally life changing in three days already, you know? And you're just, you're one of the people I've been sharing about lately, you know, cuz it's, I really appreciate that. It's, it's the impact that I'm out to have with people it's not just help your business grow, but like that you're the butterfly where you were a caterpillar. So thanks for leaning in and thanks for trusting me. It's

Speaker 11 ([01:58:12](#)):

An honor. Well, a big part of it was like, you know, we were talking a lot about being nervous about raising our prices and we are worried about what our clients are gonna think and how they're gonna respond and offending people. And it's really not fair to our clients cause we're putting that onto them. Right. And they haven't said anything to us yet and right. A lot of it is just convincing ourselves that we believe it. Like, do I believe that I'm worth that much money an hour? And so it's us that we have to convince. And so I'm just kinda wrapping my brain around. It's just, it's all me, it has nothing to do with my clients. Absolutely nothing. And so it's just been like a total aha like mind blowing experience trying to figure out like, what do I believe I'm worth. Yeah. You know, anyway, it's just pretty cool.

Rebecca de Azevedo ([01:58:55](#)):

So cool. So excited for you. Okay. Let's see. We're at the, almost a out of time for tonight, but I there's a couple more questions. Let's see. So put, I know if, if we, for some people, okay. I know charity has a question. A lot of you, others have questions. Let me know. Just put put a, just again, put a one in the chat. You still have a question cuz I know a lot of you, your question has been answered at this point. Okay. So charity has a question, go ahead and unmute yourself and then we'll see where we, where we are at with that. Okay. And then again, you guys, if we don't get to all the questions, just post 'em in the Facebook group for the, for the, for the event, the mapping out your six figure practice, I posted it way at the beginning, but maybe Kate could grab that and repost it and you can just grab those over there. And then are you guys gonna be back tomorrow morning? Who's joining me tomorrow morning. 8:00 AM. Okay. Awesome. Very good. Yeah. Lots of ahas. Okay, go ahead, charity. Okay. oh, I can't hear you. I have a few

Speaker 12 ([01:59:53](#)):

Seniors.

Rebecca de Azevedo ([01:59:55](#)):

You sound very far away.

Speaker 13 ([01:59:59](#)):

Hmm.

Rebecca de Azevedo ([02:00:01](#)):

Yeah. I can barely hear you.

Speaker 12 ([02:00:05](#)):

Can you hear me now?

Rebecca de Azevedo ([02:00:07](#)):

Barely try again. Okay. Charity, can you hear me? I don't hear her at all. Okay. So we'll circle back and see if we can figure that out. Let's go to Anna.

Speaker 12 ([02:00:41](#)):

Hey, so you had mentioned earlier about for the people who had a number that came out above \$200, he said you were gonna circle back to that. His number came out to over 200. So it's just, just reminding you about that. Cuz mine came out to 232.

Rebecca de Azevedo ([02:00:58](#)):

Yeah. So we addressed that. It's either that you padded it more than you need to. Okay. Or you are doing two few sessions and expecting more money.

Speaker 12 ([02:01:08](#)):

Okay. So I'm just adding too much.

Rebecca de Azevedo ([02:01:10](#)):

Yeah. So what's your, what's your personal salary that you want?

Speaker 12 ([02:01:16](#)):

The personal salary is a hundred.

Rebecca de Azevedo ([02:01:18](#)):

Okay. So, and then you just have to look at how much does it cost you to run your business? So let's say it was 30 K a year. Then your goal could be one 30 and just know that you're gonna just tap all the money outta your business for yourself, which again is fine. You guys, you can, you can do that. Right? I'd like you to see that your I'd like you to know that your business has some savings that your business is, you know, has got some cushion in there cuz I think you'll need that. But it's possible to do that. You literally could make \$130,000 put 30 of that goes to business expenses and take the other a hundred thousand. It just really has to do with how tight you run your business and how little you spend on rating costs outside of your own salary. Gotcha. Does that help? Thank you. Yep. Yeah, of course, of course. Okay. And then Karen?

Speaker 14 ([02:02:11](#)):

Yep. So mine was a hundred thousand at 15 sessions a week and it came out to like \$194, like

Rebecca de Azevedo ([02:02:28](#)):

A hundred thousand at 15 sessions a week.

Speaker 14 ([02:02:31](#)):

So 70, 75 gross at 15 at, in 15 sessions a week. Okay. And it came to like 194, wait

Rebecca de Azevedo ([02:02:43](#)):

75 gross. Meaning the 75 K is what your business needs to make or what you wanna make.

