

Speaker 1: Welcome

Speaker 2: Working as an independent contractor and just recently opened up my own llc. I've been at, working at my LLC for about two weeks now. And the reason I showed up for this is cuz my biggest thing is how to market and keep marketing to the right people and how to keep customers. But I've gone from five to eight customers a week and now probably doing about [00:00:30] 10. I'd like to do more like 15 each week and have bookings out at least eight weeks.

Speaker 1: Yeah. Awesome. And Louise, how long have you been a massage therapist again?

Speaker 2: Two years. I got my license in January of 2020. Of all years.

Speaker 1: Of all years. To get your license. I commiserate. Yes, totally.

Speaker 2: I've done very well. I mean, considering that I started in the middle of covid and I've got a lot of business knowledge as well, so.

Speaker 1: Awesome. [00:01:00] Cool. All right. Anybody else interested in getting some insight into how to get more clients? How to get more bookings, how to get the right clients? Okay, brilliant. Thank you, Louise. Okay, Alicia. Alicia R would love it if you could mute yourself. There we go. What has you here tonight?

Speaker 3: Well, I've been a massage therapist for 25 years, in and out of all sorts of different kinds of establishments, <affirmative>, and started up my business several years ago [00:01:30] and it just hasn't taken off the way I want it to. And listening to your thing abouts from your recordings that you sent out, the

Speaker 1: Trainings? Yeah, yeah,

Speaker 3: Yeah. The trainings that you sent out. I watched the q and as from October and basically you ripped my name apart.

Speaker 1: <laugh>. Sorry. <laugh>

Speaker 3: Don't,

Speaker 1: Sorry, not sorry. Okay.

Speaker 3: [00:02:00] Do it. Do not name your business A plus. Massage and body work

Speaker 1: And you're like, damn it. <laugh>.

Speaker 3: Ok. I

Speaker 1: Need a We're off a really good start so far, Alicia, thank you for being so gracious to that.

Speaker 3: Yeah, I need to know, know my niche. I need a new business name. I need to start from the ground up and so that's why I'm here. Good. I know. I [00:02:30] want to start from the ground up and start all over again.

Speaker 1: Good. I love that about you Alicia, because a lot of people that have been in this field for as long as you have like me, right? Or I'm on what, 28 years now? 25. Okay. So a lot of people have this invested ego like, well I've been doing massage therapy for so long, you know, can't really teach me anything new about my business. And I'm gonna tell you it's usually [00:03:00] those practices that need to be rebuilt. It's those practices that have been on life support for a while and we need to actually go right back to the basics and start over. And my clients tell me it's the best thing I've ever helped them do was shift rebrand. Just, it makes a world of difference. So I want to just bust that myth that being in this industry longer or even shorter, [00:03:30] some of you guys, is anyone still in massage therapy school?

Speaker 1: You're not even credentialed yet, but you're here. We often have a handful of people like that. It doesn't matter how long you've been doing body work, being in this field for a long time doesn't mean you know how to run a business. Ding, ding, ding. Okay. I wanna be really, really clear about that. That running a business is a skill body work is a skill. [00:04:00] And just because you're good at body work does not mean that you know how to run a business. And that is the number one source of pain. If you guys ever have the time or the wherewithal, I'm not saying you should do this, but some of you probably have already is. When we see the comments that people make underneath my ads, underneath my Facebook ads about how I help massage therapists build real businesses, a real thriving practice of their own, it's amazing how many [00:04:30] comments we get from people that go, all you have to do is just be great at body work and you'll have clients and droves.

Speaker 1: And I'm like lie. The biggest lie that will keep you stuck and struggling or stalled out or never even beginning in your business is that your magic hands. And I do know y'all have magic hands, <laugh>, okay? Your amazing skills are limited or expanded by your ability to sell your services. And if you are in private practice for [00:05:00] yourself, you are in the business of sales and marketing. Period. How many of you guys love sales? You're like, oh, I wanna be a massage therapist cuz I'm so good at selling. No one ever says that. And yet, right? Rachel? Rachel's like, yeah, been out my coffee. Nobody ever came to me saying, I just love sales. So I want to go to massage therapy school. And in fact, whenever I have clients struggling or people that even aren't [00:05:30] my clients in my free events that are struggling, that's what I point out.

Speaker 1: They go, well I'm just not good at networking. I'm just not good at selling my services. I'm just not good at rebooking. And I'm like, then don't be an entrepreneur. You've got to learn how to run a business. And you gotta love that as much as you love body work in order to be successfully. Are you guys hearing me okay? I know we just dove right in here, but I appreciate what you said, Alicia and [00:06:00] Louise and a bunch of you also wanted to share getting more clients how to run a successful business, just relocated to a new state, starting your practice all over again, overdue for a price increase, figure out what I should be charging. How many of you guys are here? Cuz you

realize you need some help in the pricing department. Yeah, exactly. In fact, that was one of my little promos for this was a lot of massage therapists gotta grab a number out of the air and they're like, I think I'll charge that.

Speaker 1: And it is not the way to run a business. So we're gonna have a [00:06:30] really open, honest, candid conversation here and I'm gonna answer as many questions as I can. I love it. Mara, is it Mara or Myra, please correct me. Just open this past week, but I did things backwards. Yeah, I'm telling you, most people do. And no matter what, whether you haven't started or you're 30 years into it, whether you have zero clients or you're already making six figures, I want you to know there's a place for you here. There's always something that you can learn because I [00:07:00] want you to have more time, more freedom, more fun. I want you to look forward to your clients. I want you to run a business that supports you, that breathes life into you and doesn't suck the life out of you. Come on. How many of you guys feel like your practice is gonna sucking the life out of you?

Speaker 1: You're just not so fun. Yeah, exactly. Okay, so we've been there, we've heard all of that, we've dealt with all of that. And I know you guys have a lot of questions, some of you have a job that you're doing that you wanna quit, you wanna know how to do that. Just all [00:07:30] of those things. So just to maybe back up a little bit and just reopen, for those of you that don't know me, my name is Rebecca Diaz Avedo, formerly Overson. I've been a massage therapist in Utah since 1995. I got licensed right after I turned 18 and I've been in this field forever. But my first decade I struggled to make a living. I literally, I was mean. Imagine. Imagine you are 40 years [00:08:00] old and you're going to a body worker who's 19, who's doing cran sacral therapy, somato emotional release. That was me.

Speaker 1: I was very gifted when I was a little girl. I was 18, I was 19 and I had adults on my table crying their eyes out and I was doing anything but massage. I didn't go to school to massage bodies, I went to massage school cause I needed a license to do cranial sacral. That's why I went. [00:08:30] I was introduced Toran sacral when I was a teenager and I was like, what kind of special magic is this? And I just wanted to help people heal. So my person, my body worker, I said, what are you? She said, I'm a massage therapist. I said, but you're not massaging me. I'm not like naked under sheets with oil and stuff. And when I was 16 she said, yeah, I do other things. I do therapeutic body work. And I was like, what's that? So anyway, long story short, I went to massage school cuz I wanted to do therapeutic body work.

Speaker 1: I turned my nose up at massage [00:09:00] therapy. I wasn't going to do massage. I was going to do the real healing stuff. <laugh>, you know how it is, right? Problem is I had no talk about what I did. I had no idea. Also, I was 18, did I mention I was 18? Okay. I was a child. I was gifted and skilled at what I did. I had no idea what I was doing as a business owner. I had no idea how to price my sessions. I had no idea how to rebook people. I know talk people, [00:09:30] what do you do? And I'm like, well I don't. Do you have any problems <laugh>? It was just like I had no idea. And so even though I was passionate and skilled, and this was also before there were franchises, and this was before there was the internet, 1995.

Speaker 1: I just pounded the pavement and I worked my network. I have a big family and one of nine kids and [00:10:00] I just started talking to people I knew and my friends and my family and all that stuff. And it was not the best way to build a business cuz friends and family and just want discounts, right? Anyway, I threw in the towel about eight years in with all my hopes and dreams shattered because I wasn't even making a living. I think I made \$12,000 a year if that. It was really, really sad. So I had to quit cause I had to get a job, I had to pay my rent, I had to get [00:10:30] a job. So I answered phones for 10 bucks an hour. That was what I did. I quit. I left the profession. I moved across the country cuz I was so ashamed.

