

# THE ULTIMATE CLIENT RESPONSE FORMULA - Clients, Creepers, and Anything in between: How to handle ANY question on social media or text messages like a BOSS!

## THE MAGIC FORMULA

## Examples:

### Rule 1:

Connect and build rapport first!  
Be friendly, professional, warm, caring.

- Hi there! Happy to help.  
Thanks for reaching out.  
Great to hear from you. Yes of course.  
Would love to help you with that.

### Rule 2:

Ask questions FIRST to control the conversation and get them engaged.  
If needed, state a simple fact, using positive language.

- Tell me more - what's going on?  
How did you hear about me?  
How soon are you hoping to get it?  
What length of session are you requesting?  
What's your main complaint? Have you had massage therapy before?
- I'm best at working with x. I'm a therapist who specializes in x. It seems by your question you are looking for x. My hours are x. Here's what I can do. Yes, we offer x and y. Yes, I'm best at serving x clients. Yes, I'm expert with those types of problems. I work by appointment.

### Rule 3:

END with an action-eliciting question or a "call to action", or a "double bind"

- Did you want 60 mins or 90? Can you make that work? Which would work best for you, x or y? Does that make sense? How does that sound to you? Would that work for you? Would you like to go ahead and do that? Does that answer your question? How can I help?

### Rule 4:

Remember that anything you put in type online in any medium can very easily become public and blasted all over the internet. In other words, be as polite, clear, professional, and kind as possible. Check your assumptions, reign in emotions, be willing to be wrong about your assumptions and check it out with the client if needed. Take the high road.

## QUESTION:

### How much do you charge?

#### What's behind their question

Person is likely shopping around. Control the conversation by asking THEM questions and eliciting more information.

#### What's behind your answer

The goal here is to get them to talk about their pain/problem for which they are seeking help. WHY are they reaching out to you?

#### Response for New Client

Hi there! Happy to help. Tell me more about what's going on

#### Response for Existing Client

Hi there! Great to hear from you. Looks like last time you came in you got x service. Did that work for you or did you want a session of different length?

## QUESTION:

### Can you help with x?

#### What's behind their question

Person is looking for validation and reassurance that you can help them.

#### What's behind your answer

You need to understand the problem that they have, and their motivation for fixing it.

#### Response for New Client

Hi there! Would love to see if I can help you. Tell me more about your (problem). // What is it that motivated you to reach out/call today?

#### Response for Existing Client

Hi there! Great to hear from you. Yes, of course. Happy to help. How soon are you hoping to get in? or if no - Hi there, great to hear from you. I'm really best at working with clients with x issue. If you have (y issue) I'd recommend (refer to another therapist or provider) as they can most likely serve you better. What would you like to do?

## QUESTION:

### Do you have any openings today?

#### What's behind their question

Person is likely in some kind of pain or need for a massage hoping they can get in last minute.

#### What's behind your answer

If you flat out say NO, they will likely call the next listing on Google. Instead, engage them by asking them questions. If you can't get them in, tell them what you CAN do, but never say "No, I'm booked today." On the flip side, if you are wide open, still only give them 1 or 2 options to force a choice, and control the conversation by asking questions.

#### Response for New Client

Hi there! Thanks for reaching out. Happy to check the schedule - can you please tell me more about what you are looking to accomplish with a massage, and what length of session you are requesting?

Hi there - happy to look for an appointment for you - I require all new clients book by phone. What's the best number to reach you?

#### Response for Existing Client

Hi there! Great to hear from you. {if you want to take client} - I actually do have one opening today at (time). Can you make that work?

Hi there! Great to hear from you. I'm so sorry - my next opening is (date). But here's what I can do - let's get you scheduled for that day, and if something opens up sooner, I'll get you in ASAP. Would you like to go ahead and do that?

## QUESTION:

### Can i book an appointment?

#### What's behind their question

Client is ready to take action.

#### What's behind your answer

Still - control the conversation by asking questions. Stay professional.

## Response for New Client

Hi there! Would love to see if I can help you. How did you hear about me? And can you tell me more about your reasons for wanting a massage?

## Response for Existing Client

Hi there! How are you? How soon are you hoping to get in?

## QUESTION:

**Do you sell gift certificates?**

### What's behind their question

Client has a straightforward question - and is looking for a gift to give aka wants to send you a new client.

### What's behind your answer

Do not just send them a link. Connect with them.

## Response for New Client

Hi there! How thoughtful of you to give a massage as a gift! Who is the lucky person? :) I'm happy to help you over the phone, or if it's more convenient you can purchase right on my website. (link) How can I help?

## Response for Existing Client

Hi there, I sure do! How can I help? You can either purchase it online (link), or I'm happy to help you over the phone. Which would you prefer?

## QUESTION:

**I have 11 dancers that need 90 min massages in three days. Do you accept credit cards?**

### What's behind their question

This is a scam. ignore.

### What's behind your answer

Basically they have stolen credit card numbers or are running through guesses, and want to find the useable ones by having you submit a "charge" for several hundred dollars. If the charge goes through, they know they have a "working" card, and if they do, will run the card up elsewhere. They are using you. You will get all excited like it's your dream come true, only to realize you are the victim of fraud. Do not participate in this.

## Response for New Client

This is a scam that has been going on a LONG time. Ignore/ban/block/delete.

