

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

Hi everybody. Holy cow. I didn't know. We had many people in here. How's it going? You guys. Good morning. Hi Christine. You were the first face I saw. And then Chrisy, what's up? You guys are my OGs. You know, a few others guys, everybody just keep yourself muted. You don't mind. Okay. Otherwise it's gonna be mayhem for just a minute. I'm gonna go ahead and just mute everybody. Although you will be able to unmute yourselves for us to chat, but so excited to see you guys all here. Well, my audio's being scratchy. Let me fix that. Hold on. I've been having some audio issues. Let me try this real quick.

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

Okay, Kate, is that any better? Yeah. Okay, cool. I gotta replace my microphone is what I gotta do. Kate and Jason, can you guys keep an eye on the waiting room for me? Just real quick as we're getting set up. You guys welcome. So what I'd love for you to do is use the chat just real quick to put where your phone. Okay. And also what's your number one problem with your massage practice right now? What's the, what's the biggest challenge that you're facing. I'm guessing that you guys are here because there's some challenge you're facing in your massage practice that you haven't been able to solve, or maybe a change you haven't been able to make. Okay. I know I also have graduates of rock, your massage practice academy. He you're welcome. Always good to see you back. And I know I even have some current students in rock massage practice academy.

Rebecca de Azevedo ([00:01:29](#)):

So I know you guys are actively working on your current problems and some of you are that are, haven't been around me for a while, are just here to, you know, get some, get some good strategies and insights and get you forward momentum again. Okay. Really good finding and keeping clients. Okay. Very good. All right. Look, we've got San Diego in the house. We've got Ontario, Canada. What's up? Stephanie. That's great. Philly San Jose, a lot of Canadians Canadians are winning. I think there's more Canadians today than Americans. So than Americans. We're all north Americans, right? If you're Canadian and in the United States, we're north Americans, but we got a lot of Canadians. Detroit. Love it, Minnesota, Ohio. Awesome. You guys so good, Colorado. What's up Liz from Helena, Montana. Wow. Kate Helena, Montana. She's on our team, so I love it. You guys, okay.

Rebecca de Azevedo ([00:02:22](#)):

I'm so pumped for you to be here. A couple of things that we're just gonna jump right in and, and get started, but you're gonna definitely wanna have something to take notes with. Okay. You're definitely gonna wanna have something to write with something, to jot down questions with. Cuz what I'd like you to do is after you've introduced yourself from the chat is I want you guys to hold. I want you to hold well, actually I'd better wait. Cause we just admit another 21 people in here. All right. So here's what we'll do. Here's what we'll do. Oh my audio is still scratchy. Really? Dang it. Let me try something. Let's get that fixed. Hold on just a second quick. All right. That's fixed. So let's get that. Let's get that. Get this party started. You guys got a lot of stuff to cover and I feel like it's only a little bit of time, but that's why we scheduled four different sessions.

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

They're going to build on each other just so you know. Okay. Most likely the, but if you, I know some of you already know you are missing a session. Excuse me. So we are gonna be posting a 24 hour replay as quickly as possible. We're we're fighting against robots here. You guys, it takes a while to convert, to upload, you know, all of that stuff. So our team is standing by as soon as we close out this meeting and

they'll post those recordings just as quickly as they get them and send 'em out to you guys. And then you'll have a little 24 hour window to watch those and get caught up. But how many of you also purchase the early bird? We all hold, please. We have the early bird link where you can purchase, just purchase all the recordings and have them forever.

Rebecca de Azevedo ([00:04:07](#)):

Okay. Yeah. So if you want that, Kate will drop that in the chat for you. That might take a lot of pressure off of you guys if you're just like, Ugh. You know, I wanna give even just to be able to go back and review them. So today only we'll still give you that early bird tomorrow. It goes up by a hundred bucks. So just jump on that, Kate, just put that in the chat for you in case you didn't see that or didn't think that that was a good idea at the time that you registered and maybe you've changed your mind, but you guys can all go ahead and do that. Now if you'd like to, okay, so we got you taken care of either way also, please make sure that you have joined the Facebook group for for make sure that you are in the art of building a successful massage practice.

Rebecca de Azevedo ([00:04:51](#)):

I'm gonna go ahead and put that link in. Since I have that one handy, Kate, the other one I need is the mapping out your six figure practice. Okay. That's the Facebook group that we created just for you, you guys that are in this workshop. Okay. So that you can ask me any questions that maybe we didn't have time to get to. You can post over there. I'd rather have you post it in the mapping out your six figure workshop, Facebook group than the big one. The one that has 14,000 members is the one that I just posted. I'm gonna be way more likely to see it if it's in the smaller subset of, of that group. Okay. And last but not least, if you are in this workshop because you just grabbed the zoom link, but you didn't actually register for it, it's free, but we do need to register for it so that we have you, have we have you in our system and having participated in this, it, it really makes a, a big difference.

Rebecca de Azevedo ([00:05:43](#)):

We actually have quite a bit of automation set up to serve you and to support you, to make sure you have the information the follows the replays. If you're not registered for the event, you'll get exactly zero of that. So we really do wanna make sure that everybody's here is is registered. Okay. Okay. So we're gonna keep everybody muted except when we call on ya. Please keep your screens on if at all possible. It's just so great to see people and to connect with people. If you're naked or something like that, please keep your screen off. You know, judge use wise judgment accordingly. Okay. but we'd love to see your faces and connect with you that way. And then by being here, you consent to be recorded. We are recording this meeting and we will be posting the replay to people that have registered.

Rebecca de Azevedo ([00:06:35](#)):

So if you require a new level of anonymity, feel free to just put your first name or initials or a code name. Heck you could just call yourself Beyonce. I don't care. And I'll call when I call on Beyonce, I'm talking to you. Okay. So just know that you are, are welcome to do that. And you can do that through your own zoom settings. I mean, there's a couple of ways to do that. You can just like click on there, little, top three buttons at the top of your screen, or maybe over on your microphone features and so on and so forth. Okay. So if you need any further anonymity, go ahead and do that. And then I, as I was mentioning, yeah, I don't mind if you're eating breakfast. Totally fine. Eating, you know, drinking. I mean, I'm drinking coffee for all.

Rebecca de Azevedo ([00:07:17](#)):

You guys know it could be wine, you know what I'm saying? So just make sure you take care of yourself. Take notes and write down any questions. Don't put them in the chat yet until it's Q and a time. Okay. Cuz I'm watching the chat for real time messages. If Kate's saying Rebecca, we can't hear you anymore. Or your microphone who doubt or you know, or something's wrong. Or, or even if I say something and you're like, wait, can you repeat that? What did you just say then that would be a great way to use the chat just for that real time. Urgent communication. Otherwise save your questions for when we open it up for Q and a. Okay. And then also if we don't get to everyone's questions today, that's what that mapping out. Your six figure practice Facebook group is for, you can post your questions there and I will answer them during this event.

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

I won't answer them after, unless you're a client of mine and you're in one of my other coaching programs. But during the event, as long as you post those questions, you can tag me in it, whatever I'll be going through there a couple times a day to answer your questions from each of the sessions. Okay? Okay. So you guys got the links, make sure you've registered for this event. Make sure you're in my, the art of building a successful massage practice Facebook group. And then also make sure that you've joined the mapping out your six figure practice, Facebook group. Kate, were you able to put the link in for that as well? The mapping out your six figure? I can grab that if not the

Speaker 2 ([00:08:41](#)):

One I just posted.

Rebecca de Azevedo ([00:08:43](#)):

Okay, cool. Perfect. It, this is a big, long link with a bunch of numbers. That's

Speaker 2 ([00:08:47](#)):

Yeah, it, it does take you there. I dunno why it's not common.

Rebecca de Azevedo ([00:08:50](#)):

It's OK. It's OK. All right. Cool. Okay. So any questions just real quick before we just about any of that stuff just before we get started, everyone here is a licensed massage therapist, certified registered massage therapist or in school to do that. And you're here because you are interested in what it takes to build a six figure massage practice. Right? Okay. Now let me say something about that. I don't really care about the, I don't care that it's like six figures. We just say that because we do have students and clients that do that. I think that's a, a goal that a lot of people have. I think, and I think that that's great because you can absolutely achieve that. And that's what we're here to teach you to achieve that being said, whatever thriving number is for you is what I want you to be focusing on.

Rebecca de Azevedo ([00:09:40](#)):

Okay? Some people are not like there's nothing inherently sacred. What I wanna say is nothing inherently sacred about six figures. Other than if you live where I live or you live in most of the, you live in a developed country, you live in a first world country. I think it's pretty hard to make a good living on less than six figures. And I've noticed that a lot of massage therapists actually they're they're thinking about money is about 20 years behind. And if you live in Arkansas, it's 40 years behind. No one of my

students said that yesterday. I thought it was hilarious. Like, well, I'm in Arkansas, so I'm 40 years behind. But think about that. How many of you guys get weird about money? Like you, you just even saying six figures or even thinking about a hundred thousand dollars a year or more, you get weird.

Rebecca de Azevedo ([00:10:33](#)):

You guys know what I mean? You get weird about it. Some people do. And I'm really out to change that in this industry, I am on a mission to elevate this industry. And I'm doing that in two ways. Number one, you need to understand and master business, like you understand and have mastered the body. You have to, if you want to succeed. And most of us are like, oh no, I don't wanna deal with policies and procedures and taxes and money and tracking and customer service, crap and the internet and Facebook. And you know, most of us it's like, no, I just wanna live with the right side of my brain. But if you wanna be a successful business owner, you've gotta develop the left side of your brain as well. You just have to, that was how many of you guys have seen my four shifts webinars, a free training.

Rebecca de Azevedo ([00:11:20](#)):

That's on my website. It's probably now we're stalking you on Facebook. If you've clicked on anything, all you're seeing is me and your ads. I apologize. It's just how our robots work. Okay. but that, when I told my story about how I literally struggled for the first nine years of my career, that was the biggest blind spot for me was that I thought because I was good at body work, that I would have a thriving business. And I wanna tell you straight up, that is not true. It's not true. And that belief has brought to my virtual doorstep. So many confused and broken hearted, very talented, gifted, skilled healers, and body workers that go. I just thought that if I was just good at what I did, I'd have people knocking down my door. If I, I thought that if, I mean, what about word of mouth?

Rebecca de Azevedo ([00:12:11](#)):

If I was good, wouldn't I clients be talking about me. And that myth, that belief was what kept me broke and struggling for a decade. Okay. So I'm serious. When I say you really have to not only, not only dabble in it in business, you have to master it. You guys, and that's gonna take more than six weeks. That's gonna take more than two days of trying it, of learning. It. That's gonna take more than a year. That's gonna take a couple of years. I'm now 27 years into my massage therapy career. And I still I've mastered a, a lot about this industry, but there's so much still to learn about business and digital marketing and you know, all these different things that are continuing to, to come at us as tools. Okay. So just know that if you're feeling that way and lost and confused and frustrated, cuz you know, you're good at what you do, you know, you're good at what you do.

Rebecca de Azevedo ([00:13:09](#)):

You have any repeat clients, you're good at what you do. If you have no repeat clients, you have a skills problem probably, or maybe really bad body odor or something that people aren't gonna talk to you about. That's like embarrassing and they're just not gonna come back. Okay. But I'm telling you, if you have any repeat clients, then you are good at your skills. Okay. If you're struggling in any way, I'm guessing it has to do with business, lack of skills and confidence in mastery as well as mindset, which we'll talk about that a lot. Okay. Does that make sense? You guys. And what we'll do is in this I might ask you to raise your hand. I want you to raise your actual hand on the screen, not the raise hand feature in zoom. Okay. So because that way I can just see much faster who you are.

Rebecca de Azevedo ([00:13:54](#)):

If you use the raise hand emoji it rearranges my screen. I don't like that. Okay. So yeah. So is that making sense so far you guys, and you could also use the chat for that if you're like, amen. Totally makes sense to me because really what we're about here is you being able to have a blueprint and understand some of the most key principles that you have to have in place, if you wanna succeed in this industry. And I know this, not from reading books, I know this because I've been doing this for more than half my life. I started body work when I was 17. I just turned 45 this year. Like, I'm not kidding you. It's what I have learned myself. And then it is what I have it in the success of my students from Rocky massage practice academy and my coaching programs.

Rebecca de Azevedo ([00:14:44](#)):

So I know that it works because we're field testing it every single day. We've got, you know, so many incredible humans that have chosen to work with us and, and that we've been able to walk them through the same exact processes that I used. And it is absolutely duplicatable and it's really, really exciting. Okay. So that's what we're gonna do. And by the way, I'm gonna teach you how to hit six feet in your practice, on your own as a solo massage therapist, without employees and without working six days a week. Okay. That's what's really cool is how many of you have thought that, oh, I can hit six figures with employees. I'm gonna tell you right now, employees will cost you money. Employees cost you money. They don't make you money for a long time and need to have hundreds of thousands of dollars in operating capital to make a quantum leap from being a solo practitioner to running a clinic.

Rebecca de Azevedo ([00:15:39](#)):

And you just need to trust me when I say that I've, I've talked many people out of scaling their businesses. I'm like, it's not gonna make you more money if you've got a million dollars to blow through. Cool. Let's talk about that. You could probably do it really quickly, you know? Right. But it's not, I wanna reassure you. It is possible to do that on your own without employees and without working, you know, crazy crazy hours. Okay. Okay. So, and by the way, we actually did a survey with our graduates. A lot of you guys, Nikki she's in Ontario. She is also our community manager in my big Facebook group. She's got the purple wall behind her and the cats. You guys know who I'm talking about, Nikki. She's like, she's a loud mouth like me. And that's why we love each other so much is, you know, she she loves this program and she loves what I do with people.

Rebecca de Azevedo ([00:16:33](#)):

You know, my, my coach program, she and just is like massage therapists are crazy. If they aren't thinking outside of the box of what's possible, they're just gonna make it so much harder. So she posted in our graduate group. How many of you hit six figures for the first time this year? Now? Not everybody in my graduate community is active, but we immediately had five or six people. You know, I know Molly's done it. I know that SI has done it. I know that Nikki's done it. Lindsay hit that in her first year, Lillian hit 97 K, which is pretty dang close. She did 46 K the year before. So like, this is crazy for PE. Like I hear people doubling their income all the time around me all the time or more. Jennifer in New York city, she hit six figures by December 1st and she took the, a rest of December off.