Speaker 1: I moved to Virginia, spent a couple years there and got out of the mountains of debt I had gotten myself into. And again, I'm very abbreviating this story quite a bit. But flash forward to 2008. I'm married, I have two boys under two. And the real estate collapse happens in 2008. And my [00:11:00] husband at the time was in real estate. So we literally lost everything overnight, had no money. And I had literally just given birth. My baby was like five, three months, six months old, five months old with a toddler. It was crazy times. But I got this hair brand idea that I have to do something to support my family cuz my husband was just shell shocked. I mean he literally would just staring at the wall. I was like, are you okay? And he was just like, I should have had \$50,000 in commissions coming in and they're just [00:11:30] gone.

Speaker 1: And I was like, oh crap, we're in trouble. So I decided to go back to massage therapy with a prenatal focus because I did home births with my children and any other home birthers out there. I did home births with midwives. It was a very otherworldly experience than most people around me had had. And so I couldn't shut up about it. And so I built a practice around what I was passionate about, which was pregnancy, birth, and babies. And I figured some stuff out in the years I spent away for massage and I was able [00:12:00] to actually put the business pieces together. And I built a very successful practice that I ran for nine years. It was called Salt Lake Prenatal Massage. I sold it in 2018 to a former employee and sadly it no longer exists anymore. So she didn't hire me as her coach <laugh>, right?

Speaker 1: Otherwise it may have had a chance, but she didn't hire me as her coach. Anyway, I realized how to run a successful business and I cracked the code in this industry. And I now have [00:12:30] hundreds of graduates of my eight week program that have gone just like you guys, from confused to thriving, from struggling to prosperous and everything in between and every walk of life. Male, female, trans, whatever, rural big cities, Australia, six countries, six countries in counting all over the us, all over Canada. And we've helped [00:13:00] them double their income in less than a year. Triple some. I'm even quadruple. I've helped people give themselves a \$60,000 a year raise in one conversation. How many of you would like an extra \$60,000 a year doing what you're already doing and working less? Yeah guys, it's possible. So I just say that cuz I want you to know I am really good at this. And I love this because I've been [00:13:30] through hell and back. I've been through total struggle as a body worker to raging success as a body worker. The last year I owned my clinic, I was on maternity leave cuz I have a six year old daughter. I got to be a client of the prenatal practice that I built. It was really cool.

Speaker 1: And that business, even though I was hardly there, I think I was there one day a week. I had a team, I had a [00:14:00] crew, a therapist, I had an office manager, I had a yoga teacher. The business increased in sales by a hundred thousand dollars that year and I wasn't even there. So I know how to build systems, I know how to do all the things. I know how to brand, I know how to price, I know how to teach you how to sell. We, it's like vanilla ice. If there was a problem, yo, I'll solve it. Check out the hook while my DJ revolve it. Okay Justin, you're my dj. [00:14:30] I see you with your headphones on there, dude. Okay, so we're gonna have some fun. And I just wanted to briefly introduce myself cuz some of you literally, you're like, I clicked on a Facebook ad and I don't even know what the heck I'm doing here or who this person is.

Speaker 1: I want you to know we have the same heart. I'm a healer just like you. And I really figured out how to monetize my gifts. And I love teaching other people how to do the same. Because that means liberation. That means liberation for you. That means [00:15:00] empowerment for you. How many of you guys lay awake at night wondering how you're gonna fix this? How many you guys literally lose sleep just going, what the hell am I gonna do? Sorry. Also, guys, I kind of curse like a sailor sometimes. I try not to, but I'll try to keep my language clean. But I might say hell shit. And damn, okay, I'll just try to keep it clean this time. Okay? And I'm also super blunt. I'm just really impatient guys, cuz I know you've got greatness inside of you waiting to be unleashed. And sometimes I just get [00:15:30] really blunt and to the point I did with Alicia, I was like, your name is not good.

Speaker 1: And she was like, Ugh, <laugh>. But the truth will set you free first. It might piss you off, but it will set you free. And that's what I care about. We don't have to be friends, but I do want you to be free, okay? That's what I care about. All right, so what we're gonna do is, so for those of you that registered and received the recordings, so you guys all got the recordings yesterday? Yeah. [00:16:00] How many guys got the recordings if you registered again? Now, some of you have attended this five times. I don't care. Every time you attend, you gotta register. If you wanna get the recordings again, some of you have just purchased the recordings, that makes it easy. You can still do that. Okay, so we sent out the recordings yesterday. There are four trainings. Session one was all about, is your business a business?

Speaker 1: Now, I know that might seem so remedial for so many of you guys. You're like, seriously, Rebecca, you have to tell us that we're supposed to probably have a business license. Yes, please be patient [00:16:30] with me. I'm gonna be thorough. Cuz you'd be shocked how many established businesses are actually operating illegally and they don't even know it, or they do know it and they wonder why they're not growing. You can't be under the radar and be visible. Guys. Just wanna point out the, I'm just captain obvious, but sometimes people miss that. All right? So that's what that whole training was, is cuz seriously, I've been with body workers who've been in practice for 30 years that are, by the way, I'm working outta [00:17:00] my house and I shouldn't be. I'm renting and it's an hoa and I shouldn't have a business in there and I don't have a business license.

Speaker 1: And I'm like, what the heck are you doing? So we wanna just really revisit the foundations of your business because you cannot build a skyscraper on a cracked or

uneven foundation. It's very, very foundational and fundamental to your business. So that's what the first training was all about. We talked, I broke it all down for you guys, right? I talked about [00:17:30] business licensing, registering your name, registering your websites. I think maybe we didn't get into pricing. I mean, I did a training, then I answered a bunch of questions. So the questions probably opened up a lot of topics. But the topic of that first session was, is your business properly set up, which includes bank accounts, proper name, registration, paying yourself, just the nuts and bolts of business, otherwise you don't have a business, guys, you have a hobby. And I'm here to help you build a successful [00:18:00] business that actually makes money, that pays your bills and all that.

Speaker 1: Okay? So that's what we're covering tonight is any questions related to that topic? If you didn't watch the training, that's okay. You could still ask some questions. But if you're like, I don't really watch the training, I might just refer you back to the training, you can go watch it later tonight too. Okay? So we're not gonna punish you for not watching the recordings, it's just that, you know, might have to do some homework tonight. And then the second session that we're also answering questions about tonight [00:18:30] is all about your niche. It is all about why you need to have a niche, what a niche is, or a niche for my Canadian friends is I also speak Canadian, it's niche in Canadian. So why you have to have that, why it's important. Busting the myths about it, clearing up what is not. Like I said in there, a lot of times your niche is not a modality.

Speaker 1: Don't say my niche is assu, or my niche is myofascial release. [00:19:00] It's not gonna pass. So I wanna clear up any questions that you have about those two topics. And then tomorrow night, how many of you guys are coming tomorrow and you're coming tomorrow night, right? Okay, awesome. We're gonna tackle the next training number three and training number four. So as best we can, we'll keep it focused on those topics for tonight. Got until seven 30 mountain time. Then we'll wrap and then give you a breather between tonight [00:19:30] and then our next q and a session tomorrow night as well. And by the way, we will leave this replay of the q and a up in the Facebook group until we're done with the event. So if at any point you wanna go back and watch it in the next 48 hours, otherwise you can still purchase the replays if you would like to.

Speaker 1: I think that you still might be at the early bird price and you can just own those. So I'll just go ahead and put that in the chat if you wanna just purchase the replay. And then I just need to see who from [00:20:00] my team is here. Justin. Justin Richards is here. Sheri Leatherman is here. I also saw Nicky enter, right? Nick enter the house. I thought I had seen Nick join and Gap. Okay. Awesome. If there's anyone else here from my team, I'm not sure if Lauren is here or anyway, just let me know. Team if you're here. <laugh>. Okay. I have an amazing support team that are so passionate and so committed to supporting and empowering you guys [00:20:30] in terms of you getting what it is that you want. Okay? Okay, cool. So what I'd like to do is, if you have a question, will you please put it in the chat preceded by the letter Q, just so I know it's a question.