## Response for Existing Client

n/a

## QUESTION:

**I can send you a picture if you'd like**

### What's behind their question

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### What's behind your answer

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## Response for New Client

Hi there. It seems by your offer to send a picture that you might have a different idea of massage therapy than I do. I do not care what my clients look like any more than a Starbucks barista cares what a customer looks like. I can only assume that you believe this is something sexual or sensual in nature - please forgive me if I'm wrong - a lot of people have the wrong idea about massage therapists - and I need to make it abundantly clear that I am a massage therapist who specializes in pain relief.

I'm sorry, I can't figure out why you are offering to send me a picture.

## Response for Existing Client

n/a

n/a

## QUESTION:

**Texts at odd hours/after hours**

### What's behind their question

Client is either a predator or has an existing relationship with you, or is simply not thinking :)

### What's behind your answer

Set a boundary; train client how to do business with you.

## Response for New Client

Hi there. Thanks for reaching out. I apologize for the delay. I reply to messages M-Sat (or whatever days you work) during the hours of x-x.

Thanks for your patience. What's your main reason for seeking massage therapy?

### Response for Existing Client

Hi there. Thanks for your patience.  
How soon are you hoping to get it?

### QUESTION:

#### Are you seeing clients yet? (covid)

### What's behind their question

Client is likely wanting an appointment.

### What's behind your answer

Decide, and communicate clearly and professionally.

### Response for New Client

Yes, I am seeing existing clients only / No, I am not yet comfortable with the risks involved in seeing clients at this time. Do you need a referral?  
How can I support you?

### Response for Existing Client

Yes/no... and set criteria (state facts)

### QUESTION:

#### Are you taking new clients?

### What's behind their question

Client is likely wanting an appointment for themselves or someone else.

### What's behind your answer

Answer clearly.

### Response for New Client

Thanks for reaching out! Would love to see if we are a good fit. May I ask how you found me?  
And what specific issues are you looking for help with?

### Response for Existing Client

n/a

### QUESTION:

#### Do you offer any discounts?

### What's behind their question

Client is either trying to be frugal or can't afford your services.

### What's behind your answer

Answer clearly and do so while maintaining the boundary on your value.

### Response for New Client

Hi there. Happy to chat with you - my rates are x for x min session. I'm usually booked about 2 weeks out. Would you like to schedule an appointment?

### Response for Existing Client

Hi there. I do offer x package / x for referrals etc. Otherwise my rates are x. Would you like to get your next appointment scheduled?

### QUESTION:

#### How soon can I get in?

### What's behind their question

Client needs to get in soon.

### What's behind your answer

Control the conversation by asking questions to ensure you can serve them.

### Response for New Client

Hi there. How soon are you hoping to get in, and what length of appointment are you looking for?

Hi there. Thanks for reaching out. I book all new clients by phone; what's the best number to reach you at real quick?

### Response for Existing Client

Hi! Great to hear from you! What length of session did you want and how soon are you hoping to get in?

## QUESTION:

### Do you offer x (sexual thing)

#### What's behind their question

Client has the wrong idea.

#### What's behind your answer

Set a firm boundary and be professional.

#### Response for New Client

No, massage therapy is not a front for prostitution and is in no way sexually oriented. I am a pain relief specialist. Please cease contacting me. Thank you.

Ignore request, ban, delete, block.

#### Response for Existing Client

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## QUESTION:

### What services do you offer?

#### What's behind their question

Client is interested in what you offer, usually trying to figure out if they need you, or, could have the wrong idea but give them the benefit of the doubt. Facebook messenger offers this question as a one-click message to send.

#### What's behind your answer

Make a connection and answer the question, control the conversation by asking questions.

#### Response for New Client

Hi there. Great to hear from you. I'm a massage therapist who specializes in x pain relief. Is that something you need help with?

#### Response for Existing Client

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## QUESTION:

### Do you do deep tissue?

#### What's behind their question

Client already has an idea of what they want/need; MAY have some concern about sessions they have had in the past that were not what they wanted/needed.

#### What's behind your answer

Make a connection and answer the question, control the conversation by asking questions.

#### Response for New Client

Hi there. Thanks for reaching out. Have you had massage therapy before? What specifically do you need help with?

#### Response for Existing Client

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## QUESTION:

### Oh, that's expensive

#### What's behind their question

Client is objecting to the price on the surface, but the underlying question is, is it going to work for me, and is it worth it. They may be looking for a good "deal" and shopping around on price, vs truly understanding the value of the work you offer.

#### What's behind your answer

It's ok to let them go. Maintain your value. Be professional. Find out if this is a good fit or not.

#### Response for New Client

I understand that's more than you were expecting. Quite honestly, if you are looking for the cheapest massage therapist, I'm not it. There are plenty out there who lower their prices, but they aren't a specialist in x. If you are looking for an expert in x type of pain relief/niche), then I am confident I can help you. Shall we proceed?

#### Response for Existing Client

n/a

## QUESTION:

### Are you expensive?

#### What's behind their question

Client is likely looking for a good deal or cannot afford your services.

#### What's behind your answer

It's ok to let them go. Maintain your value.  
Be professional. Find out if this is a good fit or not.

#### Response for New Client

Expensive as compared to what?

I'm not sure what you consider expensive...  
but what I charge as an x specialist is probably  
not as expensive as what your pain is costing you.  
Tell me, what's going on - do you have pain?

If you are looking for the cheapest massage  
therapist, I'm not it. There are plenty of massage  
therapists who charge much less, but they generally  
lack confidence or good skills, or certainly are not  
experts in x. However, I'd love to know more about  
what's bothering you pain wise to ensure you get  
the best care. Tell me - what is the main reason you  
are wanting a massage?

#### Response for Existing Client

n/a