Rebecca de Azevedo ([00:17:18](#)):

And you can do that. Not only in major Mo metropolitan areas, but like I said, you can also do that in other parts of the world. But a again, as I'll reiterate, as I said this in the beginning, it's nothing sacred about six figures for you where you live. It might be 80 K that would blow your mind or 60 K that would blow your mind because it would just give you an, you needed to live well above the I'm just making

ends meet level to I'm truly thriving. So that's what we're about. Okay. All right. So there's a couple things that I promised that we were gonna cover. Number one is determining exactly what you need to charge and learn how to get it. Cuz how many of you guys know you need to raise your rates, but you're not doing it. Yeah.

Rebecca de Azevedo ([00:17:56](#)):

You're and why not put what put in the chat, why you're not raising your rates. If you know, like I really need to be charging more. What is stopping you from doing that? I just, just wanna hear from a couple of you guys, so feel free to pop that in the chat so that I can see. Okay. Imposter syndrome, fear, ding, ding ding. Okay, good. Who else? Contracted at a clinic. Okay. That sets the rates for us. Okay. Friends, fear. I work out someone else's space. So I have to charge their prices out guys. We're gonna get all of that clear for you. Okay. we need to do it slowly. Already made a large jump. Yeah. Fear highest in my city. And I can't get any more out of insurance companies. Okay. And also thinking clients can't afford it. Being afraid. You're gonna lose clients and all of that stuff. Okay. Very good. So, so what good is it to know? You need to raise your rates if you're not raising your rates. All right. How many you guys know you should like eat better.

Rebecca de Azevedo ([00:18:54](#)):

You don't, you don't, you just don't. So it's not that knowledge isn't benefiting you anything. Right. We wanna actually apply that. We wanna figure out what is it gonna take for you to actually move to that next level. Instead of knowing something is very different than actually living it and embodying it. Okay. So that's what do you need to charge and how to learn, how to get it? That, that means we gotta talk about knowing your numbers, covering your costs. Also building in downtime. Do you know why my clients thrived during COVID? Cuz they built it in unknowingly. Hey and there's Nikki. I was just talking about Nikki, what up? They built it in. They built in their downtime so they could actually afford to take 2, 3, 4 months off. Okay. So that has to do with pricing. So that's the first thing we're gonna cover.

Rebecca de Azevedo ([00:19:45](#)):

What do you need to charge? How to get it? The second thing I promised was to identify and eliminate your success blockers, which is really about eradicate your fears. Okay? The next thing is about understanding why you need a niche and easily finding yours that has to do with owning your value, who charges more in the medical world, a generalist or a specialist, a specialist, obviously. So we're applying that same principle here, which is how do we turn and massage therapists from generalists into specialists? Because that is what elevates you out of the so-called competition. Write this down. I'm not in competition with anyone.

Rebecca de Azevedo ([00:20:28](#)):

You're not, you have superpowers. You're not in competition with franchises. You're not in competition with spas. You're not in competition with the massage therapist. That's right next door to you. You're not. So all the behaviors that come with believing we are in competition need to go. That means I'm gonna charge lower rates than they do. Or I have to charge the same rates that they do or I'm gonna anything that has to do with looking around and making decisions based on other people is lame. And that has to go. So those are some of the success blockers we're gonna talk about because that's also one of the secrets to filling your calendar with clients who really do wanna work with you. And that are amazing human beings that you wanna work with. They don't even think twice about your rates. They don't even think twice about paying your cancellation fees cuz they're awesome.

Rebecca de Azevedo ([00:21:17](#)):

People. They're not the bottom feeders. You guys know what I'm talking about. We get bottom feeders. So they're trying to ask you for things we don't do or ask you for, you know, or just I've even had. One of, of our graduates were just talking about a client that was just constantly complaining and like bossing her around during massage. And I was just like, dude, stop that. I'd be like, bye I'm ending this session right now. You are so disrespectful. I can't even stand it. Right? Like you should not be putting up with stuff like that. And if it does cross come across you, you know you, your table, no pun intended, but you should really be powerful in knowing how to deal with it. You should never be tolerating relationships like that. Okay. So that's own about owning your value. And then the last thing is about developing great business practices and a selling mindset.

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

Knowing how to sell your services with heart, we're going to touch on that, but I'm developing a whole, that might be our workshop next month. Honestly like I'm developing a whole other workshop about that for my students and graduates. And then also everybody that is interested in that because how many of you guys, when you hear the word sales, like when you think about selling your services or you need to sell massage appointments, it makes you wanna puke a little bit, be honest, raise your hand. Yeah, exactly. Right. Because we've all had really negative experiences. We've all been pressured or pushed or, or, you know, hounded in some way, shape or form that was uncomfortable. And so we don't wanna be that person for another person, but guess what your job is when you're self-employed marketing and sales cuz without marketing and sales consistently, you won't have clients.

Rebecca de Azevedo ([00:22:52](#)):

You don't have a business. It's the oxygen of your business. That's also in the beginning. Remember when I said I struggled for a decade? Yeah. Cuz I thought that the secret to a good business was mad skills, mad massage skills, mad body work skills. So I racked up a bunch of weird modalities and things. No one was ever doing cuz I thought like uniqueness and I've got, you know, I'm doing blah, blah, blah, new fanangle modality in 1995. You know what I mean? That's not how you sell your services. It actually confuses your clients. If all you're talking about are your modalities cuz they don't know what that means. Try saying cran OSA therapy to a lady in the grocery store and just see how well that goes. Why do cran OSA therapy? Like what? Right. And then you stand there for 20 minutes and you try to tell Dr.

Rebecca de Azevedo ([00:23:36](#)):

ER's story or something. And they're just like, bye. That's not how we sell our services. Right. So you have to understand, there are ways of selling your services and you also have to master that so that you can get clients. Okay. So that's really what we're gonna be covering in the next four sessions together. And it's really about working. Being able to work the hours you want making more money, experiencing freedom of success without selling your soul. Now I'm gonna be honest with you. Building a business is hard. It's not like snap your fingers and voila clients gore that's called group on. Okay, but you don't need stuff like that. And like Nikki said, in one of her Facebook lives, all these massage therapists are running around going, I need more clients. And she's like, no you don't. If you need more clients group on, if you need our clients charge 20 bucks an hour, you'll, you'll be full in no time.

Rebecca de Azevedo ([00:24:31](#)):

Right. But that's not what you need. You need more money from less clients. You need quality clients, not quantity. You need to get your rates. Right. So that every hour you're working is actually profitable.

Instead of wondering if you're gonna make it, you know, you're oh, I'm so full and I'm so busy. You can be totally full and busy and losing money. And I don't want that for you. Okay. Does that make sense? That's really what it's about. Okay. Is you having your business engineered to support the life that you want? And that's another reason why you Don can't set your rates based on anyone else cuz you don't don't know what their life is. You don't even know that their business is working. In fact, 97% of the time, it's not 97% of massage therapists will be done in three years and probably didn't make great money.

Rebecca de Azevedo ([00:25:23](#)):

So you don't actually wanna duplicate what your neighbor is doing. You wanna model successful massage therapists that have proven strategies and a proven track record of success that are invested in your success, you know, so that you know what, the advice that you are that you're receiving is actually good. Okay. Which makes me, I just wanna pause for a second. Is there anybody here that actually doesn't it know who I am and what I do if, if not, it's I just realize, I just assume y'all know who I am, but there might be people in here that have just like jumped on that are like, oh, Hey, there's a massage therapist party going on down on zoom today. I wanna see what it's about. If there's anybody that just would like me to introduce myself and just so that you know who I am and who I am here.

Rebecca de Azevedo ([00:26:10](#)):

Just put that in the, just say me in the chat and I'm happy to just give you the 62nd, you know, version of it. But I, I think everybody here knows who I am and, and what I do. Okay. Looks like we're good on that. Okay. Awesome. Okay. Now, like I said, we may not go in that order. We may kind of just go where the conversation organically unfolds and we also might hit on much more, more than that too, but that's really what I promise that we would discuss. So we're gonna discuss that and I really do hope that you rearrange your life for the next two days. It's just, you know, spending two hours with me can make you a hundred thousand dollars. You guys, okay? I doubt any of your clients are paying you a hundred thousand dollars in the, in two hours.

Rebecca de Azevedo ([00:26:46](#)):

Okay. So I want you to think about that and really do yourself a favor of, of, you know, again, you can purchase the recordings, you can schedule to watch the replays and all of that stuff. But I, the best work that we're gonna do is right here, live answering your questions. Okay. okay. So my first question for you is what is in the way of you hitting six figures? I want you to think and just write it down for yourself. Like what, what do you think is actually in the way you're gonna have a couple things you're gonna have reasons? Well, I can't hit six figures because I live in Omaha. Something like that. Well, I can't hit six figures because people are on me are cheap. Okay. You're gonna say I can't hit six figures because I'm afraid to charge more. So you're gonna have reasons and you're gonna have excuses or you're either gonna have questions. Like it's just a lack of information. It's a lack of, it's a lack of clarity. Like not knowing how to make a decision. So I want you to get really clear for yourself right now. What are the reasons, the excuses or the questions that are in the way of you actually hitting six figures or again, whatever that thrive number is for you. Okay.

Rebecca de Azevedo ([00:28:05](#)):

So Genevie says avoiding interaction with people. Yeah. Which is selling, right. There's that downward. Okay. Kind of not wanting to be seen or put myself out there. A lot of you guys have that. A lot of you are introverts. That's why you like working with one person in a dark room. Okay. I don't wanna be seen.

All right. I get that. I don't know how to market. So charity, that would be like a skill, like how, what, what's the skill. Right. Okay. Afraid of having to work too much and then burning out. Okay. We're definitely gonna talk about that. You guys, because that's a boundary issue. I think every one of you would love to have a problem called I'm so full. That's called consistent income that's job security. Right. But we wanna do that without overgiving and without burning out, I think burnout in this industry comes from working too hard and not making enough money.

Rebecca de Azevedo ([00:28:59](#)):

So if you're making enough money, isn't it awesome to work hard? Like how many of you guys would just feel a whole new sense of energy in your sessions? If you were being paid \$150 an hour or whatever is much more than what you're charging, right? Yeah, exactly. Okay. And then Lauren says, sorry. Step says not currently having enough time to both treat and market. Okay. Again, which is about having a plan and having balance and knowing how to do both. Cuz you have to do both. Lauren says, I don't know what to say, to build relationships with businesses, for networking referrals. Okay. So good. So that's a question. It's a skills, it's a, a skill issue there for you Lauren. Okay. And in a small town, people think I'm pricey, but Jessica that's a lack of selling skills. Okay. You guys see that there's also mindset issues, which is a, the fears and the lack of belief in yourself or mind reading what other people think those are mindset issues.

Rebecca de Azevedo ([00:29:55](#)):

Okay. And we're trying to incorporate the, incorporate everything from Rebecca. Well being two years a business without dismantling it, we need to get financially healthy enough to revamp from the ground up with four kids in COVID and a business that got us in the pickle. Yeah. It is a little bit like that. You guys it's a little bit like rebuilding a ship in the middle of the ocean. It's already set sail. Okay. So very good. Very good. Okay. So can you guys see that, that fall, those all fall, fall into categories of reasons and excuses skills or mindset hurdles. Does that make sense? Okay. Then make it really, really simple. But I wanna ask this question again. Be super, super honest with yourself. What's really in the way, what has been stopping you from solving all of those problems, watching the chat. I wanna hear from you. What's really in the way you guys be super like why haven't you, you know that that's the problem. Why haven't you fixed it?

Rebecca de Azevedo ([00:31:01](#)):

Okay. But you know how to get marketing skills guys. There's like a bunch of books at the library that'll teach you how to market. Why haven't you gone and gotten 'em there's probably a ton of blogs or you could join cheap subscription, miss business businesses. And they'll tell you how to market, but would you believe it? If I said, I've worked with people in my coaching programs that have marketing degrees or did marketing for another company and they still don't do it for themselves. Why, why, what has the been the thing that stops you from doing those things?

Rebecca de Azevedo ([00:31:42](#)):

It's fear. It's fear or it's lack of commitment. I'm telling my students yesterday. I was like, I'd love to learn astrology. I've been interested in astrology for a long time. I think that'd be super fun. Right? Learn astrology. And I have books on astrology. I've even signed up for like a \$200 learn astrology course or something like that. I've never done it. Right. It's not that I don't. I'm I'm interested in it. I, I, I liked, I, I, I have an astrologer. I go see once a year. It's super fun. I love it again. I had my kids charts done. It's a fascinating little thing out there, astrology. Right? I'm interested in it. But the question you need to ask

yourself is with that issue that you just wrote down on a scale of one to 10, how committed are you to solving that problem? 10 being, I am absolutely totally willing to do whatever it takes in order to overcome that problem. One is like, Nope. Not interested at all.

Rebecca de Azevedo ([00:32:52](#)):

Okay. So just look for yourself. If it's anything less than a 10, you're not interested in actually doing the work to solve the problem. Just be honest with yourself. So for me, that's what it came down to is like, how committed am I to rearranging my life, to study astrology and really get good at it. That's like a zero guys. It's more like something I want to want to do, but that is very different than being committed. And I'm telling you right now, the most successful massage therapist in this industry, they have that character trait. The, to get really, really clear about that. I am committed. I am so sick of struggling. I am so sick of trying to figure this out on my own. I am so sick of dealing with this problem. I'm not gonna go another day without a solution in my hands that I am working on.

Rebecca de Azevedo ([00:33:38](#)):

Okay. That's what I'm talking about. Committed to solving the problem. Okay. So how many of you guys had some insight? There is like now I know a lot of you are a 10. You're like Rebecca, that's why I'm here. Or that's why I'm in your program or that's why I booked a call with your team or, you know, like I, I want help. Okay. But that is, that is the number one obstacle to your success is to get really clear about that. You don't actually want the thing that you're comp you don't wanna resolve the thing you're complaining about. And if that's the case, that's okay. It's taking a lot of pressure off of me. I'm like, yeah. I just like to collect astrology books. I don't actually study them, but I like to buy them in case I want to reference something. That's nice, but I'm not gonna rearrange my life to go study that I'm just not.