Speaker 1: Okay. And I'd really ask that you guys not have any side conversations in the chat with each other, cuz I need to get the questions through the chat and I don't wanna have to sift through it. So I'd like you to just actually articulate what the question is. We may

not get to everything, but if I can see [00:21:00] what kinds of questions you have, then we can answer several questions at once by just broadening the scope of what it is that we're, what it is that we're answering. And I really do wanna do my best to get to everyone's questions, but not sure that that's gonna actually happen tonight. Okay. And you guys can truly ask me anything about those topics. There's no stupid questions. No, don't feel shy about it. We're not gonna shame you or anything like that. Okay. All right. So Rachel, [00:21:30] why don't you go ahead and unmute yourself.

Speaker 1: What platform is the best to use for online and in-person booking? Ooh, really good question, Rachel. I get this one a lot. And unfortunately what I usually say is ask trusted colleagues and peers what they use because there's so many different platforms that they're all very, very similar. Honestly, you might wanna look at price. I would definitely only pick a platform that [00:22:00] has amazing customer service and a good solid reputation. So massage book is good, but while I'm at it, don't use massage book as your website. Did you hear me? You can use massage book for booking, but don't use massage book as your website. It's bad. Okay. And I also, shortly here guys, I have massage book reached out to me and they're like, Hey, can you give us a shout out? They know I'm connected to a lot of massage therapists. So really shortly here in my group, the [00:22:30] art of building a successful massage practice, I'm gonna be posting, it's basically an affiliate link, but they're gonna give you guys a certain discount on massage book if you choose to use it. Okay. I don't, I don't sponsor any, I don't represent anyone. But like I said, sometimes people reach out to me and say, Hey, I like to help this industry any way that I can. So stay tuned for that. I don't have the link ready to go, but there's a little discount on massage book in case you are looking to get started with something. Massage book is great. There's so many [00:23:00] different ones, but I think when you're starting out, find one that's just reasonably priced.

Speaker 4: Is there a way to budget it? Cause I know financing and budgeting with business is a huge priority rather than just thinking that you can just keep booking and then not really getting profit.

Speaker 1: Yeah. So tell me a little bit more about your business. Are you brand new? Do you have clients starting out?

Speaker 4: I do have clients. I'm kind of a free spirit, so I kind of get new clients [00:23:30] all the time. I'm meeting different places, but I am trying to figure out that my clients can actually come visit me at any time. I think that it would be helpful to get a booking that's online based and mobile because I have mobile services and I also have the office Clinic. So I wanna be able to see my appointment book all in one section versus splitting it up.

Speaker 1: Yeah. So any [00:24:00] of the apps, appointment bookings, okay, there's like off the top of my head, there's Jane app, there's Varo, there's a Pointee or A Point Lee, something like that. There's massage book. I mean, guys, what do you use? You could put in the chat for those of you that use that. One thing I don't recommend is Mind Body. It's too robust for a solo practice. It's too, unless they've changed it. I used it for my multi therapist clinic, but it was expensive. It was like 400 or more a month [00:24:30] even several years ago. So you don't need all multi therapist things, you

just need good appointment reminders. You need automation, you need follow up, you need confirmation, you need to be able to store credit cards. You need to be able to, does it have a CRM attached to it? And also guys, if I use words that you're like, what does that mean? Please just ask. Okay, but a

Speaker 4: You a crm.

Speaker 1: Crm. I knew I was gonna explain that. Next CRM client relationship management [00:25:00] software. And what that is is where you can put all your notes, it's almost like your files about your clients. You've got their name, address, phone number, intake form, soap notes, it's all integrated. There's a space for tab for that inside of your appointment. Booking software. There be, it should have a payment gateway integration, meaning let's say you use Square to take credit cards, for example. It talks to Square, right? [00:25:30] You can hook it up like that. Okay. So it's kind of a one stop shop for the back end of your front desk operations, which is acquiring and maintaining, acquiring and retaining clients. Okay. So pretty

Speaker 4: Much so find

Speaker 1: Maintaining. Yeah, they pretty much all do it and it's just a matter of pick one and just commit to it. It's commit to it and commit to learning it.

Speaker 4: Yeah, I feel like that's where I've just been at a stop of, oh, [00:26:00] I've been so used to working different spas and they had Mind Body online and they had Z Nati and then they had another one. So I was like, I don't know if that, I haven't really asked about the prices yet. Cause I'm like, oh man, I prefer to have a place where I can have that. But if they don't always wanna go to the location, I have the mobile aspect of it too.

Speaker 1: Yeah, I mean that can be nice to have an app that people can download and go to regardless. They can always [00:26:30] just go to your website on a browser, on a smartphone and still look from there, right? Yeah. So I think that that's a really important aspect. Not everybody needs that depends on your niche and your clientele, but most people will benefit greatly by moving to an online business management type of booking platform that can do all of those things for you. It's just a fundamental piece of business software that you have to pay for. Okay. Okay. All right. Does [00:27:00] that help? That does. Thank you so much. Yeah, you're so welcome. Absolutely. Okay, who do we have next? Maybe Justin, do you wanna help Field questions for me? Are you in a place where you could do that? Yeah. Can you hear track? Can you hear me okay? Yeah, can hear

Speaker 5: You. Yeah. Cool. Angie next says, how can I get more customers? And then Sarah says, what do you mean by professional logo? I made a logo using Vistaprint.

Speaker 1: Okay, cool. Okay, so let's go to [00:27:30] Aggie. How can I get more customers? Can you unmute yourself? Aggie?

Speaker 6: Hi.

Speaker 1: Hi, how are you?

Speaker 6: I'm good. And you?

Speaker 1: Good, thank you. Where do you practice?

Speaker 6: I practice at Saskatchewan Canada. <inaudible>.

Speaker 1: Awesome.

Speaker 6: Cool. Yeah, I went to school this year. I just recently got my certificate.

Speaker 1: [00:28:00] Congratulations.

Speaker 6: Yeah, thank you. I have some customers, but I'm not sure if how I can get more

Speaker 1: <laugh>. Yes. Okay. Really, really great question. How many of you guys have that question? How can I get more customers? I need more clients. I need more clients. Okay, I'm gonna answer this as best I can and as succinctly as I can to just help you from where you're at now. But I wanna be honest with you, getting customers is like step 12 of [00:28:30] building a business. In fact, I think I have my little chart here. Okay, here we go. Something like this, by the way, I think this is actually available to you guys as a download somewhere when some of you're nodding. You've seen this before. It was like on the registration or the replay pay. Oh, it was on the training page. Think it's on the bottom of the actual, with the trainings. If you scroll down, you can download this pretty little thing. Okay, getting clients [00:29:00] is right here.

Speaker 1: We start here, we go like this, we go like this. Or maybe we go like this and like this and like this. But this is the step of getting clients. So I wanna make sure you've done all the other things. Otherwise it's like you have a leaky bucket and you're trying to hold water. It's not gonna hold water if there's a hole in the bucket. Okay? So there's [00:29:30] no simple answer to that question. I wish I could say, oh guys, just go do this one thing. Oh, go read this book or mark on Instagram. It doesn't. It just literally, it's not that simple. Finding clients has to do with first and foremost, a well articulated niche. Okay, so do you have a niche? Aggie?

Speaker 6: What does that word mean?

Speaker 1: <laugh> niche. Yeah, really [00:30:00] good. It's a specific problem you solve with your skills or a specific population that you serve with your skills. And by population, I mean a population that has pain. So pregnant women were, that was my niche, okay? Because pregnant women are miserable. They're uncomfortable all the time. For [00:30:30] the most part. They don't feel great, they don't sleep well, they hurt ache. Their bodies are changing. So it's kind of obvious that massage therapy can help pregnant women feel better. Yeah. Okay. So go ahead.

Speaker 6: I'm sorry, <laugh>. No, you're fine. I also do reflexology and I did two times. Two times I did that course, but I never make that to make the certificate. But I still practice on reflexology also. Cool.

Speaker 1: So reflexology is a modality [00:31:00] that's not a niche or a niche. That's a tool that you use. Okay. It's like there's my famous analogy. If you're driving down the road and you see a truck <affirmative> with a, with a camper shell on the back or the whatever it's called, guys a truck with a cover.

Speaker 6: <laugh>. Yeah, I understand

Speaker 1: <laugh>. My fiance would kill me. He's like, really? You missed that? Okay. Anyway. And on the back window it says hammer,

Speaker 6: [00:31:30] Hammer,

Speaker 1: <laugh>. I have a hammer.