Speaker 14 ([02:02:49](#)):

Yeah. so no, sorry. 125 gross.

Rebecca de Azevedo ([02:02:54](#)):

Okay.

Speaker 14 ([02:02:55](#)):

And then it was like \$194 an hour. And if I'm gonna, if my niche is gonna be prenatal, I was like, that's, that's a lot of money for a prenatal massage. I thought

Rebecca de Azevedo ([02:03:13](#)):

According to who you like, you guys act also, remember you're not your ideal client,

Speaker 14 ([02:03:20](#)):

Right? No, I know. I'm just like also looking about, you know, getting an idea of like what massage therapists in the area also charging.

Rebecca de Azevedo ([02:03:29](#)):

I don't need to repeat that spiel. Do I, we already went through that. Right? You don't, you don't look around, you don't have to look around, but let's, if it's at 15, a week, times 4.3, that's 64. How many months? A year? 10, 11, 10. Okay. So that's and then your gross revenue goal is

Speaker 14 ([02:03:49](#)):

1 25.

Rebecca de Azevedo ([02:04:00](#)):

Okay. So yeah, but to pay yourself 75,000,

Speaker 14 ([02:04:04](#)):

Yeah.

Rebecca de Azevedo ([02:04:05](#)):

You may not need \$50,000 a year to run your practice or you may need to just take a, a lower salary until that, you know, you've got enough in, in the bank to pay your myself the extra.

Speaker 14 ([02:04:16](#)):

Okay.

Rebecca de Azevedo ([02:04:17](#)):

Does that make sense? Yeah.

Speaker 14 ([02:04:18](#)):

And

Rebecca de Azevedo ([02:04:18](#)):

Few more sessions guys, even doing three more sessions a week, calculating, that makes a huge difference in your rate.

Speaker 14 ([02:04:24](#)):

Yeah. Cause I'm also like, you know, kind of nervous with the whole COVID and yeah. And all that stuff about being so cautious. Like I said, in the session earlier today, I'm transfer a patient immune compromised. So right now I only have one client.

Rebecca de Azevedo ([02:04:42](#)):

Right, right. Yeah. And listen, some of those, he

Speaker 14 ([02:04:45](#)):

Ravs about me. I do cupping on him and he RAVs about me. He's like hundred \$50 an hour for, with cupping. And he's awesome.

Rebecca de Azevedo ([02:04:52](#)):

Yeah. And so just look at, you know, you again, that's just to kind of give, arrange to, to play with, and if you're just like, I just can't charge \$200 an hour, like you're not convinced of that. Then back it down a little bit and just change your expectations. Okay. Cause the, cause what we can't, what we don't have time to get into of course is the personal details of your financial life, your spending, your habits, your needs, your you're like I live on as little as possible in other, in order to fund the other things that are important to me. Does that make sense? Like you have a lot of control and how lean you run your business, please don't run out and buy gourmet sheets and hydraulic tables. If you don't need tho like don't look at your business as a piggy bank to dip into like, oh, well it's a tax deduction so I can buy all my essential oils that I love, but I'm not really selling, but I like to buy 'em and it's a business expense.

Rebecca de Azevedo ([02:05:47](#)):

Like, do you know what I mean? Like we can really hurt ourselves by trying to spend as much money out of our business to make it a tax deduction. But you're cannibalizing your own income. You know, at the end of the day, you need to 60,000 a year or 75,000 a year, just make sure that your business is engineered in order to deliver that. Okay. So, you know, you it's, it's up to you, but it sounds like you're not convinced that you can get clients at 1 96 and therefore you won't, you also have some other barriers you're concerned about COVID you're concerned about immune compromise and all that stuff. Those are going to be, those are gonna get in the way of you attracting clients. So you have to resolve tho those are like airplanes, circling your head all the time that can't land. You've gotta land those. You've gotta get clear on that. You've gotta be like, okay, I'm not worried about that. Or I am worried about that. Maybe massage. Isn't the place where you wanna be. Maybe you wanna expand your skill. Maybe you wanna, you know, all of those things, but you have to resolve that for yourself. Otherwise it will always be an impediment to you being able to command those prices. You're uncertain about it. Therefore other people will be uncertain about it. Okay. The help.

Speaker 14 ([02:06:56](#)):

Yeah.