Rebecca de Azevedo ([00:34:23](#)):

And that helps me. Okay. And often when I talk with people with massage therapists that are wanting help with their practices, that's the biggest point of clarity they get is they go, wow, it's just not the right time for me to be, you know, I've got six kids under seven and I, my husband just lost his job and he's trying to work 14 hours a day and the new job. And it's like, they might not be the right time of life for you to go all in on your practice. Right. Or maybe you're just not willing to commit the energy and resources financially, energetically, you know, how many of you guys are like, oh, I have to learn tech. Yeah, you do. You gotta learn tech. You gotta stop being afraid of Facebook. You gotta stop, you know, using those things as an excuse.

Rebecca de Azevedo ([00:35:06](#)):

And that takes an intense level of commitment to actually solve the problem. Okay. You guys clear about that? And I think it's good that you can claim that for yourself. If you go, you know what, 10, 10 starting now. Thank you, Rebecca. The other Rebecca, not me. She, you know, but for you to claim that for yourself off, like I am a hundred percent committed to solving this problem. Okay. Now we can go. Now we can move forward because that's gonna be a whole different level. That's just like the difference between watching reading exercise books and actually hiring a personal trainer and showing up for the workouts. You know, you don't get fit by reading exercise books. You don't get fit by reading Jillian Michael's autobiography. Okay. You gotta get on the fricking treadmill and you gotta lift some heavy weights. If you wanna make changes, it's the same thing.

Rebecca de Azevedo ([00:35:52](#)):

So it's not easy you guys, but it can be done and I wanna make it easier for you. Okay. So first thing is you we're gonna talk about is you need a strong foundation of your business. What do I mean by that? Well, is your business actually a business? You'd be shocked. How many massage therapists I consult with and talk to that don't actually have a legitimate business and they didn't even know it, or they knew it and they were pretending it wasn't an issue. What do I mean by that? This is, this is like people that are working out of their house and it's not legal to do. So like maybe they're, you know, renting a condo or something like that. And it's not allowed in the HOA or it's, you're not zoned for that. And you're just doing it anyway. That's never gonna work.

Rebecca de Azevedo ([00:36:37](#)):

You can't wanna be visible and be, stay hidden at the same time. Okay. So let me give you guys just a couple of things. This is a quick checklist that I have in my, I have a little do it yourself program called jump start, your massage practice. It's not my coaching program. It's a DIY program. And it's four lessons that really give you the foundations. So this is one of the checklists that's in a, it's called is your business properly set up? Okay. So just listen, and then I'm gonna open it up for questions on this, cuz this, I think we'll just touch on, then we can move on to other things. Okay. So this is a list of things that you will need to be set up properly and legally and guys, listen, I'm really big on that. You, if you need to be a licensed or certified or registered massage therapist where you live and you're not, I can't even talk to you.

Rebecca de Azevedo ([00:37:22](#)):

I won't tolerate that. I won't tolerate. I just won't tolerate that. It, it, can I say the word bastardizes our profession. Like I just don't tolerate that. And yes, I am a Tatta when I see people practicing without a license or I see prostitution going on under the guise of massage or I see sensual Reiki, or I see whatever I call the cops. I could literally call the cops, you know, and I call the landlord. I go, you've got an illegal business operating and you're, you know, did you check, are they licensed massage therapists? You know, like, and I, I will blow the whistle on that all day long, cuz a it's human trafficking most of the time. And I, I have a big problem with, I have a big to ending that. Right. But also just for the integrity of our profession, we need to make sure that we ourselves are operating legally, that you have a business license.

Rebecca de Azevedo ([00:38:09](#)):

If that's required that you obviously have a massage license, if that's required that you are in compliance with the health code and health departments and the ADA requirements is all that stuff. You just can't cut corners and thrive. Okay. So just a quick list and just remember this is relevant for the USA. There's a lot of overlap with Canada as well, but other countries and places you just need to translate this into your own vernacular. If there's an equivalent in your country, I don't pretend to know everything about every country in the world. I've worked with people in six different countries and I know there's a lot more than that. Okay. So just check with your local business authority, secretary of state, whatever the equivalent entity is. Okay. And then also please know that you may need to consult with a CPA or a business attorney.

Rebecca de Azevedo ([00:38:52](#)):

If you are serious about your business, you need to have professionals in business that will help you. I have an attorney, I have a bookkeeper, I have a CPA. I have a financial planner planner and I have a tax

strategist, you know, because I have learned enough about business to know that I don't know everything about how to manage money. And I, there are professionals that can do that for me. And it's actually not that expensive. A big mistake is way more expensive. Let's just put it that way. You might be like, oh, an attorney that's expensive. I promise you the mistakes that you could make will cost you way more than having an attorney to help you. Okay. And there are small business attorneys and there are CPAs and all that stuff that specialize in that. Okay. Actually, I, I have to backtrack just one second.

Rebecca de Azevedo ([00:39:34](#)):

I know some of you guys are in situation of being like an independent contractor you're or you're employed by someone else. Okay. I help massage therapists that are self-employed or wanna be self-employed if you are working for somebody that's controlling all the business decisions, you won't be able to do any of this. Okay. So just keep that in mind. Like you, you know, if you're, if you're an employee somewhere, you don't get to like change the name of the business or ask the owner if everything's compliant, like that's, they should be on this call. Okay. But this will help you to think through some of those decisions that you might need to be making if you're considering going out on your own. Okay. All right. So number one is you need a solid name for your business, but before you actually have a solid name for your business, me, just tell you this.

Rebecca de Azevedo ([00:40:17](#)):

You have to have a niche. We'll get to that in a minute. A niche, Nikki. I said it an niche. Okay. You, you have to know who you best serve before you name your business. Okay. You have to have your structure set up with your domain names and your website, and that should all be congruent with your niche and the name of your business. Okay. But you also need to check with your business registry and see if that name is already in use. So naming your business is a big freaking deal. You can't just grab it out of the air and go, I'm good. Slap it on a bumper sticker. I'm good. You know, like you actually have to make sure that you're not infringing on trademarks or copyrights. You're not confusing. Other businesses that have the same name or similar name that you're not using the same name.

Rebecca de Azevedo ([00:40:59](#)):

And it's not just locally where you live, but it's also on the internet. Okay. So I might have, you know, my business was called salt lake prenatal massage. There was also a business called Utah, prenatal massage. That's a little confusing. Do you know what I mean? But if somebody came in and tried to register salt lake salt, lake city, prenatal massage, I'd Sue 'em that's way too close to mine. You can't do that. Right. So, but you have to make sure that you have protected your business by thinking through those things strategically and actually getting them set up so that nobody else for example, can go and register your business name. I've worked with a ton of my clients that actually go to register their, their name. And somebody else has, has been using it for eight years. And they're like, oh crap. Like I never registered my name.

Rebecca de Azevedo ([00:41:42](#)):

I'm like, yeah, you have to rebrand. You can't use that name anymore. Okay. So strategic naming. We'll talk about that. I'm just going through this kind of list here. Okay. But number one is you have to make sure that you, our business is legally registered like in the United States, in most states and our Canadians, you guys can chime into and anywhere else that you guys live, if you have informational crowdsource it here, number one is you call your state your secretary of state, basically in Utah, it's like utah.gov. Just get to the government and say, Hey, who do I talk to about this? I'm trying to register. I'm

a massage therapist. I wanna start my own business. I need to register my name and register my business. Is there like a checklist or something? And they'll be like, oh yeah. And they'll give you the URL.

Rebecca de Azevedo ([00:42:28](#)):

It's their job. So job to help you, they'll give you the list of all the things that you need in order to properly register and set up your business. Okay. That means it has to be legally incorporated. Somehow like you have to have maybe an LLC or maybe you're a sole proprietor, which means you're just doing it through your own social security number and reporting it on your tax. Return that way as a, like a schedule C again, I'm not giving you guys tax advice. I know enough about taxes to be dangerous, but this is what I want you to think through is make sure that you've had an attorney or a CPA actually set up and register your business with your state or where you or your municipality. I'll just use that word. Okay. Just wherever you live. Make sure it's actually, it's like this.

Rebecca de Azevedo ([00:43:13](#)):

You guys, everybody here has a birth certifi it, right? Every single one of your humans has a birth certificate. If you live in the USA, you also have a social security number. Okay. That's how the government knows you is exist. This is the same thing for your business. Your business is a little baby you're giving birth to, and you're officially naming it and registering it with the state so that the state knows that the business is exists. Does that make sense? That's a pretty simple analogy. Okay. So that's what you need to do. All right. And just call, just call your local government and just ask 'em. How do I do this? I'm trying to do this. How do I do this? Okay. You also wanna know your zoning requirements for wherever you're practicing. You could say, I'm not sure if it's legal to have a home-based business.

Rebecca de Azevedo ([00:43:56](#)):

This is is where I live. Can you tell me, you know, and they'll just tell you, or you check, if you're looking to rent an office space, you should have probably gone through all of that with your landlord. I mean, if you guys have already gone through this, I know that you don't need to worry about it, but it's worth just kind of repeating so that you can just make sure everything's compliant. And that would also go through the business licensing division. You just find out the zoning requirements. And, and then meet those requirements. I did have a client that had been renting in a condo. She lived there for 20 years. She'd been practicing massage for 20 years outta her condo. And she straight up told me, yeah, it's not allowed. It's not allowed here. I like, I don't have a business license.

Rebecca de Azevedo ([00:44:33](#)):

And I was like, you need to move, you need to get an office and you need to move you. You can't just keep pretending that that's, that that's okay. You know, you actually have to fix it. And I know it's a little scary. I was so scared of these details. When I first started out, I was so afraid I was like gonna get busted or something, you know, like I had this real fear about that. Like, oh, oh my gosh, they're gonna come shut me down. You know, whatever it was. But just get on the phone, ask the people, take notes and make sure you just at least note who you talked to. And when, so that you can, you know, refer back to the information that you were given. If there's any problem, if you're retailing products, you also should probably have a sales tax license or equivalent.

Rebecca de Azevedo ([00:45:09](#)):

If you're collecting sales tax on product. And then another one is that's really big is make sure you have a separate business account business bank account. You need to have a separate business bank account,

do not commingle funds. Don't put your, your massage business money into your personal chase bank account or whatever you have, have a separate, separate entity business account so that you put all your money for your business, goes into there and all of your expenses for your business come out of there. Okay. And then how you pay yourself is you take money from your business account and you write yourself a check and then you deposit it into your personal account. Or you have a payroll company that can do things like that for if you wanna get all fancy. Okay. But make sure that you have business money, stay separate from personal money.

Rebecca de Azevedo ([00:45:51](#)):

You are and flow of your own company. Okay. So you don't just, if you work for me, you don't get to help yourself to the business bank account. Does that make sense? I'm the only person that has access to that. No one can just go get money out of my business operating account. You get money from me as an employee. When I write you a paycheck or I pay an invoice. If you're a contractor, right. It's the same thing. You're an employee of your business. So make sure that you have that layer of separation in there. Okay. And then make sure you're current on your massage license and also make sure you have liability insurance am MTA, a BMP, whatever you're, you know, whatever you have, where you live. And and then also just make sure that you track all your income. Guys.

Rebecca de Azevedo ([00:46:36](#)):

You can do that as simple as a notebook, that's 99 cents from the grocery store where you just literally write down all the money in all the money out month of January, boom totals, boom, like literally just write it down or you can hire a bookkeeper. You can use QuickBooks or some other things that really make that easy for you from a, a tech and person services, professional services side that can make that really easy for you even just a Google spreadsheet. Just write it all down, but just make sure you write everything down. You keep all your receipts, cuz you're gonna need that to file your taxes. Okay. Okay. All right. Lemme just pause there about just is your business set up legally? And I wanna take any questions that you guys have. So want you to do is if you have a question just put it one in the chat and I'll just call on you. So just be prepared. Okay.

Rebecca de Azevedo ([00:47:27](#)):

No questions so far I'm while watching the chat, can we get a, can we get a copy of that list? This is just from, this is my, this is from one of my programs and it's fine. I mean, what I gave you is fine for now. Okay. That's really a, a good kind of overview. Like, is it, there's more stuff there and more stuff about if you have employees and all of that, but just, this is just for the thing of, is your business set up legally, you're gonna need other things for your business. Like a website, a Facebook page, a credit card, a scheduling, you know, all that stuff. But I just wanna that first and foremost, make sure that you guys know that your businesses are set up legally and if not, you know what to do to remedy. Okay. Okay. Rose Roseborough sent a DM to Chantel. All right. Rose, what's your question. And then Lizette you're up next? Rose Roseborough I like your name.

Speaker 3 ([00:48:27](#)):

Hi.

Rebecca de Azevedo ([00:48:28](#)):

Hi, there

Speaker 3 ([00:48:28](#)):

You mute myself. Okay. My question was when you mention calling the secretary date to check, if you're set up properly in your state, municipality, whatever is that different process than registering as an LLC and obtaining a local business license. Is that another piece of the puzzle?

Rebecca de Azevedo ([00:48:49](#)):

Yeah, that's different. So you need to set up your entity and then you register that with the state.

Speaker 3 ([00:48:56](#)):

Okay. So that's different than registering as a sole proprietor LLC or all that, which is just more the tax side. That's

Rebecca de Azevedo ([00:49:01](#)):

The tax side have like a CPA help you figure that out and, and they'll incorporate you or just tell you what to do. And then with that information, you can go to the state and get like your entity number register basically. Okay. So that's the first decision to make is like with a CPA or an attorney, how do I wanna structure my organization? Right? If you're an LLC, for example, limited liability company, you have to have what are called articles of organization. It's basically a form that says, this is what my company he's about. This is who owns it. I'm the owner. I own a hundred percent of the shares. I'm the sole member of this LLC. It's just a bunch of legal formalities. And then you submit that with the state that says, this is I'm reg. Now I'm now registering. It's kind of like filling out, having the paperwork, ready to go get your driver's license. Do you know what I mean? It's like, you, you have to do all that work first and then you take it and you go see here's my address. Here's my paperwork. Give me my driver's license. And it has a number on it. Right? So that's basically the same process. You get all that stuff prepared and then you actually go register it. And then they give you that give you your entity registration number and so on and so forth. Okay.