Speaker 6: <laugh>. Oh my. Okay,

Speaker 1: Okay. I have a screw driver, I have a table saw. Call me.

Speaker 1: Okay, this getting across, this is what you, y'all, all of you massage therapists is a big mistake we tend to make is all we talk about is our tools. I have a hammer versus [00:32:00] I am a finish cabinet carpenter. I know if I need a finished cabinet carpenter or not. Cuz I know what he's doing with the table saw, with the hammer, with the right. Do you guys follow the analogy? Those are the tools. But does a general contractor have all those tools? Yeah. Does a tile guy have all those tools? Probably does a plumber have some [00:32:30] of those tools? So if we run around saying I do reflexology, I do cran sac, I do somato emotional release, I do the Rosser technique, I do myofascial, your clients don't have a clue what you're talking about cuz the only people that know those words are body workers and those aren't your clients most likely. So your task is to figure out who needs your skills. [00:33:00] Who do you wanna use? Who do you wanna help with? The skills that you have. So you do reflexology, you do massage therapy. But if you're just advertising, I do reflexology, I do massage therapy, then you're a dime a dozen. Do you understand that?

Speaker 1: So does everybody else. And so you remain invisible because people know they can get cheap massages. You guys know where you guys even [00:33:30] know where you can go and get cheap massages? Just go to the student clinic or go to a franchise or go to one of those kind of dodgy places. <laugh>. So if you don't know what your niche is, that's where I want, that's the better question you should be asking is, who do you wanna get on your table? Not how do I get clients? Cause until we answer the question, who do you wanna get on your table? I can't tell you how to get clients. Cause the way I would market for a prenatal practice [00:34:00] might be different than how I market to a TMJ practice or how I market to a chronic back pain practice or market, a chronic back pain practice. Does that make sense? So I know I'm not answering your question

directly, Aggie, but that's what I want you to tell me or to think about is who do you wanna get on your table? And then I can tell you how to get clients. Okay, now people <laugh>. Yeah, but then [00:34:30] you're, if your only requirement for a client is that they have a pulse, you're in trouble.

Speaker 1: If you're only requirement for a client is they can, they're alive, they can fog a mirror, then you're in competition with everyone that does massage therapy, which means you will remain invisible in a sea of massage therapists.

Speaker 6: Yeah, I like to help people, but [00:35:00] I don't know if I charge enough or not.

Speaker 1: We all like to help people. That's saying, I'm a dentist and I like to work with teeth.

Speaker 6: Okay,

Speaker 1: We all do that. Everything you're saying is pointing to the problem. Why you're not getting clients is because you're basic, right? You're like, I wanna help people get out of pain. So what do you do that? So the question is, who specifically, what kind of pain, what [00:35:30] specific area of the body do you just love? I love rotator cuff injuries. Oh my gosh, I do those all day long. Or I love plantar fasciitis and ankle and knee and hip problems. I just, that's my jam. You've gotta build a practice around that. Not massage, not helping people. Not are you alive? You can be a client of mine. Okay, does this make sense? You guys, I know [00:36:00] we covered this in the training, but it's so good to reiterate this cuz so many people don't really hear what I'm saying the first time I say it, they go, well that doesn't make sense.

Speaker 1: I just wanna help everyone. I know you wanna help everyone. But even McDonald's isn't advertising to everyone. Even McDonald's knows who their exact customer is and they will attract that. All their marketing messaging will attract that client all day long. Okay? So that's your assignment. Aggie, is you gotta figure out [00:36:30] what specific problem do you wanna be working with or what specific kind of pain or syndrome or population with pain. Like athletes, triathletes, pregnant women, new moms, people who sit and stand all day. You know what I mean? You've gotta dial it in. Does that make sense? I

Speaker 6: Also have, yeah, lot of you have shoulder pain. Yes. What I've been hearing and back pains.

Speaker 1: Okay, good. So it could be upper body pain, it [00:37:00] could be <affirmative>. Hi, I'm Aggie and I'm a massage therapist who I know in lots of places of Canada, you can't say specialized, but you could say the focus of my practice is the relief of shoulder and back pain. <affirmative>. And do you see immediately that makes you special immediately. That makes you different. It makes you stand out versus I'm a massage therapist and I work with anybody that has a body.

Speaker 6: Okay, I hear the difference now.

Speaker 1: Yeah. I mean, right. Okay, so that's step one for [00:37:30] you. Okay. Because right here, step one in my little chart is your niche is you must know your niche. You cannot build a practice without one, not successfully and not the easy way many of you have. But you'll realize quickly that this might be the missing piece that would propel you into a whole new level. Okay. All right. Does that help? So get working on that and then we can that whole, cool, thank you. You're welcome. Okay, sir. I's up next. What do you mean by professional logo? I made my logo on Vistaprint. Okay, cool. So that's a [00:38:00] DIY logo. You made your own logo on Vistaprint, like you designed it. Are you a, or did you design, are you a graphic designer or did you just pick from a template or tell me? Yeah,

Speaker 7: I picked from a template and then I added, I picked a template picture that they had and then I added my name around it and cool. Changed the colors and stuff. So,

Speaker 1: Cool. And listen guys, sometimes that works. And also sometimes it's disastrous. I'm gonna be honest with you. I've seen the worst logos ever come out of massage therapists that [00:38:30] try to do it themselves. But remember, every one of the things I teach, especially of my coaching clients, I don't know if I said this in the trainings, is you gotta do everything with a strategy. Everything has to be guided by business strategy, not just slap it on and call it good. Okay? So logo would be, I don't know, probably step three here. It would probably be, yeah, step four. Okay. So we'd wanna look at the name of your practice. You can't [00:39:00] name. You gotta have a niche first. And then you can name your business strategically. And then you set your business up legally. And then you focus on your branding logo, marketing messaging, and then you set your rates. There's a whole process to it. So if you want me to review your logo, I'm happy to do that. You could just post it in the Facebook group and tag me. And I give you my blunt, brutal, honest opinion on it. If I'm like, you know what, that's a damn good logo, I'm gonna tell you that. And if I'm like, Hey Sarah, we got some problems. Yeah, because a lot of elements are overused in massage therapist logos, stacking stones, [00:39:30] fricking hands. Guys, stop putting hands in your logos. It's like

Speaker 7: I can post the picture on the Facebook page later, but it's basically just, so my niche is mothers, women and children helping with bonds between moms and children. Love it. So I have the picture of a woman with hair and it's the, there's no face, but around her chest area is a picture of a baby. But [00:40:00] the colors for the mom and are different. But

Speaker 1: Anyway, it could be lovely. And sometimes things like that, especially with a birthy niche, it's like, duh, you're gonna have a pregnant woman silhouette. It's kind of inescapable

Speaker 7: <laugh>, right? And

Speaker 1: It does make sense, just like something is pet related cuz there's a fricking paw on it. It's kind of inescapable with those types of things, <affirmative>. But usually what I

liked, my mantra is have a professional designer do it just because [00:40:30] unless you're a designer, I wouldn't go get a massage from my graphic designer,

Speaker 7: Right?

Speaker 1: So don't pretend you're a graphic designer just cuz you're a massage therapist. A lot of these apps, Canva, Vistaprint, all that stuff, they make it really easy to like, oh, everybody can do graphics now. Just like everybody with an iPhone is suddenly a photographer now. But there's sometimes that slight edge and it makes it really big difference to have a graphic designer do it. And [00:41:00] that's not always the case though. It just really depends. I have a whole criteria for is your logo good or not? We literally score it. And one of the coaches in my program, she assesses everybody's logos and gives feedback and stuff like that because it can just really be the difference that makes the difference. <affirmative>, okay, so that's what I mean by professional logo design is have a graphic designer who specializes in business branding. That's their niche. Do your logo. And sometimes it'll just be, as long as [00:41:30] it looks good and professional, it can work. But I've seen some bad stuff. Bad stuff. I'm just like, oh guys, you wonder why people think we're undercover prostitutes, <laugh>, the branding is really bad. We're not professional. Yeah. Okay. Does that answer your question? Yes. Thank you so much. Yeah, yeah, yeah. Justin, who we have next?

Speaker 5: We have Suzanne. Can I be successful working outta my home?