Rebecca de Azevedo ([02:06:57](#)):

Awesome. Okay. I'll give you, let's do one more question. You guys, and then the rest I'll have you put in the, in the chat or sorry in the group. Okay. Okay. So let's see here. Who else was, was it Karen? And then we've got, see Piper, Piper. I know Lisa keeps trying to leave and I keep drop dropping nuggets, honey. Lisa. Yeah.

Speaker 3 ([02:07:20](#)):

Mine might be. Mine might be super E so this might be like a, a mini question. And I was just curious for like 90 minute sessions, what people are doing for like total time with the COVID thing. I'm just, I'm just kind of curious. Huh? I just add,

Rebecca de Azevedo ([02:07:38](#)):

Add 30 minutes to everything you do. A 90 minute session will take you two hours

Speaker 3 ([02:07:42](#)):

Usually. Okay. Good. Or, yeah. Okay. Thank you. See easy.

Rebecca de Azevedo ([02:07:47](#)):

Okay. Tara healing. You're up next.

Speaker 15 ([02:07:52](#)):

Hi. Thank you so much. It's an easy question. Basically if I, I determined how much I need to make an hour, but how do I figure out if I'm making packages and, and intro special? How do I make that? I'm confused with like the averaging and making some things higher, something lower.

Rebecca de Azevedo ([02:08:11](#)):

Yeah. So if that's the, what was the hourly rate that you came up a

Speaker 15 ([02:08:17](#)):

110,

Rebecca de Azevedo ([02:08:17](#)):

So you can't afford to go any lower than that. That is your, that is your discount rate. Yeah. Because do you see how, if you're going lower than that, then you're just cannibalizing your own profits.

Speaker 15 ([02:08:28](#)):

Yeah. So it's like, that's my minimum wage basically.

Rebecca de Azevedo ([02:08:31](#)):

Yeah. So you can't afford to go lower than that. So that is your, if you're doing a package for, then your rate needs to be like one 20, but package price is one 10. That's totally arbitrary. I'm just saying, you know, you have to inflate your single session price so that the one 10 is the lowest, but also guys just know you don't need to do discounts and packages and stuff like that. You don't need to do that. You don't need to discount your services again, a client that's gonna pay one 10 is also gonna pay one. Yeah.

And it's not that big of a deal. And some people it's just convenient for them to just pay all at once, you know, but they're not necessarily expecting a discount or a freebie on top of that. So just that's a whole kind of other conversation.

Rebecca de Azevedo ([02:09:09](#)):

But to answer that question, that's one 10 is as low as you go. Now, that being said, I, you know, intro rates and stuff like that, I'm okay at because that can work in terms of lowering the risk of people trying you. And what that is basically doing is that's marketing dollars. Every business has a client acquisition, cost every business. Yeah. There's a cost of that lead. There's a cost of that consultation. That's free. You're paying for the opportunity to basically sell your services to that client, if they're a good fit. So it's the same thing. And we basically do that in the massage industry with like introductory, you know, your first session is, you know, 75 or something like that. Yeah. Again, that's not necessary. But that, that can work with good strategy behind it. In this industry. I found that to work actually pretty well.

Speaker 15 ([02:09:59](#)):

So are you saying that my intro rate should be 110 and every, if

Rebecca de Azevedo ([02:10:04](#)):

You're going to be a therapist that offers like your first session is way cheaper because it's lowering the risk than you can on that one session go less than one 10. Let's say five. Okay. Let's say it's half price. Yeah.

Speaker 15 ([02:10:16](#)):

Yeah.

Rebecca de Azevedo ([02:10:16](#)):

Like holy cow, that's amazing. But that's a very enticing, all offer to get a person to try you again, you guys, you have to do this with strategy. Otherwise it can just destroy your practice. Okay. It can be as bad as a group on, but I've coached people on how to do this. Very, very skillfully. And it works really, really well because they can retain those clients and they are finding new clients without paying any money in advertising.

Speaker 15 ([02:10:40](#)):

Mm,

Rebecca de Azevedo ([02:10:40](#)):

Okay. So, so just think about that. So let's say it's \$55 for your first session. Yeah. Think, think of it this way, the \$55 that you didn't collect, it was money. You pay to an ad agency to bring you leads, except you didn't have to pay anything. You're just willing to do the work, show up, be awesome. Communicate with a client, love them into your practice and enroll them as a, as a regular client, into your practice. You're willing to take their risk on the 55 bucks basically in order to have the opportunity to win that client over.