Speaker 3 ([00:50:18](#)):

So the entity registration number that you're trying to obtain from now, if you're an

Rebecca de Azevedo ([00:50:22](#)):

LLC, if you're an LLC. Right. But just figure that out first and again. That's why I can't, I can't give you guys tax advice, but I can tell you some things about what you need to know so that you can be a little bit more educated in having those conversations with people. But guys, listen, got it. Don't let the fear of that. Or fear of looking stupid stop. You don't don't let that happen. Like, you know, I, like I said, I was terror. I was a child. I was literally a child. When I was during my massage business. I was like 17 turning 18, graduating from school and trying to figure this out and I was terrified. So just, but just say I'm really com I don't, I'm sorry. I, I don't know even what the right questions are to ask, but this is who I am. This is what I'm trying to do. Can you help me? What, what do I need to know? I wanna make sure I'm in compliance. What do I need to know? And they'll give you what to checklist for most of that, you guys can literally download from your government websites, wherever you live with, like starting a small business. Here's what you need. And it'll like, literally give you all of that stuff.

Speaker 3 ([00:51:16](#)):

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Okay. Thank you. Yeah. I just wanted to confirm, cause I already spoke with the CPA registered as an LLC and got the local business license to have a home business. And it sounded like this is another step that I needed to call, but it help.

Rebecca de Azevedo ([00:51:28](#)):

You've done. It sounds like you've done everything.

Speaker 3 ([00:51:30](#)):

Okay. So that's just kind of to confirm that you've done everything right. It's not a whole separate step.

Rebecca de Azevedo ([00:51:36](#)):

Okay.

Speaker 3 ([00:51:36](#)):

Exactly. Thank you.

Rebecca de Azevedo ([00:51:37](#)):

Yeah, I think that's fine. Okay. Holly, sorry. Who did I call on next? It was Lizette Lizette, Stiller. You have the stage First Lizette. Can you unmute yourself? Lizette? Let me find you. I don't feel Lizette. What about wave your hand? If you're on your screen, I can't actually see you. Maybe she bounced out of meeting or something. Okay. So moving on.

Speaker 4 ([00:52:12](#)):

She's she's right here.

Rebecca de Azevedo ([00:52:13](#)):

Oh, do

Speaker 4 ([00:52:14](#)):

You see her? Okay. She has her hand up she's oh,

Rebecca de Azevedo ([00:52:16](#)):

There you go. Hi. Is that okay? You have to just UN unmute yourself, which is there you go. There you

Speaker 5 ([00:52:22](#)):

Go. Thank

Rebecca de Azevedo ([00:52:23](#)):

You. OK. What's your question.

Speaker 5 ([00:52:25](#)):

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So I have went ahead with the state and I have my entity number, but I live in a zoning where is free, but do I need to find out if I actually can have a business in my home? Cause that's the way I'm gonna start with.

Rebecca de Azevedo ([00:52:40](#)):

Yeah. So it'd be the business licensed division, wherever you live. Just get online. Where do you live? Was that?

Speaker 5 ([00:52:47](#)):

I live in Liverpool, Pennsylvania.

Rebecca de Azevedo ([00:52:49](#)):

Okay. So just get on Penn, just, just, just whatever the county is.

Speaker 5 ([00:52:55](#)):

Yes.

Rebecca de Azevedo ([00:52:56](#)):

That county Business license division. Get on Google and search that and just call them.

Speaker 5 ([00:53:03](#)):

Oh, okay. Business license

Rebecca de Azevedo ([00:53:04](#)):

Division. Yeah. Just say I'm a massage therapist. I'd like to see if I'm I'd like to apply for a business license. I'd like to work out of my home. I wanna find out if I'm zone for that. Who can I talk to?

Speaker 5 ([00:53:16](#)):

Okay. So the fact that I have an entity from my business is, is different for this licensure, from my home.

Rebecca de Azevedo ([00:53:23](#)):

Exactly.

Speaker 5 ([00:53:25](#)):

Ah, yeah, no, I did. Not, which I don't know if I should go LLC. The LLC means that I'm the so priority just makes a little more difficult to get sued. I understand. I'm not quite sure how of this

Rebecca de Azevedo ([00:53:39](#)):

Talk to a CPA. I can't give you advice on that. Okay. CPA. So proprie, a lot of people do that. A lot of people have of LLCs, but you just have to, I, I, that I, you have to figure that out. So

Speaker 5 ([00:53:50](#)):

I would need a CPA or a business person that you were just talking about

Rebecca de Azevedo ([00:53:54](#)):

CPA or an attorney can help you with that.

Speaker 5 ([00:53:58](#)):

A business attorney. Yeah.

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

And there's even usually again, in the states, in the states, there's like the SBA, the small business administration, would they have something similar in other countries, but you can, it, you could just could, you could just call your local SBA office and say, help me. I don't know what I'm doing. And they'll walk you through all of the steps and they may even have a person right there that can help you with all of that stuff. They may have a, a CPA or attorney or volunteer or person that can just literally do that for you. So that's one way that you can one route that you can go.

Speaker 5 ([00:54:30](#)):

Okay. Thank

Rebecca de Azevedo ([00:54:30](#)):

You. And they have local offices all over. Yeah.

Speaker 5 ([00:54:33](#)):

All right.

Rebecca de Azevedo ([00:54:33](#)):

Very good. Okay. Holly says, so is an E I in my registration. Yeah. That's your employer identification number. That means you're registered with the IRS. Okay. So that's a little, that's a little different. Okay. But yeah. Call the state and ask exactly Chantel. Just call the state and ask you, find those checklists too. Okay. Very good. Okay. So that's just solid. Solid. Is your business properly set up? Okay. So if you don't know, that's your homework today is find out. Okay. Find out, figure out who you need to talk to make the phone calls, make the connections and get that sorted out. Okay. It's okay. If you don't have those things in place or you don't know where to begin, I just wanna make sure that you now are aware of that and your homework is to get that sorted out for yourself. Okay.

Rebecca de Azevedo ([00:55:17](#)):

All right. Is that helpful? I know for some of you're like, yeah, yeah, yeah. Come on, Rebecca. Let's get onto the other stuff. I know. It's all the boring stuff. All right. So next that next let's talk about niche. Okay. So a niche, as I define it is a population you serve or a problem you solve. Okay. A niche is a population you serve or a problem you solve. It's not your modalities. It's not your modalities. It's not your modality. You don't specialize in ASU. You could. But that doesn't mean anything to anyone other than you and other body workers. Okay. So I, so what is a niche, a population you serve that has pain? Obviously we all do pain relief. Can we just agree on that? We all do some kind of pain relief. Okay. That's what a massage therapist basically does that in our world.

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

Anyway, we do some kind of pain relief or stress, stress relief, pain relief. Stress is just emotional pain. Okay. So yes, Marcus like athletes sports. Okay. So where we get really confused is as we start talking to people about our tools, your tools are your modalities, your skills, your certifications. No one cares. Okay. No one cares. Don't advertise those. If you got a list of modalities on your website, get rid of it. No one cares. Okay. It just doesn't. That's not how you're, you're not, you don't pull in clients by listing all your certifications and modalities. I'll just say it that way. Okay. So why I have to emphasize this over and over again is that you've gotta have a niche because a niche is about who you're marketing to. When people say, how do I get more clients? They go, I don't know. Who are you trying to get on your massage table?

Rebecca de Azevedo ([00:57:02](#)):

And they go, oh, everyone, wrong answer. Just wrong answer. You can't help everyone, nor should you try to. Okay. So what so, so a niche is a population with pain or a type of pain that you work with and it can be anything. You just also have to make sure you have a market for it. Okay. So like for example, I have some clients that are doing like nonsurgical facelift type of, you know, face work and stuff like that for, you know, massage therapy, there's different types of like protocols and stuff like that, where you're working with people's faces and it's kind of build as a way to maintain your face without surgery and that kind of thing for women over 30 or men and women over 30, you know, but a great place to practice that is in Beverly Hills, you see, like in Los Angeles, like there's a real market for, for that because of the way LA is.

Rebecca de Azevedo ([00:58:01](#)):

Right. Okay. Salt lake city, Utah. There are more pregnant women here than men. I mean, obviously there's no pregnant men here. What I mean is more than 50% of the population is women in their childbearing years. And this is Mormon Mecca and Mormons, like Catholics have big families. Okay. My mom had nine kids by the time she was 40, you know? So, so yeah. I have friends my age 45 that have like literally 12 children. Okay. So this is like a thing it's so salt lake city, Utah is a great place to practice prenatal massage, cuz there's a lot of pregnant women. Okay. A lot of pregnant women. So think about that. But it's a niche is not about who you're going after. It's not who I wanna target. It's not, I don't want you to think, think about it from, oh, there's a real opportunity here because a niche more than anything needs to be what makes your heart sing?

Rebecca de Azevedo ([00:58:59](#)):

It needs to be your purpose. It needs to be what you're passionate about. Not like there's a good BI op here. Does that make sense? You guys. Okay. It needs to be what you feel like you are put on this planet to serve you so interested in it. You're researching it in all your spare time. You're constantly learning about it. You're constantly talking to people about it. I couldn't shut up about pregnancy and birth. It made sense that I would build a business around it cuz I just was bunkers about it. I just loved, I just wanna sit and talk about birth all day after I had my boys, you know my daughter too, but she was later in the later in my, in my biography I guess we should say. Okay. Okay. So that's what you just need to ask yourself is simply what kind of pain do I wanna work with?

Rebecca de Azevedo ([00:59:44](#)):

What kind of problem do I wanna solve? Or what kind of population is out there that inherently knows that they have pain? Okay. Pregnant women are pretty miserable most of the time and most of them know it. Okay. You don't have to sell them on pain relief. They're like I am dying and you're like, I know I

can help. Okay. All right. So think about that. It could be physical pain. It could be an emotional pain. It could be a demographic that just inherently E experiences, pain, new, new mothers, you know nursing, neck athletes all kind. I've got my little chart here too, of, of my list of niches. So those of you that have a niche, I think you have a niche. Go ahead and put it in the chat. I love to see it. Okay.

Rebecca de Azevedo ([01:00:28](#)):

And regardless, it may not be super easy to articulate, but it is your job to find a way to articulate it easily. Otherwise people won't understand what you do. One of our biggest trespass in our industry is we're talking to people as though they're technicians. They're not, you're like, oh I do Bo Bo body mind, spirit shock or balancing. I help people realign their meridians. And I, I work with cutting the ancestral ties and I help them to clean out of their DNA. People are just like, what the hell are you talking about? You know? And you can say that to other body workers that are into like woo woo stuff, but that you won't advertise that you'll just get a lot of, of people just passing you by. Okay. So what do you think your niche is? Let's look here. I can't find my niche chart, but I'll grab it.

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

Chronic pain is a niche. Chronic pain is definitely a niche. And you can also niche down further about what type of chronic pain pregnancy is a type of chronic pain guys. Okay. Pregnant, but may have chronic pain, back pain, 80% of them nerve pain and scar tissue. Totally. Christine oncology massage. I'll put, I'll gonna warn you about the oncology niche, but but let me just see here. Yep. So athletes and sports Marcus, for sure. And even that you can get more specific. Maybe you do injury recovery. Okay. Maybe you do athletic perform, but again guys, you also have to figure out what you actually have the skills to do. You can't offer something you're not actually trained in doing okay. Like, please, if you wanna work on pregnant women take my prenatal certification course. Like don't, you know, like get, get some knowledge and education in it.

Rebecca de Azevedo ([01:02:03](#)):

But also consider your life experience also counts in a lot ways. But I'm saying like, don't work with plantar fasciitis. If you don't have any skills with plantar fasciitis. Okay. Just make sure that you have integrity with what you're doing. Okay. Yeah. Lauren prenatal, totally awesome. Providing massage therapy to people who want to be active participants in their rehab. Okay. So that's not a niche and you can see that that could be really confusing. You're talking about a quality you want in a client, most massage therapists. I wanna work with people that are invested in healing, their pain or something. Well, if you're doing it right, you're only gonna attract people like that with your marketing, but that's not a desire nobody's running around saying I wanna be an active participant in my rehab. And therefore I need a massage therapist. You have to find what they are talking about.

Rebecca de Azevedo ([01:02:52](#)):

What's the what rehab from what rehabilitation of what kind of pain. Okay. Steph people recovering from surgery. Yep. That a niche. Very good. Luisa mobile massage, mobile massage is a niche. My friends it's a niche. Okay. It's a luxury. It's a premium service. It's for busy moms. It's for rich people. It's for stressed out executives. It's for new moms. It's for, you know, people that have social anxiety and don't wanna leave the house it's for, you know what I mean? Like you think about, there's a real opportunity to serve people in home. And that in and of itself is a niche, but could also have a sub niche attached to it, like mobile massage for new moms, you know, women that have literally just given birth, probably not gonna be leaving the house in the next three to seven days or more. That'd be an awesome service.

Rebecca de Azevedo ([01:03:42](#)):

Okay. now with reflexology Luisa, again, that's a modality. People don't need to know that that's what you do unless that's all you do. Okay. So mobile massage and you said mostly arthritis. So that'd be great. Mobile massage for arthritis, pain relief, that's good. Physical and emotional pain. That's good injury recovery motor via accident, any, any kind of injury you guys, you can even niche down into what type of injury you could just be a whiplash expert, a TMJ expert, a low back pain, sciatica, hip, knee pain person, like literally can do any of that autoimmune disorder. Hi Carrie. Great to see you. I thought that was you. Nice to see you. Horseback writers. Okay. And then now Samantha, I hope you are one, right? And that, you know a lot about it and that you're surrounded by an equestrian community in order to make that one work.

Rebecca de Azevedo ([01:04:33](#)):

Does that make sense? You guys, can you see like horseback rider when you don't live anywhere where there's an equestrian community is gonna be really, really hard to do. And Samantha could really have a great selling point if she's like, yeah, I am one. I do dressage. I do this. I do that. You know, but it's, if, if you're just kind of, oh, maybe in a touristy area where people are going on horseback rides, that's gotta be really hard to keep, to pull in those clients and have a consistent clientele. You know, maybe you like live in, you know, Wyoming or something and there's a out back Outfitters that does takes people on horseback rides and stuff. But that's, that's gonna be like new clients all the time instead of finding steady clients that can be repeat clients. Okay. So keep that in mind. Physical, mental and spiritual pain.