Speaker 1: Oh Suzanne, of course you can. Well, and also it depends. Okay, [00:42:00] is it legal to work out of your home? That's always gonna be my first question. Are you zoned for it? Is it legal? Are you set up for that? I hope you don't have, if you're like a puppy breeder and there's like puppies yelping in your house or you know what I mean? You gotta consider environmental factors, parking, zoning, neighbors, business licensing and stuff like that. But there's no rule that says people that work outta their home can't be successful. The location of the practice does not determine your success. Let's put it that way. [00:42:30] There can be factors that plenty of home-based massage therapists that are killing it. So it's not like that's the determining factor. So short answer is yes you can as long as you have all of the other correct factors for success in place. Okay. Does that help? Suzanne? Can you unmute yourself? I just clicked something should just pop up at the, ask you to unmute yourself so we can talk.

Speaker 8: Can you hear me?

Speaker 1: Yes I can.

Speaker 8: Okay. I just worry because I'm in a small town [00:43:00] and it's more of a more blue collar type town. But we're surrounded by very wealthy towns. But it's hard. I, I'm just finding it hard to get clients that can afford to come in.

Speaker 1: That's a whole other issue my dear. That's a whole other issue. [00:43:30] Okay. Yeah. So it's really not a question. I think your question is, can I be successful period. Cause it sounds like you're struggling. Yeah. So the home is not the factor. Can you be

successful? Of course you can. Of course you can. There are three traits I covered actually I think there were five, but I covered them in the second training. Does anybody know what they are? Bonus cupcake points. If you remember that part of the training where I talked about three traits that successful [00:44:00] people have. I'll remind you, but I'm just curious, does anybody remember what they are? Did anybody get to that part? Christine? Okay, let's hear it. Do you have 'em? Did you take notes? Christine <laugh>. So curious.

Speaker 9: Gotta unmute myself. I love, I took copious notes. I felt like 20 pages of notes from you.

Speaker 1: Oh good.

Speaker 9: So I gotta find them. But yes, they're in here

Speaker 1: <laugh>. Okay, good, good. So I'll just go over 'em really quickly. But you get cupcake points. [00:44:30] Okay? Christine gets the star by her name. Three predictors of success, committed and decisive to be successful. That's number one, guys, you gotta actually be committed to making this work. Otherwise, any old obstacle will blow you over. I'm serious. Any excuse you'd be like, oh, can I be successful? Cause I'm a man. What's a female dominated industry and all that? Can [00:45:00] I be successful cause they got the wrong goads or it's not that at all. It's never that. It's not. Oh, I live in a small town. Oh, I live in a big city. Oh, I have a saturated market. I've heard every excuse under the sun and it has literally nothing to do with that. The number one characteristic that you must embody, Suzanne, Christine, Monica, Jan, everyone, Rachel, everyone.

Speaker 1: Okay. Are you committed and decisive to be successful? I'm gonna do this. I'm gonna make, I'm going to rock at this. This is my life, my mission, my dream, [00:45:30] my purpose, my passion. I'm doing this. No, you don't have to know how, I mean that's where I come in. You. I can't help people who don't want this. Okay? So that's number one. Committed and decisive to be successful, David, right? This is, you're gonna claim it. The second thing is you have to be coachable. Coachable means you're gonna listen and take action from experts who have proven strategies, right? It means you're, you're gonna like [00:46:00] guys, do you know how expensive DIY is? Do you know the acronym diy? Do it yourself. Do you know how expensive it is to try to figure out how to build a practice by yourself? That's foolish. And I used to think that the number one reason why massage therapists struggle is cuz they just don't know how to run a business.

Speaker 1: That is still true. But you know what the worst part of it is? You're doing it to yourself cuz you think the fastest or the you [00:46:30] think you're gonna just go suddenly figure out by Googling and joining a bunch of Facebook groups for massage therapists, how to build a practice. Practice that's like, I wanna build a house. So I'm gonna YouTube it. I'm gonna get some books. Let's see. I think I wanna own electrical first. Yeah, I'm gonna learn about electrical first. And you get a book on electrical from the library. Is that how you build a house? [00:47:00] No, I'm just gonna run to Home Depot. I'm gonna get some two by fours and I'm gonna get a nail gun. Yeah, that'll be good. I'm

gonna do that. And you come home and you got a pile of two by fours and nails. Is that how you build a house?

Speaker 1: You just waste money, you waste time. You know how you build a house, you hire a home builder, you hire a general contractor and if you really wanna [00:47:30] do it yourself, you literally hire a general contractor to do it alongside you. Don't risk tens of thousands or hundreds of thousands of dollars to try to figure out how to build a house the first time on your own. And I'm telling you, building a house is way easier than building a massage practice. I'm serious. I hope I didn't just scare away half of you, but I'm told you, I'm gonna be honest with you. Building a practice and maintaining [00:48:00] and running a successful practice is probably one of the hardest things I've ever done. And remember, I've given birth at home three times in my bathtub. That wasn't easy either. Okay? Building a successful massage practice is harder than building a house, okay?

Speaker 1: Cuz you're the one that has to do it. And you have to know all the things. You have to know plumbing, you have to know H V A C, you have to know concrete, you have to know all the things. Now my [00:48:30] fiance is a general contractor and he wants to remodel something in the house. It's like he gets it done in two seconds flat cuz it doesn't intimidate him. He's not scared. He knows who to call. He knows what to do. He gets out his own tools and he is like, bam, bam, bam. And I'm like, oh my gosh, how did you do that so fast? I've been scared of doing that for three years. And he just comes in here and does the thing, replaces this or fixes the window or repaints a wall and patches. And he moved my ceiling fixtures that I've been wanting to move for three years.

Speaker 1: He did it in one second. Okay? So what I'm saying [00:49:00] is trying to do this on your own, I'm just gonna say it's very foolish. And this isn't just like a commercial for my program, but I'm telling you that's the reason why I do it. Cuz I realized I wasted so much time and money and energy and tears and sweat and probably some blood drops the blood too, trying to figure it out. And you don't have to do that. It's really, really smart to listen to coaches who know how to do this. So there's a lot of mentors out there, there's a lot. There's a good handful. I could recommend a lot of people that do help massage [00:49:30] therapists, build businesses. That's what they do. And if you're interested in who to what to look for, then ask that question. Okay? So that's what I mean by coachable is listen and take action, listen and implement.

Speaker 1: Don't run around gathering free information that is not gonna help you. I'll give it to you, but I wanna see that you're gonna actually go and implement it and do something about it. Cause success loves speed and collecting free information doesn't build a practice. Action does. Got it. So that's what I mean by coachable. And then the third thing is resourceful. Resourceful means [00:50:00] you hit a wall, you're gonna find a way around it. Nothing's gonna stop you from claiming your dream, nothing's gonna stop you from having the success that you want cuz you're gonna have updates. You're gonna have down days, you're gonna encounter obstacles. You're gonna get one star reviews. You're gonna get creepers and pers in your office. You're gonna get all the

things that come with being an entrepreneur. You're gonna have really great months, you're gonna have really bad months, you're gonna have really great years.

Speaker 1: You might have really bad years. You're gonna have life crises, you're gonna have a flood. I walked outta my massage room one day to see that the ceiling [00:50:30] was raining into my pipe upstairs had broken and my entire laundry closet was being soaked with who knows what kind of water. I mean stuff like that happens. Okay? So resourceful means nothing's gonna stop you. You are gonna figure it out. So I don't buy it when people go, oh, I can't mark it cuz I'm not tech savvy. I'm like, you know what? Learn it. Learn it. Learn Facebook. Learn the internet. Learn Instagram. Learn your CRMs and your apps and all that stuff. You have to just learn it. It's 2022 for heaven's sake. We thought we'd be [00:51:00] living on Mars by now when I was a kid. So those are the three things. All right? So committed to decisive, coachable, and resourceful so that I know I'm still answering Suzanne's question.