Speaker 15 ([02:11:16](#)):

Yeah.

Rebecca de Azevedo ([02:11:17](#)):

And some CPAs will let you actually deduct that as marketing expense. So it helps you. It's like, oh, the session was one 10. I discounted it 50% for example, but that \$55 for a while, you know, it's like just depends on your CPA honestly, and how they structure your taxes. Some people will count that \$55 as a deductible expense. So you're actually not losing any money at all.

Speaker 15 ([02:11:44](#)):

Wow. That's very interesting.

Rebecca de Azevedo ([02:11:45](#)):

Yeah. It's really interesting kind of strategy, but like I said, it can go very, very haywire, so, so percent function on that. But you could, on that one instance go lower one time to acquire the client, but not yeah. Ever again after that.

Speaker 15 ([02:11:58](#)):

So you're saying then I would start my packages at one 10 and then just make them higher for the, you know okay.

Rebecca de Azevedo ([02:12:05](#)):

If you were gonna do that. Yeah.

Speaker 15 ([02:12:07](#)):

And will you at some point talk about packages and client retention and stuff. Cause that's the only reason why I would do packages is just to, for climate.

Rebecca de Azevedo ([02:12:15](#)):

Yeah. We can talk about that we'll time.

Speaker 15 ([02:12:19](#)):

Okay, cool. Thank you so much.

Rebecca de Azevedo ([02:12:21](#)):

Yeah. You're so welcome. And guys, so, so somebody said tips, Emily brought this up about tips, get rid of tips.

Rebecca de Azevedo ([02:12:29](#)):

Yeah. Get rid of your add-ons in your upgrades. Stop doing that stuff to people. You don't have a sales conversation when the person is 30 minutes down in tra in massage land, you're like, by the way you want essential oil, just \$25. More like stop doing that. Just include all of that stuff. I think we mentioned that this morning, but just include all of that, you know, but then again, there's a strategy to doing that too, cuz you can't be like I'm raising my rates by \$20, but I'm also no longer accepting tips because your client's gonna be like, what am, what are you talking about? You're just basically forcing everybody to tip you now. Like that can go really south. Okay. Communication I found is 90% of your success. That's why I'm so passionate about communication and words and how you say things and how you sell things

and how you convey the value is 90% of your success. It's not even your massage skills. You guys, your massage skills might be fine or even mediocre. But if you are an excellent communicator, you will be successful. Okay. Yeah. So part of that. Yeah. Interesting. Huh? Okay. Okay, Dave, you're the last one. And then all the rest of the questions go in the Facebook group or you save them until tomorrow. Okay.

Speaker 16 ([02:13:39](#)):

Thank you so much.

Rebecca de Azevedo ([02:13:41](#)):

Of course.

Speaker 16 ([02:13:43](#)):

Well you probably wanna scream at me, but this is something that just happened today. So, and I'm, I'm kind of upset and, and this is a opportunity to get guidance. Sure. So I have this client that, a new client that, that called me today to see if I was available. And I, I had the time I said, okay, can I accommodate you? I'm in LA. So like, he call like around one and he's supposed to be at seven. And then I prepared the room. I prepared myself and everything. And 10 minutes ago he called me and he said, I'm sorry, traffic is terrible. I'm 40 minutes late. Are you okay? Or should I book? I, I should turn around. And I was already see watching you and everything. I was like, so I go ahead and say, okay, I'm already because I already spend time preparing the room and everything. I work for my place. So I say, yes. So how bad is that?

Rebecca de Azevedo ([02:14:42](#)):

Well, it's fine because you obviously don't have policies in place to protect your time. Right? Like there's nothing you can do about that because you, you, if it was me the way I run my practice, first of all, I wouldn't have booked the appointment without a credit card. And I would've especially warned him your same day booking. You can't cancel this without being charged. Just so you know, if you don't show up for any reason, I am charging you. Cuz I there's no way I'll be able to fill that slot. Okay. So if the client calls and says, I'm so sorry, I'm stuck in traffic. I could be like, great. Get here when you can. You still you'll have, oh, you're gonna be 40 minutes late. You'll still have 20 minutes left for your massage. But either way I am charging you for the full session cuz I'm ready and your table is waiting.