Rebecca de Azevedo ([01:05:16](#)):

Yes. Okay. Nick hip and shoulder pain. Yes. I can see, I have my graduates and students in here. Cause I'm like, remember that's your niche pre and post orthopedic surgery. Yep. That's great. Sports related injuries and recovery. That's great. Okay. Niche is the key Marcus. It really, really is. Okay. If you guys are feeling exhausted and burnt out and frustrated, it's probably cuz you don't have a well articulated niche. If you, if that's missing low back sciatica totally. Now Molly not strengthening mind, body connection. That's your tool. That's your approach. Nobody's running around. I promise you. None of your clients are running around saying I really need to find somebody that can help me strengthen my mind body connection today. Nobody's doing that. Okay. But stress and can be a niche. And then you might wanna figure out what type of stress and pain Molly.

Rebecca de Azevedo ([01:06:02](#)):

Okay. Women with chronic neck and back pain. Yes. And it could be a gender. It could be a demographic with a problem as well. It could be women with fertility issues. It could be women with neck pain. It could be plus size women. It could be trans women. It could be. Do you see how there's like all kinds of sub niches that can go with that? It could be children with anxiety. It could be men with anxiety and depression. Okay. So some of those can naturally link themselves together. Scoliosis and structural imbalances of the spine. That's great. Deep relaxation is, is not a problem you solve. That's an outcome of the work that you do. Flexibility and body expansion. So flexibility is not a problem. That could be a desire for people Genevie so you still gotta, you gotta speak in terms of the problem.

Rebecca de Azevedo ([01:06:54](#)):

Here's a hint. You guys, all marketing is based on problems out there and you just see it. Why do people say, oh, it's 97% fat free. That's literally speaking to a problem or zero calories, zero sugar. It's speaking to a problem that people have. It's catching the attention of people that like to eat that way or can't

have sugar or on a low fat diet or something like that. Okay. So, so you gotta get a little bit more dialed in. Genevie cuz body expansion doesn't mean anything to anyone. I am not even sure what you mean by that. And I'm a body worker, so you gotta make sure it's in terms that the client understands chronic pain. Now, Christine yeah. She's commented. Christine's coaching. Stop that Christine she's coaching people. It's fine. Trigger point, neuromuscular reflex. Those are all modalities. That's not your person.

Rebecca de Azevedo ([01:07:43](#)):

That's not. So don't even talk about your modalities. Just how are you going to use those modalities to serve people? Okay. Nikki's got women and gender people. That's awesome. Okay. Muscle pain and injury. Uterine fibroids, reproductive issues. And again, Genevie improving flex and increasing mobility. That's what those are outcomes. That's not the problem that you solve. So who needs that? Okay. Prenatal and postpartum sports injury. Okay. Awesome. You guys very good prenatal, but not deep tissue. Again. Don't even advertise deep tissue. I'm gonna go on a tangent with that one. Okay. But just again, that's a modality. So what you do is prenatal massage pain relief for pregnant women. Okay. Mobile, mobile pain relief for pregnant women. That's great massage at hospitals for nurses. Okay. That's cool. But nurses, so, you know, nurses are people who have exhausting, physically demanding jobs, but can you think of five other people that have physically demanding exhausting jobs, EMTs, firefighters, doctors, first responders, new parents, stressed out executives, you know, something like that.

Rebecca de Azevedo ([01:08:53](#)):

Okay. So, but that's really good. I do pain relief for nurses. I do pain relief for people that work on their feet all day. Can you see how that makes it a little bit broader than just nurses? And you could obviously totally support nurses. You just have to make sure you're marketing to that. Okay. Illness or trauma. Okay, cool. You might wanna say what kind of trauma Amanda? Typical client is 65 plus and the weekend warrior type. Lots of joint replacements and arthritis paired with outdoor activities. Okay. So yours would be seniors pain relief for active seniors. That's your niche. Okay. And nursing homes and hospice. Okay. So that's different, but that's still seniors. That's the EI that's the elders elderly population. Okay. Seniors and elders. I like to really frame that in a respectful way. Right. I don't like the elderly, you know, elders.

Rebecca de Azevedo ([01:09:45](#)):

Let's like give them some respect here. Okay. I think that's cool. Trigger points again is not trigger points is, is a modality swap. Now you're not, that's not the problem. That's not people don't run around saying I have trigger points. Okay. Neck and shoulder pain. Very good. Okay. Emotional release work again. That's a modality guys. And then lymphatic drainage is a modality, but let, let me now talk about this. This is when a modality matters, a modality matters when it's all that you do and you don't do massage. For example, like you, you just do lymphatic drainage for postsurgical work. That's when you have to talk about your modality, cuz what you don't wanna do is somebody coming in there for like a deep tissue massage and you're like, no, I do lymphatic drainage. Does that make sense? Okay. So if all you do is cran therapy, then you do have to advertise that you still have to dial it into a population that you serve.

Rebecca de Azevedo ([01:10:43](#)):

And then you also have to educate people about what the Crans therapy is. Same with myofascial release, same with Thero method. Same with any of these things that if you do a specific type of tool, a specific body work tool and that's all you do that you can't advertise massage. Okay. You do have to

advertise that thing that you do. Okay. So lymphatic drainage carbon is great because what you're doing is, I don't know what BBL what's BBL. What's BBL Carmen, but post-surgical lymphatic drainage. There is market penetration on that. People actually do know what that means. Okay. I work with lymphedema and swelling. BBL is a laser. Oh, okay. Well again, you're gonna have a little education curve to teach your clients what the heck you do. Okay. Okay. Let's see what else here. So charity says, now this is where I wanna answer questions.

Rebecca de Azevedo ([01:11:43](#)):

Okay. So if you're not clear on your niche or you're like, yeah, but let's talk, let's talk. So charity says, what if there isn't just one thing you wanna focus on if the client has a problem, but you don't wanna address the, just the area that hurts. You wanna take a whole body approach to, of changing kinetic chain patterns in the body. How do you word that? Well, again, charity, what you're thinking about are your tools. Okay? What I want you to think about is how are you gonna market your tools so that you get the right clients on your table? Who needs kinetic chain patterns in the body changed? Cuz they're not walking in saying, Hey, I'm looking for somebody that can help me change my kinetic change patterns on my body. I guarantee you, no one is asking for that. That's the tools that you have.

Rebecca de Azevedo ([01:12:23](#)):

You have to decide how to apply them. And you can go as broad as you want in a niche guys. Chronic pain is a pretty broad niche. That's pain lasting more than six to eight weeks pain following an injury, pain of unknown origin pain that just doesn't go away. That's chronic pain. That's a pretty broad niche. And you're not saying, oh, I'm sorry. I only do chronic shoulder pain. You know like you, right? Like it's really up to you to just kind of look and figure out like, what am I really good at? What do I love? What, what could I just work with all day long? That just makes me so, so happy. And then you just have to find the way to actually word it. I okay. By the way, you guys can also work on whoever you want. Okay. And niche does not limit you.

Rebecca de Azevedo ([01:13:07](#)):

You can say, I work with post-surgical lymphedema and you could also have chronic pain clients, but you're not advertising that necessarily, those will just fall into your lap and you can have one for sure. People will seek you out. It's not like, oh no, stay away. Unless you don't want to. A lot of people, I'm just gonna say this. A lot of people that have like a women niche just don't wanna work on men. They've had problems with men in the past. They've had issues. I'm sorry. We love all the men in this industry. And it's not about the men in this industry. It's about the men of the world that can sometimes be problems for massage therapists and even women too. Okay. Not, not to say there aren't problematic women out there, but we just know in our industry we're often misunderstood and some men come to female massage therapists thinking they're gonna get more than a massage.

Rebecca de Azevedo ([01:13:53](#)):

So some women just have decided I don't work with men. I just wanna, I just don't even wanna deal with that. I just, I just don't wanna deal with that. So you have every right. If that's your niche to say, no, I'm sorry. Don't work with men. I, my, I work with women only and that's a nice way to actually steer away the, the clients that you just don't wanna work with or aren't a best fit for. Let me say this too. Now this is the hypnotherapist in me speaking, when I train hypno therapists, one of the things we teach you is that your beliefs about the client have the greatest impact on the results that they get. They think about that whether or not a client can actualize an incredible healing through the tools of hypnosis that I

use and, and teach has a lot to do with the belief of the hypnotherapist. So this is another reason why I want you to declare a niche for yourself is because you need to believe that you can help those people. If you don't believe that you can help that person, you should refer them out to someone who can. And I mean that with anything, if you I've had people ask me, oh, could you just do like reflexology? I just wanna a reflexology session.

Rebecca de Azevedo ([01:15:07](#)):

Nope. Don't wanna do that. Like, can I, yes, totally trained in reflexology. Don't wanna do it. Not my practice, not my jam, but let me refer you to somebody that does that all day long and loves that. And that would be a much better fit for you. And it's the same. Like even with prenatal, I have so many people massage therapists, like I can work on pregnant women, but it's a whole different experience when you go to a person that specializes in that and knows everything there is to know about that that client is really gonna be better served. So just think about that. Like who, who can you really just put all your belief and all your faith in and all your love into those are the people that you should be working with. Okay. And refer anybody else out that you want to. Okay. So Genevie, you wanna help people who want more mobility in their body, but why what's the, a problem they have, that's preventing them from having mobility in their body. Who are they and what problems are they complaining about? You wanna talk to me about it?

Speaker 6 ([01:16:07](#)):

Yeah. I guess the thing that comes to mind is like stiffness or just feeling like they have limited mobility or the other word that comes to mind is like flexibility, like flexible spine, right? Like, okay. Being more aligned,

Rebecca de Azevedo ([01:16:24](#)):

Those are the desires, but what are the problems? Why are they stiff? Why are they not flexible or less flexible?

Speaker 6 ([01:16:33](#)):

I don't know.

Rebecca de Azevedo ([01:16:35](#)):

Then just start looking at the clients you are already have and see if there's a theme. Okay. Okay. Because somebody could be stiff from post surgical, you know, coming out of a cast or something like that, you know, broke their leg. Somebody could be stiff because they have arthritis or they have chronic pain or they are people in wheel who use wheelchairs to get around. You know what I mean? Like the more you can dial that into what type of person or population has this problem.

Speaker 6 ([01:17:10](#)):

I might also just to get, cuz I'm one of the people who says everyone. So I think it might serve me to get to like survey my regulars and just hear what they say.

Rebecca de Azevedo ([01:17:22](#)):

It can help you, but more than anything, I want you to look inside of you and for out what makes your heart sing? You know? I mean,

Speaker 6 ([01:17:32](#)):

I'm mostly interested in like the tie style, so okay. I don't know

Rebecca de Azevedo ([01:17:37](#)):

Who needs that.

Speaker 6 ([01:17:38](#)):

Yeah.

Rebecca de Azevedo ([01:17:39](#)):

Okay. That's the that's gonna be the obstacle for you to overcome is who needs that? Because listen, people might be running around looking for tie style of body work, but those are very savvy consumed me. I just got my first time massage a month ago, two months ago. I've never had time massage before you guys. And it was awesome, but I'm a freaking body worker. I know what time massage is. They're advertis. And I'm like, yeah, totally wanna, I was walking downtown Scottsdale and I was like, awesome. And I walked in, can you take me right now? They were like, yeah. It was like, so cool.

Speaker 6 ([01:18:11](#)):

Well I think, and that's been my trick or like is not issue, but I don't wanna call it time massage. So I'm trying to find the things that I can call it without calling it that, you know, Mo mobility. Yeah. Modality specific kind of term. Yeah.

Rebecca de Azevedo ([01:18:24](#)):

Yeah. So just think who needs greater flexibility who needs greater mobility because you have to advertise to the problems that they know they have. Okay. They like, they, they, it has to be in language in terms that they understand. OK. Okay. Elliot, I see your hand up.

Speaker 3 ([01:18:51](#)):

Yes. Hi. So I have a question regarding Reiki because I am interested in getting the whole training of Reiki and I have been talking to people and my family is they're. They just don't like it. They just don't like the, I just feel like there's so many misconceptions about Reiki and how it's almost like witch or like wizard kind of thing. Which me, it's really not that when you get into the subject, you really see that it's, it's not, it's not the fact, it's just the misconception. And so my question is regarding like if it's a good idea to just describe what my practice would be and what I would like to help without necessarily naming Reiki.

Rebecca de Azevedo ([01:19:39](#)):

Well, again, you'd have, have to, because I'm gonna tell you, your clients are gonna be very disappointed if they're coming in for a massage and you do Reiki, you're gonna, that's a, that's gonna be a problem in terms of managing the client's expectations for the session. So if all you do is Reiki or that's the primary primary tool you use, you still have to figure out who, what problem are

Speaker 3 ([01:20:03](#)):

You?

Rebecca de Azevedo ([01:20:04](#)):

Okay.

Speaker 3 ([01:20:06](#)):

Okay. But if my, cause my question is gonna be mostly massage with the integration of Reiki. Not necessarily if the customer doesn't need it, I'm not gonna use it.

Rebecca de Azevedo ([01:20:18](#)):

Okay.

Speaker 3 ([01:20:18](#)):

So I'm integrating the I'm integrating Reiki, for example, for depression, anxiety, all those things. I just feel like that that would be really helpful.

Rebecca de Azevedo ([01:20:28](#)):

That would be a niche then.

Speaker 3 ([01:20:31](#)):

Okay.

Rebecca de Azevedo ([01:20:32](#)):

That would be a niche. And you don't have to say I do a massage and I do Reiki and I also do bars. And I also do some of this and that and polarity therapy. You don't, your clients don't care what tools you use. They just don't care.

Speaker 3 ([01:20:44](#)):

So the modality is not, is not necessarily needed to, you mentioned for them to have a good massage,

Rebecca de Azevedo ([01:20:53](#)):

Right? If you do massage. So backtrack what I said, you do need to mention it. If it's all you do, if you're gonna have a hell of a lot of disappointed clients coming in for massages when you're not touching them and you're doing Reiki.

Speaker 3 ([01:21:04](#)):

Yeah. Does that make sense?

Rebecca de Azevedo ([01:21:05](#)):

But you wanna throw it into a session? Great. Throw it into a session. A big deal. Okay. But still to dial in who are the clients I wanna attract, maybe people with anxiety and depression is actually, that's a really good niche.