Speaker 1: That's what it takes to be successful. If you have those three traits, you can be successful. So does anybody have those three traits? Can y'all at least claim you have those three traits from this point forward? You know what, I'm gonna be that. And if you do that, you'll go quantum leap after this workshop from wherever you were. Cuz you're not gonna be sitting in the corner [00:51:30] crying going, this is too hard. I told you it was hard. Now go figure out how to do it, okay? And do it the smart way. Okay? So that's really what I wanna say to you, Suzanne. Of course you can be successful and it sounds like you have some roadblocks. You're concerned about blue collar, you're concerned about the economy, you're concerned about being affordable, you're concerned about people coming to your home. But what's that? What that is telling me is that you could use a big dose of business strategy and really some help doing this the right way. Okay? Does that make sense Suzanne?

Speaker 8: Yeah, I [00:52:00] just had a new website designed and booking online. I have my logo, I've been going to some craft fairs and giving free massages, back chair massages,

Speaker 1: Get you clients. Mm-hmm Okay,

Speaker 8: I've got, I'll get one really good client from doing something like that.

Speaker 1: And how many hours did [00:52:30] you work to get that one good client and what is your time worth to you?

Speaker 8: Yeah,

Speaker 1: It took away, okay, there are smarter ways of doing that. One thing I wanna offer you guys, if you haven't, many of you already have, but if you haven't, go to my website, rock Your massage practice.com. At the very top it says grab my free 45 minute training. Okay? Now I know I've given you guys a ton of stuff if you've already watched the trainings from this workshop. But it is different. It's called Four Shifts for creating a successful massage practice [00:53:00] or a crisis proof massage practice or something.

I keep tweaking the title and I can't remember what it is. But if you just go to the top of that website, it'll say grab my free training and you can register for that and watch it and take 20 pages of notes like Christine did. Cuz I'm gonna cover in 45 minutes or less the top four things that I think will give you the most leverage in terms of eliminating time, wass and success blockers, and really focusing in on the most strategic actions to get your business going.

Speaker 1: [00:53:30] Okay, I think you would benefit from that, Suzanne. Okay, thank you. Yeah, you're so welcome. Cause guys, these are big, big questions. And you know what? It takes me eight weeks of coaching to really answer these questions for you. But I want, when I work with my clients, that's what we do. But I wanna deliver as much value as I can here. But just know I, I'm gonna answer the questions as succinctly and as I impactfully and broadly as I can given the limited amount of time that we have here. Okay? So be patient with me and I'll always point you to other resources that we have because I know [00:54:00] our time here is limited as well. Okay? Okay. What's next? Justin? What do we have?

Speaker 5: Monica is asking, is this a good niche? Women with upper back, neck and shoulder pain?

Speaker 1: Sure. I mean, so yeah, this sounds like the specific niche. Monica is upper back, neck, and shoulder pain and I love that you've decided to narrow that into women as well. Okay. So that's kind of like a [00:54:30] niche with a sub niche. It's like a niche with a demographic and that works just fine. Thanks. Yeah, you're welcome. That was easy. <laugh>. Okay. Right. What's next here? I think we got Myra.

Speaker 5: Yeah. Myra's asking what are your thoughts on doing prenatal massage first trimester and do you think the massage you lay on your stomach is safe?

Speaker 1: Myra, you don't know me <laugh>. Okay, so also if you go to my website, [00:55:00] click on maternity massage training, I have three levels. I teach prone, skilled, prone positioning on body cushions. Do not use anything other than body cushion. If you're asking me for my expert advice, having handled 10,000 pregnant women and helped over 50 babies get born, all we ever used in my clinic was the body cushion. And that's all I advocate, that's all I teach. It's body support system, body cushion. It's like \$900. It's more expensive than your massage table. And my sets have lasted my entire career. [00:55:30] They're amazing and everyone should use them for everyone, not just pregnancy. They're orthopedic and they make your life easier. I could do a whole infomercial on it, I won't. But if you go to my website, again, rock your massage practice.com and click on maternity massage training.

Speaker 1: I have a pregnancy massage basics course that's like \$89. Everyone should go take it. It will uns scare you from working with the occasional pregnant woman. But if your niche is pregnancy massage, I would hope you have a certification in that. [00:56:00] I offer that. I have two levels. One is online, two is in person, but we're, we're revamping it all right now, but it's still there available to you. So massage is in the first trimester are always safe and you don't need anything. A first trimester woman is like a non-pregnant

person. They can completely lie face down on a regular massage table. The baby is the size of a gar bonzo bean. If there's the baby's still totally behind the pubic bone in the pelvis, you don't even need to worry about that. Uterus is not out of the pelvis after [00:56:30] the first trim, during the first trimester.

Speaker 1: It's teeny tiny. Okay? So that's my take on that. Okay, yes, you can do it, but do not, when you say the massage pillow where you can lay on your stomach, there's a lot out there and a lot of 'em aren't safe. The only one I recommend is the body support systems body cushion. In fact, if you Google Rebecca Overon, my former married name, Rebecca Overon, pregnancy or body cushion. Body cushion is one word, Rebecca Overon body cushion. I have an educator's package on the body cushion [00:57:00] website, and if you join my prenatal massage specialist Facebook group, it's called Prenatal Massage Specialists, then that's all in there too. And I give my students get a 10% discount on the set or something like that. Okay. I'm a rep of body support because I freaking love 'em and I, there's just such a great tool. Such a great tool. Okay. Okay, what we got next?

Speaker 5: Courtney found my niche after I named my business moving to a new shop next month. How soon should I change my name? It's [00:57:30] just a small change.

Speaker 1: Ooh, Courtney. Let's see. Justin, I like your, you got this late night FM DJ voice going on. It's really soothing. <laugh>, I just noticed, right? <laugh>. Okay. I found my niche after I named my business. It's very good. Okay. I feel like I'm in an audible book right now. It's great. Okay, so Courtney, I found my niche. What is your business name? Courtney.

Speaker 10: So my business name is Crescent Moon Massage and Body Works [00:58:00] and I kind of have always wanted to do prenatal, but I took your class and just fell in love with it. Awesome. And I'm moving. I've always been a room rent. I've been in an kinda contractor, but I, I've had Crescent Moon since 2019, but I've just been renting a room and now I feel comfortable enough with owning my own shop, but I just didn't like, I already have things that are going up and it would've been a small [00:58:30] change. Crescent Moon, like prenatal massage and body works.

Speaker 1: That's what I would just do. Crescent Moon prenatal massage

Speaker 1: And body works out of there. Okay, I'm gonna xna that one. Any of you guys have Body works, especially if it's like with an X <affirmative>. Okay. It doesn't mean anything to people. Now you could massage and body work would be great if you do 50% something that's not massage. Otherwise it's just confusing body work to the rest of the world is I dented my car, I [00:59:00] crashed my car and I need the dent fix. That's what body work is to the rest of the world. Okay, so it's, it takes up space. So I would just change it to your Crescent Moon prenatal massage if I were you. Okay? Does that help? Courtney? Oh, I think she, did you freeze Courtney? Is she frozen for you guys or is it just me?

Speaker 5: Yeah, she's frozen.

Speaker 1: She's frozen. Okay, cool. That's what I would do and I would change [00:59:30] asap. Okay. What do we got next there Justin?

Speaker 5: This is actually a really good one. Amber Cue says, what do you do when your ideal demographic doesn't have money? I'm still a student, but I went to this industry to help people with trauma. Most of the time people with trauma or mental illness suffer financially. Is there any way to subsidize my service? I'm in Canada.

Speaker 1: Oh, such a good, what do you love about this question, Justin?

Speaker 5: When I get a lot and you wanna help people, [01:00:00] but how do you make money helping people?

Speaker 1: Yeah, that's a big one for a lot of people. Cuz you guys are all bleeding hearts, aren't you? Like you'd bend over backwards to help people and you can't build a business that way. That's a charity. And charities are funded by corporations. Just keep that in mind. A charity is a business. It's just that its goal is not for profit, but it is a business and it needs to pay salaries of the people that work [01:00:30] there. So just keep that in mind. Charities don't just give things away. They are supported by money and they have to be supported by money or they can't function. Okay? So what do you do when your demographic doesn't have money? You can't build a business with people who can't afford your services. I know you probably don't like that. I just said that guys, some of you're like, that's gross. But he just hear the logic in it. You can't sell services to [01:01:00] people that can't afford them. Doesn't it make sense? So the question I think, Amber, are you here and you can unmute yourself. Okay. Oh, I think it's kind of like, first of all, it's not necessarily that people with trauma don't have money. There are plenty of people that have trauma, mental illness depends on what kind of mental illness are we talking homeless [01:01:30] veterans are. Well, what are we talking about in terms of your population here?