Speaker 16 ([02:15:27](#)):

And I I'm I'm I'm honey. And I do that. Cause I know is a call. A, his probably is not gonna gimme his credit card and his

Rebecca de Azevedo ([02:15:36](#)):

He's not a client and you won't ever deal with that situation. If that's why I'm adamant about getting credit cards. If people won't do it, they're not a client because they will screw you over. They will. If they're not willing to give you a credit card to book an appointment, they have no intention of keeping that appointment.

Speaker 16 ([02:15:52](#)):

So it's okay to give the first call ask for credit card member. That's

Rebecca de Azevedo ([02:15:57](#)):

Required to do business with my massage therapist in my clinic,

Speaker 17 ([02:16:01](#)):

Did the civil lawsuit. That was,

Rebecca de Azevedo ([02:16:05](#)):

We do not accept. We, especially with same day bookings. There's a very high risk of no shows with with same day bookings. So, and you just,

Speaker 16 ([02:16:13](#)):

You just mentioned something else like, okay, you, you have, you show up whenever you want, whenever you can. But I'm gonna to take time from your, and I, I I'm afraid to do that. I never have done it. Like take time.

Rebecca de Azevedo ([02:16:27](#)):

You're over giver. And you, you gave it the expense of yourself. You just gave an hour of your time away that you could have filled with a full paying client or if he didn't show up and he didn't show up on time, that is not, you are not responsible for the traffic in LA. If his appointment is important to him, he would leave two hours early. And if he can't make it and he a good client, he'll say I am so terribly late. It doesn't even make sense for me to come, go out and charge my card.

Rebecca de Azevedo ([02:16:56](#)):

Those are the clients. I want you guys to fill your practices with that. Tho those are the only clients you should be doing business with. The other ones are a pain in the neck. No pun intended. Okay. But they really are. They're just, they, you don't want clients like that. They don't respect your time. They expect to walk in 40 minutes late and still get an hour massage. I'm sorry. My children are waiting. My dinner's waiting. Sorry. No. And I'm getting paid for my time regardless. It's like Nikki did a Facebook live on this in the group. Think of it this way. And guys, this is again, I, this is, I co this I, this is what I do in my program. As I teach you exactly what to do, help you implement it. So I'm just telling you about it. But I don't expect you to just go and do this with people because you can, you can, it can go sideways, like a birth. It can go sideways. Okay. So just, but I'm gonna tell you the philosophy behind it so that you understand the thinking will help you greatly. If I purchase an airline ticket and I'm 40 minutes late, do they read fund me?

Rebecca de Azevedo ([02:17:58](#)):

You know, paging Mr. On your flight is departing. Can you call Delta and be like, hold the plane for me. I'll be there in 40 minutes. No, you missed the flight too bad. You paid for the seat. It was empty. Maybe they even gave it to someone else. So they made \$600 instead of 300. That's called business. That's really good. Cuz you reserve that ticket. You reserve that seat. Whether you show up for it or not, they're not giving you their money back your money back that concert tickets work the same way. A lot of hotel bookings work the same way I have booked hotels. I booked a hotel in Oregon. I was driving to Seattle with my sweetheart of his it, his mother, we got caught in a snowstorm. It was last February. Those of you that live in Oregon or Seattle, remember this took it 18 hours.

Rebecca de Azevedo ([02:18:46](#)):

What should have taken us 10? Luckily I have a Jeep. Okay. So we had reserved to stay the night at this cute boutique hotel, somewhere in between salt lake city and, and Seattle. And it became apparent four hours before we were supposed to, you know, like into the trip that like, we're not gonna make it to this hotel. We're stuck literally in a snowstorm behind 18 semis that can't move and whatever we called the hotel, they're like, yeah, sorry. I mean, if you can get here, we still have the room for you. So we paid \$200 for a room that we never slept in. It's the way the cookie crumbles. Now I'm not leaving a one star with you on go. I can't believe these people. They're like, sorry, it's a snowstorm you chose to drive. You accept the risks of weather. We held the room for you. We can't resell it. You're out 200 bucks and I'm fine with that. I'm totally fine with that. That's that's, you know, so

Speaker 16 ([02:19:42](#)):

Not kind of a nervous too about the bad reviews because people can freely drive what every they want.