Speaker 3 ([01:21:18](#)):

Okay.

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

Okay. Thank you.

Speaker 3 ([01:21:20](#)):

Yeah,

Rebecca de Azevedo ([01:21:20](#)):

You're welcome. Okay. I have to go back to, if you guys have questions, put it in the chat cuz I'm not necessarily, I actually have two screens. I have a huge screen. And even that I can't see everybody on the screen without toggling back and forth. So if you have a question, just put it in the chat about that. Okay. Yeah. Marcus, I get it. You've also had to dismiss female clients for inappropriate behavior. Yeah, exactly. That's why I'm saying it kind of goes both ways. But having a niche can give you a reason to exclude problematic clients if you need to. Okay. Okay. Oh, BBL is Brazilian Butler lift. Oh, okay. That's a laser treatment. Okay. Got it. Thank you. That's a whole different, that's a whole different thing. Okay. let's see here. Lisa says I do energy medicine work using crystals and stones.

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

I call it crystal Etta energy, transmitting, tranquility and arranging healing. Is this that's? No, that's a tool. That's not a modality. Okay. And that's gonna be very challenging to market if you're also trying to, trying to get people to understand an acronym. Okay. So you just have to think about who needs that when is crystal healing for, you know, and the way that you do it, like who is a good candidate for that. Okay. And that will be, that will unlock a lot of your marketing messaging. Okay. Okay. Is it cool to have a niche and a sub-specialty like major and minor kind of, yeah. It could be like that. I major in women. I minor in fertility issues kind of thing. Yeah. I like the way you've explained that rose. That's great. So women with chronic neck and back pain, sub-specialty neck and back pain due to scolio.

Rebecca de Azevedo ([01:22:53](#)):

Well, no, in that case, no. It's just women with neck and back pain because isn't scoliosis an example of back pain. Isn't scoliosis and structural imbalances, a type of neck and back pain. So it just of still falls underneath the same umbrella. Okay. Is it illegal? No, it's not illegal to only work with a certain population. It's it's better for people. Look, if I want a doctor, I'm gonna go to the specific kind of doctor. What I think is not cool is if I go to my ear, nose and throat doctor and they wanna pres prescribe psych meds for me, that's wrong. Well, I'm a doctor. I can prescribe meds. Well, you're not a psychiatrist. So you should probably shouldn't be SI prescribing psych meds. Does that make sense? So it's really actually makes it clear to people who should come to you, who should be referred to you and who you best work with, but no, it's not illegal.

Rebecca de Azevedo ([01:23:49](#)):

Let's see. What about listing the different problems we can help like fibromyalgia, mental arthritis, anxiety, depression, et cetera. Yes. But that's just as confusing as a list of modalities. You need to make it so simple. A fifth grader can understand what you're talking about now. Let's say you say I specialize in chronic pain relief, such as fibromyalgia auto accidents, old injuries, pregnancy pain. That makes a little bit more sense because you're just giving examples of the types of chronic pain that you can help. And I think that that's a good idea. Okay. Can it can kind of paint a picture for, okay. All right. Lawrence is the hangup I have with my niche is that I love to work with athletes and there's a large population of military

in my city. And I built a following of Naval pilots. I'm concerned a prenatal focus, practice or marketing will alienate the sporty and military men.

Rebecca de Azevedo ([01:24:44](#)):

Yeah, it will. So you just have to decide, do I want to abandon that and go all in on my prenatal practice? It's totally up to you guys. Bottom line. Here's what the bottom line overarching message here is. You get to decide, you get to decide how you want your practice to go. And it's just then becomes a strategic question of how do I actually make that work. Okay. So what if you Lauren, if, if you wanna go all in on a prenatal niche, then yeah, you might feel a little awkward having a bunch of Naval pilots and military men coming in your practice. That's really geared towards pregnant women. It's not that you can't do it. You just need to have a conversation with those men. Hey, listen, I'm reframing my practice. I'm really interested in serving pregnant women. That at being said, I know I have a great following of Naval pilots and I love working with the sporty and military men.

Rebecca de Azevedo ([01:25:38](#)):

And you're still totally welcome here. You're just gonna see some things change in my practice. And I just want you to know that if you're uncomfortable coming into a practice called, you know, long view, prenatal massage or something, then, then this may not at work for you. Okay. So that's really, it it's just a conversation to be. I had men coming into my practice all the time. They didn't care. You know, they knew I was a prenatal massage therapist, but they also knew I was just really good with pain relief. So I didn't have to turn them away. They just knew they were coming into it's like guys, if a man wants to get like waxing, they're gonna go into usually a salon that's really geared for women. You know what I mean? It's a beauty salon. Let's just say I'm speaking really sloppy. Right. But they'll still go yeah. Wax my back or whatever kind of thing that they want. There're also places that now specialize in, not just for men. So they're a lot more comfortable there, but if he wants the service, he's gonna go there doesn't matter. Okay. Does that make sense, Lauren?

Speaker 7 ([01:26:37](#)):

Yeah, I I was curious about using targeted marketing. My business name is general or related to my location. It's coastal Virginia massage. So I don't have prenatal in the name. So I'm not, and the name will alienate people. I'm just thinking about generally like marketing on Facebook and social media. Is it, is it a thing to target your marketing towards these specific groups? Because I feel like both could be my niche and at this point I could go I direction and be successful. It's just that my practice is physically located in a birth collective. So I have that big opportunity, but my joy and my passion is really working with athletes. And I thrive when I work with pregnant women who are athletes that are runners, distance runners and stuff like that. So I'm just trying about how I can narrow.

Rebecca de Azevedo ([01:27:28](#)):

It could be that you can work with athletes and pregnant women. It's fine. Okay. Actually have a practice that I worked with that that's what they do. Okay.

Speaker 7 ([01:27:36](#)):

Thank

Rebecca de Azevedo ([01:27:36](#)):

You. You can, you can, it's that art of stitching it together. So people don't just go whiplash. What are you even talking about? Okay. But you could also have a niche of working with pregnant athletes, athletes, pregnancy, and pregnant athletes. I kind of like that. You know, you can totally do that. It's just about how clearly you communicate to it. You could say, you know, frankly, I think pregnant women are athletes. They're training for an intense. I

Speaker 7 ([01:28:00](#)):

Do say that. That's what I say. That's exactly what I tell people first

Rebecca de Azevedo ([01:28:03](#)):

Is an athletic event. If you're not preparing and training for that, like you for a marathon you're in for something you're in for something fierce coming at you, you need to train for that. Not just physically, but mentally and emotionally as well. Okay. So yeah, there's a lot of ways you could pull that together. Cuz like I said, Lauren, you don't have competition. You are you and you might be the best person to have those things intertwine. And then you just need to explain into your clients. Yeah. I'm in a birth collective. So don't worry about that. You're gonna be around pregnant women and babies and that's the, that's who I work with as well. But I also work with athletes. So just know you're coming into a very birthy space, but I work with wi you know, athletes, pregnant women and pregnant athletes. I love that has a nice ring to it.

Rebecca de Azevedo ([01:28:47](#)):

Okay. All right. Let, just see here. Chantel says probably neck hips and shoulders or athletes. Okay. Maria says alternative chronic pain relief would be a niche. Not a ne yeah. Just chronic pain relief. Yeah. Alternative, I guess. Yeah. Hands on chronic pain relief. Yeah. Working professionals with postal stress and pain. So it wouldn't so much be working professionals. Literally. Nobody calls themselves that. Right. Nobody's like running around saying I'm a working professional, like right. So it sounds like it would just be posture again. Postural stress is a little technical as well. Just call it neck, shoulder and back pain for people. Make it easier for people to understand what you're talking about. Okay. Yes. The oncology niche. Here's the challenge I found with the oncology niche. You're you're, you're not selling services to the, a patient you're selling it to their families and the people that are supporting them.

Rebecca de Azevedo ([01:29:49](#)):

Most people going through oncology feel like they're a massive burden. They might not be working. They might not be generating income. And and, and it's very cha I've just found, it's just very challenging to advertise specifically to cancer patients. They're just like, wait, I, I can't afford massages right now. I'm trying to stay alive. And chemo is gonna tap out my family and my insurance or whatever, you know? So I've just found that you've gotta be super, super a graduate. That's been very successful in that niche because her mother died of breast cancer when she was 17. And she used to massage her mother and even just telling the story makes me wanna cry. It's so moving. And her, her mother was just like, you have to do this. You have to help people. And she's finally decades later, we got to build that business and help her build that business together.

Rebecca de Azevedo ([01:30:34](#)):

And it's been very rewarding because it's so deeply who she is, you know, that she can really speak from this compassionate place of why women need this and why families need this for their women and all of that stuff. Right. So it's very, but just know that it can be, it, it can feel a little predatory to target people

with cancer just because of the burden that it is. So just keep that in mind. Okay. Oncology pairs. Well with other things though, too. Okay. Okay. Let me see here. Conveyor value. You AB Marcus absolutely have to convey your value. That's what selling is about.

Rebecca de Azevedo ([01:31:16](#)):

You know, you absolutely have to convey your, your value. I know you're talking about something different. Your value is your niche and not your list of modalities. I get that. But, but it's, but overall we all have to convey our value to other people. You guys wouldn't have, I'm doing this webinar. You wouldn't be here. If I didn't convey the value of this webinar, the value of what I have to offer you guys or what I'm committed to offering you guys, does that make sense that that sales and marketing that's what that is. But it's really about the marketing is about who you serve, not what you do.

Rebecca de Azevedo ([01:31:50](#)):

Okay. Could I help other people with small businesses with my coaching? Absolutely. But I generally only help massage therapists. I do have couple acupuncturists, personal trainer and a physical therapist, but really what I'm about is massage therapist, cuz that's me. That's who I am. That's what I eat. Sleep, drink, breathe. I'm really, really good at that industry. Okay. Does that make sense? So that helps you add to your value when you're like, this is what I do and this is what I'm an expert at. That's how you actually charge more. Okay. Okay. So let's see mobile massage for active seniors. Yes, yes, yes. You guys are doing a great job. This is like the first time I've had people that are actually like 99% clear on what their niche is. It means we're doing something out there. You guys are like thinking about this. We're getting that message out there.

Rebecca de Azevedo ([01:32:34](#)):

It's really, really great. Okay. Baylor athletic and body builders. Our name is urban body massage therapy. That's totally fine Marcus. But your niche, your tagline needs to say what your niche is. Okay. And then if you decide to work in chronic shoulder back pain, when you actually do the massage, you're supposed to focus in on those areas. No, not necessarily. You guys, that's where your tools matter to you. Your client doesn't matter. Your client doesn't care what tools you have, but let's say you go in, I had massive, massive hip issues. When I was pregnant with my second child, I had so much pain in my hip. I could hardly even walk and it, it was just locked up and I went to a different kind of chiropractor and he does upper cervical chiropractic. He only adjusts adjusts. The Atlas. I walked in for hip pain and he gets me on the table and works on my neck.

Rebecca de Azevedo ([01:33:23](#)):

And you know what, solve the problem. I can walk now. I didn't care that he didn't even touch my hip. He, but he explained to me, here's why the Atlas is so important. Da da, da, da. And you know, he gives me the whole like spiel and he is got, you know, like the whole, get me on board with what's going on. If he didn't say anything and all he do was lightly touch my neck. And I walked out of there. I would've been really confused, but I wouldn't have complained because it resolved my pain. I've been like, that was weird. But I'm like, what did you do? Right. I trusted him. I trusted him and knew what he was doing. He was, he came highly recommended by somebody that had a similar issues and it's not your back, it's your neck. And I was like, okay, you know, like try that.

Rebecca de Azevedo ([01:34:04](#)):

Right. But you will do your clients a better service if you're actually educating them as you go. So you have a conversation. Look, I know you're here for neck and shoulder issues. But what I found is that most people have an imbalance in their gate and that's really, my expertise is the gate. So we're gonna look at this and we're gonna approach it that way. And you're getting them on board with your processes is, but you get them in with your niche. Does that make sense? Okay. NUCA yeah, that was NUCA Marco. Yeah, exactly. That was NUCA. I love NUCA chiropractors. They're amazing. I have no chronic pain anymore. It's amazing. But yeah, so that's the deal. Okay. Then Abby says his neck, shoulder and back pain really considered a niche. Yes it is.

Rebecca de Azevedo ([01:34:47](#)):

Yes. But here's the thing. I know. I get what you're saying, Abby. It's like, I feel like that's everybody. It is. But what they think we do is very different from what we actually do. Would you guys agree? It, it varies in other parts of the, in certain parts of the world, a lot of people out there are confused about what we do or they at least don't appreciate what we can do. They think we're back rubbers foot rubbers AI got throw back. Oh, rub my, you know, like they think we're like massagers. I'm like a massager is a thing you buy at the store for \$200. That goes Thum, Thum, Thum. I'm not, you know what I mean? Like people have a very basic understanding of what we do and what we can do. So our marketing also needs to be messaging that elevates our position and status in their eyes as well.

Rebecca de Azevedo ([01:35:41](#)):

So you could say massage therapy for stress reduction. No, duh. That's like a dentist that says I work with teeth. Of course you do. Everybody knows that. Right. But what you're doing is dialing it in further saying I work with neck pain, shoulder pain, back pain that at least elevates you out of spa. Pammie relaxing, special treatment. Valentine's couples massages that elevates you into, I'm actually a clinician technician, like a actually solve specific problems. Or I work with specific types of problems. And I think that that helps that that makes people go, oh really? I didn't know. You could do that. I got that all the time with prenatal, you can massage pregnant women. Well, how do they lay on their bellies? Well, are you massaging the baby inside their belly? Like people were so interested and confused about what I did as a prenatal massage therapist. Like you help them give birth. Well, incidentally. Yes I do. But that's not that that's cuz I'm also a doula. I'm not, you know, like, so it's just this opportunity to converse with people in a way that gets them curious about and interested in the mad skills that you have. And I think that that's helpful for our industry. Okay. All right, Karen, I see you have a question.