Speaker 11: First of all, I just wanted to say, I'm sorry, my camera is broken.

Speaker 1: <laugh>. No worries. Although I'd love to see your face. Yeah, we'll just thank you on audio.

Speaker 11: So this is such a convoluted question for me question. So I'm just gonna try to make this as simple as possible. Just getting a little bit of backstory without being too [01:02:00] personal. So I basically went into Allied Health from my own experience in a hospital for two reasons. One, I saw that perhaps just traditional western medicine doesn't really touch all the areas with psych patients. The second being is the main problem here is that [01:02:30] people with either chronic health issues or mental illness, homelessness, addiction, that entire subsection of people, the main issue is access to care between money. And so I'm just wondering if there's a way, and not necessarily right now, but in the future, I do wanna open a rehabilitation center. But I'm just wondering right now, is there a way that I can [01:03:00] subsidize my service? And it might be hard because you're in America, I'm in Canada. But is there a way that I can either do a sliding scale for people or just something where the people I desperately

want to treat <laugh> and I'm in the business for can be treated, but I still get paid? I don't know if you can answer that <laugh>

Speaker 1: Well, yeah, it's not, honestly not that much different in Canada than it is in the United States. Plus I [01:03:30] know we have our Canadian constituency here that could correct me if I say anything that doesn't translate over. But regardless, so when you say subsidize your services, I mean listen guys, you can charge whatever you want. You can give your massages away. Okay. What I'm gonna look at is, do you have a sustainable business model? So the best thing, so that you have two options, basically Amber is set up your practice [01:04:00] basically as of charity and get funding.

Speaker 11: Okay.

Speaker 1: But that's different. If you say, Hey, I exist to provide massage therapy for people who are mentally ill psych patients. And it's free for them. It's free for them. Then how are you gonna make money?

Speaker 11: Exactly. And

Speaker 1: You have people, you have corporations that basically donate to your cause and that's your salary.

Speaker 11: [01:04:30] Okay.

Speaker 1: But you still have to figure out what are your operating costs, how much you get paid, how are you gonna get clients, how are you? I mean, still the structure still needs to be there in order for it to move forward. But again, in the US that's whatever. Maybe Nikki can also chime in here. I know it's different across different provinces as well, but it would be if you truly, I totally had this passion for I wanna help teen moms. I [01:05:00] so wanna get my hands on teen moms. I can help them. I, and I wasn't expecting that teen moms a pregnant 15 year old or 16 year old or 17 year old is gonna just be forking out money for massage. It just didn't seem like that was the demographic that would pay my bills. Although I really had a heart to help them. And I really wanted that mission to get out there and really support them. So instead I built a successful massage practice that gave me financial [01:05:30] means to support the causes that were important to me.

Speaker 11: Okay. That's also what I was thinking is, I mean, I just operate now so I can just raise capital for a web center, donate,

Speaker 1: Donate, Mickey writes checks to charity. We have a lot of people we teach that write a check to a charity, build a business that's so profitable that you can turn around and fund the things that you're passionate about or donate to those causes. I love that. And the only way [01:06:00] that you can truly, if you really wanna get to that point is like I said, start it as a not-for-profit. Whatever the equivalent entity might be called in Canada, I'm not sure. But something like that. You still have then your job is fundraiser. Your job is head fundraiser, not massage therapist. And that's a totally different

business <affirmative>. Unless you hire a fundraiser. But then now you're looking at millions of dollars a year, not just a couple. You know, gotta fund all those positions. This is totally in business model. But that's what, if you were my client, I would say first and foremost, let's get you a successful, profitable business of your own. [01:06:30] Then you can begin to fund your passion project with that. That's gonna be the most direct route, honestly, unless you have a degree in running charities or something like that. It's a whole other thing. That's what I would do. Okay. And we did, my business did that. We were like once a month we would like, Hey, nominate a mom in need and we'd comp a massage.

Speaker 11: Okay.

Speaker 1: They were not good clients, just so you know. They were the ones that no show. They were the ones that, it just was hard. <laugh>. Yes. So we stopped doing it cause they weren't [01:07:00] invested. But we felt good about that. We were doing good things in the community for people that needed it. It was my tithing.

Speaker 11: Could I perhaps, I know this course is on working a business on your own, but I could perhaps ally with let's say a rehab center and maybe I could get funded that way or just something like that.

Speaker 1: But you usually [01:07:30] have to have the legal structure in place for people to give you money like that. They can't just write you a check.

Speaker 11: Oh yeah, yeah.

Speaker 1: Totally. Yeah. There are ways of doing that. But what I coach people is how to run a profitable business. Because I think that's a direct, more direct approach. But you could do it that way if you want to For sure. Okay. I just dunno how to do that.

Speaker 11: Okay, thank you. Yeah,

Speaker 1: Yeah. You're welcome. Okay, good questions you guys. Okay, what do we have next? And Justin, another thing you could do too [01:08:00] is if you just, maybe you've done this already, just kind of scan all the questions and just see if there's common, if we have five people that have basically the same question and then I can just kind of speak in general to those. Yeah. Okay.

Speaker 5: Love it. Okay, next one. Rachel. Jane. I've been working as a personal trainer nutritionist for almost 10 years now. And my niche is overwhelmed moms. So now my niche, my massage clientele come from there. I'd like to focus on endurance athletes because I'm a marathon runner. I'm passionate about the sport. I'm [01:08:30] not convinced there's abundance of endurance athletes where I'm from.

Speaker 1: Okay.

Speaker 5: I don't assume I could have two niches. Okay, I have one niche for PT and one for massage or should I streamline them both and focus on one population.

Speaker 1: Super common question we get about niches. Okay, so here's how I like to answer it. Would you go to an ob gyn who is also a dentist, right? Probably not, right? I don't know if that even exists. I know someone who's like a doctor and a lawyer. That's [01:09:00] interesting <laugh>. But think about it. Okay. So by definition a specialist does one thing and they do it really well. The best in the world at it. Pediatric heart surgeon or brain surgeon or something like that. So the purpose of having a niche is not necessarily to limit you, but it's to elevate your status in terms of you are the expert, you're a go-to person for one specific thing. Okay? That's a really important element of your success. It's [01:09:30] also the antidote to people pleasing. And I know this industry is full of people pleasers, okay? So you gotta get really specific about who you wanna serve, otherwise you'll burn out trying to help everyone.

Speaker 1: So one niche for pt, your niche is overwhelmed. Moms one for PT and one for massage. You mean cuz you're a personal trainer. So a nutritionist and massage. Okay, got it. [01:10:00] And that's not a niche, that's a modality. Personal training is a modality. Massage is a modality in this case. And nutrition is a modality in this case. So those are different services that you offer your clients. And if best it would be best if you can roll them up into one niche. So overwhelmed moms and you're doing pt, nutrition and massage for them. Does that make sense? Okay. Or you could do endurance athlete. Yeah. Cuz overall moms [01:10:30] and endurance athletes are not related. They're just not related. If you can find a higher meta category that can encompass them, cool. That's best. But that's really, it's just going to a restaurant that serves pasta and Thai food, it's like no, we're not mixing that up in the kitchen.

Speaker 1: It just doesn't come out well. So I would encourage you to pick one population, whether that's overwhelmed moms or endurance athletes. And if it's not convinced there's a lot of endurance athletes [01:11:00] where you are, then you don't have a market. Now that's one thing I didn't talk about in the trainings, maybe much niche is important, but you also have to have a market. If you live in a rural town, population 900 or something, there's probably not 40 pregnant women for your prenatal practice. So instead you'd wanna do chronic pain cuz pregnancy pain is chronic pain. Got it. And probably lots of people in that town that's like really rural probably have chronic pain. Does that make sense? Okay. [01:11:30] So you have to think, how can I relate the to if I can't then it's not gonna work. And you'd go with the lowest hanging fruit. Okay. Does that help Rachel Jane?

Speaker 11: Yep. That's helpful. Thank

Speaker 1: You. You're so welcome. Okay, awesome. Okay, moving along. What else we got?

Speaker 5: Amber Macchu, what do I do on my dream business name is taken. I've had this name for three years and it perfectly describes what I do.