Rebecca de Azevedo ([02:19:48](#)):

Of course again, but you mitigate that greatly with amazing communication processes with your clients. And if somebody, if you did everything that I would coach you to do, okay, if you do everything, you implement my entire communication system from AZ, with your clients and somebody gives you a Onestar review. You got a lot to say to that person and they're gonna look like an, cuz you're gonna take the high road. And you're gonna say, I'm so confused as to why you'd be complaining about this. First of all, I gave you a credit. You gave me your credit card and you agreed with this policy. Second of all, you signed an agreement that said you agreed that this policy, third of all, like you go through this thing, you go, yeah, I know. I really hate to charge you. But my time is bill valuable as just as valuable as yours.

Rebecca de Azevedo ([02:20:30](#)):

And you agree to the policy. If you don't like that, you're welcome to seek services elsewhere. I'm a professional running a business. You know, I'm not a replaceable cocktail waitress or something like that. You know what I mean? Okay. And it's again, it's about the thinking you guys, it's not like, just go do this. You, you can see they bear that you'd have to change your thinking and how you relate to people and how you respect your time. Right. It just in order to implement those policies. Okay. So that's what I want for you guys is to rise up in your own image of yourself and then develop the skills of communicating that with other people so that you can make money even when you're not working, because you're not responsible for other people's, you're not responsible for LA traffic. So you know how I told you, Nikki had 53 cancellations in December and still made \$13,000.

Rebecca de Azevedo ([02:21:25](#)):

It's because she has a waiting list because every single one of those cancellations paid her, if it was less than 24 hours. And if she was able to re book the slot because of her waiting list than she did, and maybe some of those clients, she didn't even charge cuz she was able to rebook the slot. No big deal. Just like if I buy a concert ticket and I can't go and I, and I go ahead and sell it to charity, then I didn't lose the \$75. I sold the ticket to charity charity, the person charity. Okay. Does that make sense? You guys, so this is about business strategy and it's about running a tight ship so that you're protecting your most valuable asset, which is your time and your attention. Thank you. And so this person has now robbed. You we're even talking about it if we're even talking about it. So it's a total waste of time to work with people that are like that because like how much time and energy he's already taken from you and you haven't been compensated for that.

Speaker 16 ([02:22:22](#)):

Exactly.

Rebecca de Azevedo ([02:22:23](#)):

Okay. That's way to go.

Speaker 16 ([02:22:24](#)):

Okay. How often do you guys it's okay to, to raise? How often do you raise the, the, the fees

Rebecca de Azevedo ([02:22:33](#)):

Three times a year? Guys, when you're in control of your practice and your clients are amazing clients, they will come along with you. I think Nikki raises her rate is raised or rates twice. It, when you're booked six weeks out with a waiting list and you're already charging 165 an hour and you go, I'm raising my rates to 180. Okay. Because you've now created a demand in the market for your services. You can raise your rates as pretty much as often as you want. I wouldn't, but she could look and go, I think I'm ready to raise my rates. I can raise my rates. There's demand for I services. I can raise my rates. You know what I mean? Like what makes a diamond? What makes a diamond so valuable is that it's rare. You know, when you are a commodity, I don't mean commodity in the way, but I, I mean, when you, when you yourself have created such immense value in what you do and you become irreplaceable to your clients and you become the diamond and they, they, it doesn't matter.

Rebecca de Azevedo ([02:23:32](#)):

If you charge 155 or 180, you can raise it twice a year and they'll still be your clients. Your clients will never leave you. And it's my job to help you find your clients instead of anyone that can fog a mirror, anyone that will pay my \$65 rate or whatever it is, you know what I mean? Right. Like imagine how your life would change. If you just knew how to attract those kind of clients where you could raise your rates twice a year, if you, if you decided to it's how you get a raise, by the way, also, it just, at this, the time of, of this recording guys, we're going through an inflation. You guys know that, right. You know, I, I booked, you know, tickets to Mexico that are normally like \$400 or like 900. That's just how it is right now. Like that's just kind of, the world is going through this like economic. Okay. So it's actually very normal everywhere there. If you've noticed, like the burrito used to get for lunches was 7.99 is now 9.45. Yes. So it's actually a time of everybody's raising their rates and it'll be okay. Okay.

Rebecca de Azevedo ([02:24:44](#)):

Okay guys,

Speaker 16 ([02:24:45](#)):

Appreciate it.

Rebecca de Azevedo ([02:24:46](#)):

I love ya. Go to bed. I'll see you in the morning, bright and early. All right, guys. Post your biggest to I'll go post in the Facebook group. I wanna hear what your golden nuggets are from tonight and what you're gonna do about the insights that you had. And I'll see you guys in the morning. Okay. Bye.