Speaker 8 ([01:37:06](#)):

Yeah. So my, my when I initially started out, my company name was soothing, serenity, therapeutic massage. Couldn't be just soothing serenity massage because according to my town massage had the bad connotation to a, so I had to put therapeutic before it. So I was doing deep tissue, all the cupping, all those things. During the pandemic I pivoted cuz I wasn't doing massages. And I started learning to be a labor, postpartum doula, child, breath, education, and infant massage education, all of it, love it. So I changed my name to, to not completely but, and birthing services. And my tagline is body work, birth babies, Because, and I mean, I like doing a little bit of everything. I like learning Thai. I like learning. I like doing the deep tissue, but I wanna try and get it. So it's more of a one stop shop where someone who's pregnant can come in, get a prenatal massage and while it chitchatting, oh, by the way, have you started taking childr? Not so much as an upsell way, but a normal conversation that hopefully they'll, I'll get to see them all the way through to newborn care specialist.

Rebecca de Azevedo ([01:38:26](#)):

Yeah.

Speaker 8 ([01:38:27](#)):

Cause I did. I did.

Rebecca de Azevedo ([01:38:30](#)):

I think that's great.

Speaker 8 ([01:38:31](#)):

So I'm just trying to figure out how to kinda switch I'm I'm I don't, I only do it part-time I have a regular full-time job. I'm by myself. No husband, no boyfriend. No, I'm all on my own.

Rebecca de Azevedo ([01:38:44](#)):

No sugar. Daddy

Speaker 8 ([01:38:46](#)):

Dang. No sugar daddy. So need to do all this on my own. It's hard to make that leap from the corporate world to doing justice.

Rebecca de Azevedo ([01:38:56](#)):

Yeah. Good. Yeah. So it sounds like you're doing a lot of the right things. So then if the question is, how do I make that leap what's in the way of you? What do you need that if it were present would allow you to make that leap

Speaker 8 ([01:39:11](#)):

The, the money. It's definitely the money that in making sure that I have that income I'm coming in, that's going to sustain me. Yeah. For health insurance. Cuz I'm also immune compromised with a kidney transplant.

Rebecca de Azevedo ([01:39:24](#)):

Oh

Speaker 8 ([01:39:25](#)):

Wow. I have to have those medications. Yeah. So it's it that it's like, you know, okay. I ha I get a paycheck every two weeks.

Rebecca de Azevedo ([01:39:33](#)):

Yeah, yeah. Yeah. So it sounds like consistent client consistent income. And yeah, we'll get, we'll get to that in the next couple sessions. Okay. For sure. But but it's also just the strategy of, of working through that stuff. You can get insurance on your own. You don't need a job for insurance. I have not had a job in 10 years, 11, 12 years. I work for myself. I pay my own insurance. It's never been an issue now I didn't have a preexisting condition or something like that. But I would encourage you to just look into that, just look into cuz if you switched jobs, for example, you'd still have insurance. Right. So, so I would just

encourage you to look at that. It might be more expensive cuz maybe your employer it. But my, I pay my insurance is like 800, \$900 a month for me and my three children and my business pays for it. I, I don't worry about that

Speaker 8 ([01:40:31](#)):

Because yeah. I just have to find a consistent clientele prenatally, especially right now. Right,

Rebecca de Azevedo ([01:40:37](#)):

Right. Which is all about marketing and it's all about out visibility and all of that stuff. I mean that's, that's exactly what I do in Rocky massage practice economy.

Speaker 8 ([01:40:46](#)):

Yeah. I mean I have Instagram and all that stuff. It's just, I'm not consistent and I know I need to be.

Rebecca de Azevedo ([01:40:52](#)):

Yeah. And it may be that the marketing strategies you're using, aren't consistent for you. They're not getting the results that you want, but it also could. It sounds like there's also a a, I, I don't, I just say a mindset block, but it's just, it's this fear. Yeah. A lot of when people like, how do I let go of this job to go all in on this? You know, there's a strategy to that, but there's also sometimes you to go all in on it cuz when you're not totally committed to it, it's never gonna work like, like anything. Right. Hmm I'll I'll marry you sort of, you know, I kind of wanna have a baby let's just try and get pregnant. No, no. It's like, you know, there's things that like require your total investment in order for them to work and business is one of them for sure.

Rebecca de Azevedo ([01:41:32](#)):

Right. Okay. Business is one for sure. So we we'll talk more about that over the next couple of days. And then you could also you know, for any how I'm curious, how many of you guys have not including current students and past students, you can bow out us, but I'm just curious how many of you have done a 60 minute discovery call with my team. Okay, cool. Okay, cool. And the rest of you that haven't so I, I, I'm just curious about that. So that's one of the things that you guys can always do at any point, if you haven't already worked with me is to schedule a free 60 minute discovery call with my team. And what that's about is you getting total clarity on what's in the way. So like if we were just chatting where did she go?

Rebecca de Azevedo ([01:42:12](#)):

Hold on my, I have to lower don't please don't use the raise hand for you guys. It confuses me, whoever it was. I was just talking to she just carrot. No, Karen there she's. Okay. that if we were chatting on Facebook and you were asking me those questions, I'd be like, go book a call, you know, thank you, Nikki. Just put it in there. Just go book a call with my team cuz here's the thing, guys. If you're committed to solving that problem, then you can and solve that problem. If you're not committed to solving the problem, then just keep struggling with it. Just keep it's a hobby. It's not a business. Right. But that's the thing I want you to to think about. Like that's, if you really are serious about it, that's exactly how we help people. And a discovery call is not to sell you my program.

Rebecca de Azevedo ([01:42:51](#)):

It is how we sell the program, but it is not to sell you a program because we don't even know if it's for sale until we talk. You might not need it. You, it might not be the good time. It might be a good fit. So the really it's about clarity, right? Jason's is nodding his head. As I said that Jason and Kate and Justin are three people that are on my team. Nikki's also on my team. And that's the purpose is we want you to get clarity because if we can help you and you want our help, then you should get that SU settled right away. And you should take action on that right away. But if not, you still get total clarity about, oh this is what's holding me back in my practice. And then you have a choice about that. Okay. So we do those calls for free.

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

Okay. So take book, book one, if you haven't done that. All right. Don't book one. If you have, you don't get two, if you have, that'll be like, all right, then why, what you know, did you implement what you learned on the call? Right? And then just look newly at what steps are next for you. Okay. So that's thank you, Nicky. I was just getting that ready to put in there, but that's a that's I think that that's important. And guys what's missing in our industry is you having a clear pathway to how to solve your problems? Cause what a lot of people do is they ask a lot of questions and they get advice and stuff, but then they just don't implement it. And you gotta actually figure out why not? Why are you not implementing it? How many of you guys, you know, you've been running, gathering all kinds of free information on the internet for me, or other sources about your business and trying to get tips and you know, well, how long have you been trying to collect tips?

Rebecca de Azevedo ([01:44:20](#)):

How well are you implementing them? And if not, there's something else behind that, that you need to get clarity on. Otherwise you're always gonna be running around collecting tips, always thinking about your practice, but there's vast difference between collecting information and experiencing transformation and not, everybody's always ready for that, but we do wanna serve you. Okay. So if that feels like something that would serve you, then you could do that because we would love to help you that way. Okay. And that's really, for a lot of you gonna bridge the gap, you need just an actual you, and you need help implementing it. You're gonna get awesome roadmap here in the days that we're gonna spend together. But for many of you you'll have the roadmap, but the fear will still get in the way of you taking action on it. And really what you need is guidance on how to actually implement the roadmap and the steps.

Rebecca de Azevedo ([01:45:12](#)):

And that's, that is what I do in my coaching program. So, okay. So that's what I would recommend. Karen is book a call if you haven't done that already. Cuz that would really help you figure out what's between you and being able to, I love helping people quit their jobs that they don't like. I helped a lot of people quit their jobs. It's so fun for you to actually see like, wow, I can really do this and then to close a gap and do it. It's really, really fun. Okay. Okay. Let's see here. Alex, Alex, we're not going over digital marketing that was not promised in this workshop. Okay. I'm not going over anything on digital marketing, unless it comes up in Q and a, but that's not one of the things that we promised in this workshop. Okay. let's see. And then, and then rose said I considered oncology massage as my niche.

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

Oh actually, lemme circle back. Those of you that have done discovery calls, you could book another one with the person that you talked to. If you're like, okay, I'm ready to take some action here and you

wanna follow up. And if you were offered a spot in the program, we don't offer that to everybody. But you know, if you wanna follow up call or wanna move some things forward, then you're welcome to do that. You could just reach out directly to the person that you spoke to. It'd either be Justin, Kate or Jason. Okay. Okay. Rose said, I considered oncology as my niche. I lost my father to counselor at 22 and saw the benefits of working on him as a supportive way. But I was concerned about the ability for this special population to pay that's the, that's what we run up against. So I chose to do it as volunteer work instead of charging the premium as a specialist in this niche, which felt icky.

Rebecca de Azevedo ([01:46:45](#)):

So sometimes doing what you're passionate about for free and having a target market that you can afford to pay your premium is a good balance. Exactly. That's why I say you can build a successful business that can allow you to do charity work, which is great. If that's what you wanna do or include oncology as a parallel problem in a greater niche. Okay. So like you could offer it, but you're not dependent on it. Okay. So it could be chronic pain. It could be autoimmune diseases or something like that. I don't, I'm just thinking of something, something plus oncology and you can absolutely do that, but just know that for oncology or marketing to the families, the coworkers, you're not marketing to the cancer patient cuz they all do wanna help that person. Okay, cool. Okay. Alex was like, bye. We're not talking about digital marketing.

Rebecca de Azevedo ([01:47:37](#)):

I'm outta here. Right. Okay. What other questions do you guys have? What do you need? How can I support you? So today we got some clarity on your niche and the basic foundational things that you need to have in place in order to have your business be in actual business. Okay. So if there's any other questions just say in the chat, I have a question and would also love to, since Nikki is here and we have other, you know, graduates of my program here, I've just, if there's anything you guys wanna just share in terms of how getting that clear or how implementing that has, has helped you. I would, I would love for you to do that too. If you'd, if anybody would like to do that. Okay.

Rebecca de Azevedo ([01:48:14](#)):

Okay. Bye Kathryn. Yeah. Love it. You guys love spending this time with you. Okay. I don't see any other urgent questions, but feel free to pop something in if you want my help or coaching on something. No. So tomorrow or sorry tonight. Who's joining me tonight. Okay, cool. 6:00 PM. Mountain time. And then tomorrow morning, same as this morning. 8:00 AM to 10:00 AM. All right. So what we're gonna talk about next is is money and what to charge for your services real quick. I wanna grab the if you guys haven't gone over this already, hold on. I'm gonna grab this training for you. I would give it to you tomorrow anyway, but some of you are gonna want a head start. This is a training that we have. It's free. It's called know your numbers. We are gonna go over it tonight. But it, if you, if you're the kind and a person that wants to be prepared or you kind of wanna know some of the information in advance, there's some good calculations in there.

Rebecca de Azevedo ([01:49:24](#)):

That'll just really, really prepare you for tonight. Again, it's not required, but that's the resource that we're gonna be using tonight. So if you wanna get a head, start on that you can, there's some videos to watch and there's a handout. But what I want you to be thinking from is what do you need to charge in order to achieve six figures in your practice or whatever your goal is? Your pricing has to be right. Okay. So we'll go over all of that tonight. Okay. All right. So, and then Nikki said I did rock your massage

practice academy six weeks after opening my practice and I now make six figures working. Part-Time why? Why do people struggle for so long? It's totally optional. Yeah. It's it's Tru you guys, you just don't have to struggle. Okay. Clarity with my niche. How do we know we have a solid business name?

Rebecca de Azevedo ([01:50:10](#)):

That's a good question, Nicole. Why don't you post that in the group? Okay. Post that in the mapping, your six figure practice. And just, what's your name? What's your niche. Okay. I always need to name the business before I need to have a niche clear before we name a business. Okay. and then rose is, I'm still little bit stuck on clarity with my niche. Stop working on your logo. Tell your graphic designer. You're pausing you. Can't name a business without a niche and you can't have a logo without the name of your business. So you put in the cart before the horse and that's why you're stuck. Okay. So just pause all that rose and get clarity on your niche. Okay. All right. How can I get the recording for tomorrow morning? Obviously after the morning? Yeah. It's after it happens, Elliot. Okay.

Rebecca de Azevedo ([01:50:56](#)):

As long as you guys are registered for this event meaning you got all the emails and stuff about it, then you will get the LA you will, that should be sent out to you. Okay. I'm pretty sure that's what the plan is for my team. And I'll just drop that link again, if you are not sure that you are enrolled. Hold on. Where's my links. Oh, it, I already dropped it. You did it. Thank you. If you're not registered, make sure you're registered. It's possible. You are attending this event without being registered for it. So make sure you're registered so that you get on the E mail list for participants and that's, who's gonna get the replace. Okay. Okay. And then I'm not trying to struggle. Good, Lisa, then you'll implement proven strategies and follow a blueprint and you'll take action and you'll move forward much, much faster setting rates.

Rebecca de Azevedo ([01:51:50](#)):

No, we're also going to talk about, like I said, we've got the topics and it's gonna just kind of flow. Okay. So usually when we talk about rates, you know what comes up? Everybody's fears about money. Everybody's fears about selling, you know, all of that stuff. And so we'll probably get into that conversation as well tonight. Okay. Any mindset, blogs, any of that stuff. Okay. Awesome. And Chantel, thank you for that. Chantel says I just finished the academy. I need everyone to understand one point, get really clear about what you need. Like trust the process, get very, very clear about what you need. And I think that's true in all businesses. Okay. You gotta it, it should serve you. You're not here to take care of everyone else at your expense. That's not a business. That's codependency. Okay. We wanna actually have you run a business that takes care of you and allows you to do what you love and feel successful and really make a difference in the world.

Rebecca de Azevedo ([01:52:38](#)):

Okay. Okay. Cool. All right. Thanks you guys. Yeah. It's totally fine. If you, if you have to go, that's fine. I know there's a couple other questions. So if you wanna bounce off, that's fine. And if you wanna wait till I answer your question, we've got 60 seconds left. Okay. thanks you guys. Okay. So Mikayla says how to name a business with a niche that may change. I just opened my mobile practice, specializing in chronic pain and stress relief for women. My name is Spokane therapeutic massage. That's fine. I don't think you need change. Your Spokane therapeutic massage is a great name. You don't have to change it unless it's like prenatal massage. Then you just change it to Spokane, prenatal, massage, something like that. It's actually not hard to change your name. You guys, a lot of people freak out about that. It's really not that hard to change it.

Rebecca de Azevedo ([01:53:19](#)):

Okay. And only solve problems you have right now. Don't try to anticipate. We don't even, we don't even know what's gonna be happening in three years. How many of you didn't anticipate the last two years happening? The way it ended. Okay. So don't try to, don't try to plan a business that might happen in three years. Okay. Or, you know, any changes, just deal with what you have now and you'll leave better. Okay? Okay. Let's see. Neck, head and shoulders is a niche. Yes, it is. Okay. Jacqueline. I see your hand up. How can I help you? Ma'am

Speaker 9 ([01:53:48](#)):

Yes. Ma'am can you hear me? Okay. I just wanted to ask you, you were saying about not listening the modalities. I do list my modalities with relaxation firm therapeutic and I give a description, but I found that people tell me that that has helped them by me listen a modality, but I have a description that will it, they know what it is that they wanna choose. So is, do you think you still should not list the modalities on now?

Rebecca de Azevedo ([01:54:14](#)):

Well, you're just not selling the, buy the modalities. It's fine to talk on your websites and stuff about what you do. Cause you do wanna educate people to a certain degree, but that's not necessarily what's gonna sell your services. Okay.

Speaker 9 ([01:54:27](#)):

Okay.

Rebecca de Azevedo ([01:54:27](#)):

Does that make sense? Yes ma'am. Yeah. And, and I will just say, since you brought it up too, first of all, guys, if it's working for you, don't change it. Okay. Okay. There's a better way to do it, then improve it. Okay. If it's not working, stop doing it. Right. But, but as a whole in our industry, I'd like to see us getting away from talking about O deep tissue, relaxation, Swedish therapeutic, because to the actual client, it doesn't really mean anything. I am a very strong massage therapist. You're gonna get deep tissue when you work with me, unless you tell me to back off, but I'm not gonna charge you \$20 more, cuz I'm strong and I'm not gonna back off because you didn't pay me \$20 extra to go deep. Okay. Does that make sense? Yes. I think that that would really, I'd like to get rid of tipping in our industry. Just charge the heck what you need to charge guys and get, get people on board with that. Right? So that whole, I, I, I just, to me, it's just more of like a pet peeve where the end user doesn't know what they need.

Speaker 9 ([01:55:24](#)):

Okay.

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

It's like, does my dentist ask me how deep the, the cavity needs to be drilled? No, he drills out the whole cavity because that's his job. He doesn't ask for my input on, you know, on those kinds of things. He, he obviously it's my body and he's gonna tell me what's going on, but I don't make the medical decisions that he's best equipped to make. He's gonna make them and inform me. And I'm gonna give consent to that. And I'm gonna ask any questions if I need to, but I don't like it when we unwittingly put our clients in that decision making seat, because you do need to have a power differed in your practice. You are the

doctor, they're the patient. I know you're not doctors unless you are. Some of you are, it's fine. You have a PhD or something. I'll call you doctor all day long.

Rebecca de Azevedo ([01:56:11](#)):

That's great. But it's kind of like, you should be establishing yourself as the authority and expert in what you do. Your patients and clients want to be led. They don't want to make all the decisions. They're there because you are the expert. Okay. And again, that's a balance. Okay. So that's one thing I think is kind of confusing for people. And they might say, thanks for explaining that because they're freaking confused cuz it's out there all over the place, massage envy or massage addict or all this, you know, talk about, oh it's extra or \$20 for deep tissue. I'm just like, oh, stop it. I'm gonna give you what you need based on our mutual trust and respect and our awesome communication skills. I'm not gonna, I'm not gonna, oh, well sorry. You just ordered a Swedish massage. So no I'm doing Swedish here. Does that make sense?

Speaker 9 ([01:57:03](#)):

But I would say, tell you, I know we're gonna talk about race tonight, but I would like to say thank you because I followed this group for a while and that has really helped me to go up on my rates. I've gone from \$55 to a hundred dollars an hour. So that, that has really helped get helped me with the fear. So I just wanted to tell you, thank you.

Rebecca de Azevedo ([01:57:21](#)):

Oh, I'm so happy. That's the massive change in your life. That's amazing. I'm so happy to hear that. Yeah. Awesome. Okay. Okay. Cool. All right. And day bear. Am I saying your name right day?

Speaker 10 ([01:57:34](#)):

You did. Perfect.

Rebecca de Azevedo ([01:57:36](#)):

I love it. What can I help you with sir?

Speaker 10 ([01:57:38](#)):

Well, I, I have this, this confusion about like when you decide for your niche, do you, let's say that you decide for, for chronic shoulders and neck pain. So can you, I mean, are you gonna focus when you are actually doing the massage to the client? Are you gonna focus the whole massage and use those areas?

Rebecca de Azevedo ([01:58:02](#)):

No. You're going to use your amazing knowledge and skills to help the client with that pain.

Speaker 10 ([01:58:09](#)):

Okay.

Rebecca de Azevedo ([01:58:10](#)):

That doesn't say I only massage this part of the body.

Speaker 10 ([01:58:14](#)):

That's what I feel like. I will be saying when I put in the, the niche.

Rebecca de Azevedo ([01:58:17](#)):

No, no, cuz what, because again, like I went to the chiropractor and he worked on my neck and it fixed my hip pain. I didn't, I wasn't like you didn't touch my hips. He's a, like, I fixed your hip pain. That's what you wanted. It was, I wasn't coming for a hip massage. I was coming for a relief of hip pain and I don't care how he did it. He could have had me stand in my head for all I care. And if that helped my hip, I would've done it.

Speaker 10 ([01:58:41](#)):

But what about the, the client? Because that happened to me. I have a specialization in therapy.

Rebecca de Azevedo ([01:58:47](#)):

Yeah.

Speaker 10 ([01:58:48](#)):

So that's a totally different technique. So when the client says I have this and for six weeks, whatever. So I'm, I tried to explain, like you said, they don't, they don't understand what you're saying. Like try to, to communicate what I'm gonna do. So I say, okay, like, gimme let me work on you and, and see what is the result. So I start working for example in the head because the muscles of connection, whatever. I know I need to work in the head and they're like, but my pain is here. Okay. And then I work to the back lower back and I go like, but my pain is here. What, why you working over there? Right. So I'm like, okay, should I give that's what you say? That you do Nick and shoulders. So why you, so it's like, it's I know what you're saying, because I know I need to work on certain parts and, and then fix or, or help with another part. But sometimes I don't wanna get into an argument with the client or like what? I also do Reiki or I also do therapy and stuff like that. So I'm trying, like you say that I don't go step by step, but I explain, you know, like I do kind of like a blending. Yeah. And yet see the results.

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

Yeah.

Speaker 10 ([01:59:56](#)):

How can you approach that situation?

Rebecca de Azevedo ([01:59:58](#)):

So what you have is a boundaries and communication issue. Okay. So your clients are trying to tell you what to do and that's because you haven't established through communication protocols that this is how I do it. This is what's gonna happen in the session. This is why I do it. Are you good? Good with that. Okay, good, good. On the table. So it's literally, you just, haven't brought them on board with what you do and you have to communicate that and they're doing that because they feel like you don't know what you're doing. Right. And you never want that to happen with your client. Again, I wouldn't start directing my dentist. No, you're drilling it wrong. No, it's the wrong man. Like, he'd just be like, shut up. I know what I'm doing, but that's, he's established. He knows what he's doing. And I trust him and I know he knows what he is doing.

Rebecca de Azevedo ([02:00:52](#)):

And he is been my dentist for like 10 years. Right. So you have to have a conversation with the client and go, listen, I work with neck and shoulder pain and I know your pain is there. And your neck and your shoulder. I want you to know something that may not be the only area we work on because your body is not a bag of part it's. This is your, body's not a car where I can cut out the carburetor and replace it or I can, I can, you know, just do, it's not like that. Your body is interconnected. Body, mind, spirit. You might have neck pain. That's about how your heels are hitting the ground. Okay? So I need you to just be open and trust me that as a neuromuscular massage therapist, I know what I'm doing. And I will be working on as I'm assessing the body and what I, my knowledge about the body of what needs to be worked on. And that, that might include the part that has pain and it might include other body parts. Does that make sense to you?

Rebecca de Azevedo ([02:01:42](#)):

And then they go, yeah. Instead of what the heck are you doing? You're not even what my pain here. You, you have to enlighten them. You have to. I just like, if those of you that work with mind, body kind of connections and emotional things, you have to have a spiel that you say to your client and you go, Hey, listen, you have a client as a spontaneous emotional release, for example, on the table and you go, listen, here's what I want you to know. There is always an underlying and emotional, emotional component for all physical pain. I know that that might be news to you, but I know that. So I want you to know keep crying. It's totally fine. Cry your head off during the sessions. No big deal. You know what I mean? Like you, you have to be this trusted Sherpa in the very treacherous journey.

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

People are getting naked for you. People are lying face down. People are, people are in a very vulnerable situation with you and you don't know what their history is. So you have to show up as the leader of your business and you lead your clients with love and compassion and clarity of communication so that they can let go and that they can let you do your work. Instead of tell you you're doing it wrong, that would annoy the heck outta me. You know? But, but no one ever does that to me. No one ever did that to me because I developed a communication protocol that I trained all of my staff in to say, this is how you begin every new client session. And this is how you begin every follow up client session without exception, because it puts people at ease so that they can just know how to get a massage from you.

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

Most people don't, most people go in and the therapist does their thing on them. And most therapists don't listen. Most therapists don't communicate. Most therapists just kind of do their thing or they think they know more and they don't bring the client on board with what they're doing. You know, cuz yeah. If, if you did some amazing postural thing and people have neck issues and you spend 45 minutes working on their feet, I'd be too. Be like, I'm not here for foot massage. I'm here for network. And you're like, oh, well lemme tell you I've studied with the ancient, Peruvian shamans and whatever. And I have this technique and this is what we do. You need to educate them about that before you start. So they're not laying there going, what the heck is going on right now? That's the worst thing to do to a client. Okay. So that's the gap for you day bear is you've gotta explain to them what they need to know about the session and about how you work and about how it's gonna help them before you do the session. So, so that they can be relaxed and present and participate instead of what the heck is he doing all the time.

Speaker 10 ([02:04:10](#)):

So the belief of, of putting in the niche, like I do shower, neck a chronic pain. It wouldn't, it wouldn't actually bring to that situation. Like, like it, it is not necessarily like use said, so it's okay to, to apply, you know, to massage the whole body and everything.

Rebecca de Azevedo ([02:04:29](#)):

Yeah,

Speaker 10 ([02:04:30](#)):

Of course. They're gonna be like misleading. The fact that I put chronic back and should.

Rebecca de Azevedo ([02:04:34](#)):

Yeah. Cause you're not saying I give neck massages. That's not what you're saying. You're saying I work with people who have neck and shoulder pain and I help to reduce their pain. That leaves it open to you. Do whatever tools you have to use. Even if that means working on other parts of the body, as you understand is gonna help them with their neck and their shoulder pain. But be clear. It's an not saying I only massage this part of the body. That's not what we're saying at all. And maybe your clients need to understand that too. Perfect. Thank you. Yeah. Yes. Okay. So it's not communication process taught in the academy. Yes, of course it is everything. I everyth. You want everything in my brain. It's in rock massage, practice academy, you except for the things we added later. But, but those are, you know, like, like hypnotherapy and other things that I do, you know, but everything about building your massage practice is in Rocky massage practice academy.

Rebecca de Azevedo ([02:05:29](#)):

So it's one of the fastest shortcuts. If you're serious, if you're committed, coachable, decisive, you don't wanna mess around. Then you should apply for that. I promise we won't, we won't invite you in. We won't even talk about the commitment or any of that, unless we know it's a good fit for you. Okay? So that's again, why we book, book those calls just for you to get clarity, but I'm gonna warn you. You guys, you're gonna wanna do the program. If we invite you in, you're gonna wanna do it. And you should be prepared to make a big commitment with your heart, your mind, your energy, your attention, your cell, your future, your finances too. I just watched a Warren buffet, video speech. He talked about a woman who, who he bought her furniture company for billions of dollars, millions of dollars. And she was an immigrant in the 19 hundreds.

Rebecca de Azevedo ([02:06:15](#)):

And she saved up for years, \$2,500 to start her business. And it was everything she he had. And you know what? She retired a very successful, very wealthy woman. Warren buffet bought her company. Okay. So when people go, oh my gosh, your program is so expensive or it's such a big investment. I know that. I know that. And you need to know that you are worth it. You need to commit to yourself. You need all in people who halfass things get halfass results. So just know the financial commitment is commensurate with the results that we intend for you to get as long as you show up and do the work. Okay? I know some people DMD me about that. Like, God, we don't talk about the cost of the program, cuz it's not for sale to you unless we invite you in. And then we'll talk about all about stuff.

Rebecca de Azevedo ([02:07:01](#)):

So don't worry about that. Just get a call booked. If that seems like a good thing for you do. Okay. We have to pause, have meetings. You have lives. I'll see you guys tonight. Okay. Any other questions we didn't answer put in the mapping out your six figure practice Facebook group. Don't put it in the art of building a successful massage practice. Okay. I'm not really gonna be monitoring that. Nikki probably will. But if I'm looking at your questions from today, put that in the mapping out your six figure practice group. If you haven't joined it, go join that. We'll get the replay sent out as quickly as possible. And then you still have that early bird early bird. If you wanna just go ahead and set yourself up to purchase the recordings of all of this that we do. Then we're still giving you the early bird price through today on those it's 1 97.

Rebecca de Azevedo ([02:07:44](#)):

And after today, sorry, it's 97 I think. And after today it's 1 97. So I'll drop that in there for you too. Make sure you click on that and open that before we close down the meeting. And if you need any of that too, just pull in the mapping out your six figure practice Facebook group. Okay. So fun to be with you guys. I can do this all day long and I do cuz I love it. And I love you and I love our industry and I'm just so excited for you to really wrap your heads around what are the next steps for you to get, where you want to go. You totally deserve to thrive. You totally deserve to rock and to shine. I'm just really grateful for your time and attention. Okay. All right. Talk to you guys later. Bye.