Speaker 1: Is it taken Amber? [01:12:00] Can you unmute yourself? Is it taken where you are locally?

Speaker 11: Hi again, <laugh>. Yes. So I came up with my name at the beginning of school and so it's Revived Wellness and I've come up with just this whole thing of integrated packages in it and it nothing's official, but within the last six months, someone in my area who is a massage therapist, unfortunately

Speaker 1: Don't spell your name.

Speaker 11: The name. Yeah.

Speaker 1: [01:12:30] Amber. No, here's the good news. Revive Wellness is not a good name. Okay. You've been scared. All

Speaker 11: Right, I'd love to hear. I'd love to hear it's

Speaker 1: Not good name guys. If I see Relax, rejuvenate, renew on one more massage practice door. I'm gonna puke. Everybody uses that. Everybody Revive Wellness. Renew Wellness. Sorry if that's your name, I'm just saying the thing. Okay. Everybody uses that and it's generic and it doesn't, well it's [01:13:00] your, you've been, if you were in my program, I was coaching, I like good, you've been spared. That's not a good name. Okay. It's a decent name. I'm not saying it's terrible. I'm just saying it's an average basic name. And do you wanna be the average basic massage therapist? No. The name should accomplish a few very specific things and that one doesn't accomplish anything other than takes up space. <laugh>.

Speaker 11: Sorry

Speaker 1: You guys. Am I such a, [01:13:30] I just get, sometimes I just get all fired up and I'm like, oh my gosh. Massage therapist. I love you. And sometimes I just wanna thank you. All right. So Amber, good. You don't wanna use that name. You can find a name that works much harder for you. We'll get you better Search engine rankings. We'll be more clear about what it is that you do. But don't use revive no one. Okay? It's fine. You've been spared better name and especially you can't use it if somebody right in your neighborhood is using it. It'd [01:14:00] be fine if it was somebody seven states away or something like that. That's no big deal. But somebody in your state take it, took it. You can't, I'd go crazy if I registered Salt Lake prenatal massage and then somebody went and registered Salt Lake City prenatal massage.

Speaker 1: They'd have such a lawsuit so fast. It's not even like, you just don't wanna step on people's toes like that. Okay? So you gotta go back to the drawing board. Madera. Okay? Sorry's not what you wanna hear <laugh>. Okay. Oh [01:14:30] good, thank you. You're welcome. Okay, what else do we have Justin? I know we only got about 10, well less than 10 minutes. So we'll see if we can lump any of these together. And guys, again, if we don't answer all these questions, fine, you could post them underneath the Facebook live stream that's going on right now. If I have time tomorrow before our next

training, I'll do another little Facebook live and catch all the other questions. Otherwise we can pick 'em all up tomorrow. Okay? So don't worry, we'll get you taken care of.

Speaker 5: Amber McCue had another good one here. She [01:15:00] says, in your opinion, subscription based or prepaid services.

Speaker 1: Neither <laugh>. No. Well it depends. It really, I can't really answer that question without knowing a lot about your business, but it just depends. The general advice is have payment options that support what you want your clients to do. So I had a membership and I'm not saying you should do that, but I had a [01:15:30] membership because pregnant women who were notorious for coming once at 14 weeks and then not again until like 44 weeks. That was a joke for all of you people that have ever been around pregnant women or been pregnant, seriously, or I'd see them never and they'd come at week 40 and they just drove me crazy. I was like, really? You're, you're about to give birth and you just getting a massage and you think I'm gonna fix all your pain in one session. You're crazy. So what we did was we set up a model that encouraged them to come as many [01:16:00] times as we could get them to come while they were pregnant and then retained them postpartum.

Speaker 1: So my business model supported that. So the answer to your question is, you guys gotta think about is there a financial structure to how you price and sell your services that would make it easier for you to get your clients to do what you want them to do so that you can serve them best? I could totally serve my clients if I saw them 16 times during their pregnancy or even eight or even four, but not once [01:16:30] at 42 weeks. Get this baby out kind of stuff. That's crazy. Okay, so that the helpful, we'll give you some food for thought. Okay,

Speaker 5: Next one here. Rebuilding my business for Covid. I want to, this is from Lisa. I want to build my niche around stressed out professionals. I have a few modalities, however, I wanna practice cranial sac positive psychology coaching. I reopen with other modalities to have an income. I wanna dive into cranial sac and coaching only do I plan out the financial portion, just [01:17:00] as you did in the second session.

Speaker 1: This is a really complex question. Regardless, you're gonna build it around your niche, not your modalities. Stressed out professionals isn't really the best way to call that niche. Cuz I'm a stressed out professional, but I don't identify as that, if I can use that word. I don't run around saying, oh, I'm such a stressed out professional. [01:17:30] If I saw a billboard saying that I'd be a, you're not talking to me. Okay? So see if you can get a little bit more specific about what you mean. And especially use words that they will resonate with. Okay, <affirmative>, that's more like a demographic than a niche, but you're close. I think you're really close. Okay, now I wanna practice cranial sac and positive psychology coaching. I wanna do that coaching only. Do I plan out the financial portion, just as you did in the section Section? [01:18:00] Do you mean your rates? Just so I know we're talking about the same thing. What do you mean by planning out the financial portion?

- Speaker 12: Do I go packages or do I, because I'm, I'm more tending to go towards coaching packages so that there's the investment of the client versus an hour thing.
- Speaker 1: Yes. Oh a hundred percent. For those of you that do coaching of any nature packages, yeah, you've gotta have the client bought into eight hours or sessions. It's not a one as you go. There's no way you can do that. [01:18:30] I've found anyway, not only my own coaching, but I also train coaches. I train transformational healing coaches and that's what I tell 'em is, no, it's money up front for a slew of hours in order to get their result. That's very important for coaching, I think.
- Speaker 12: Yeah, I was trying to figure out how to balance that between the hourly versus the package. So if that's, yeah,
- Speaker 1: Yeah. And the other services usually are hourly, [01:19:00] but while you're, yeah guys, this is so important. What Lisa said, listen to me. You have to have a source of consistent income while you're building a business. A lot of you're struggling cuz you're trying to squeeze water outta rock. You've got two clients and you have no other source of income in sight and you're freaking out. Don't do that to yourself. Go get a job, get a part-time job, work at the gas station. I don't care what it is, it doesn't matter. That's smart. That's not failure, that's quitting. [01:19:30] That's called being financially responsible as an adult. Get a job or have a consistent source of income. Even if it's, you're like, I'm doing another modalities, but my passion is this. But Lisa, your current work that you're doing is funding your dream. Okay? So you guys get that.
- Speaker 1: You gotta have, there's no glory for I quit my job and now I'm just gonna go all outta my massage practice and I have no money and no credit and no savings. That is just career suicide. Don't do that you guys, okay? [01:20:00] Get steady income and if your business is kind of floundering, get steady income while you're figuring out how to fix it. Okay? I've coached a lot of people do. I'm like, you go get a Massage Envy job right now. <laugh> like massage Envy's, always hiring. Get out there, at least get a couple hundred bucks coming in that you can breathe with. Okay? So very important thing. I just wanted to piggyback on what you said, Lisa, it's really good. Okay, awesome. I'm gonna
- Speaker 5: Lump these two together. How do you develop your niche and how do I figure out [01:20:30] a business name that matches my niche?
- Speaker 1: So the niche I know in the training, I gave you some pointers on that so I won't repeat them here, but I did mention that what it is it needs to be a population you serve or a problem you solve. Usually it's what you're good at, it's what you love, it's what you've been through yourself. I picked prenatal cuz act no prenatal picked me guys, if I'm honest about it, that niche chose me. It was a calling and it doesn't [01:21:00] have to be that for your niche, but it could be. Mine was like, I am crazy about pregnant women. I just wanna be around pregnant women all the time. My birth experiences were so amazing, I just wanted to talk about it all the time. And so I built a business around empowering pregnant women. So could be something like that, but there's a lot of ways of figuring that out. But at least just be very clear about what a niche is and what is not. And that will help. Usually it's just, it's right under your nose. You might already

be doing it, you [01:21:30] just didn't realize it. Okay, what was the second portion of that one? Justin?

Speaker 5: How do I develop my business name based around my niche?

Speaker 1: Yes. Okay, so let me just say if I can just do a little shameless self-promotion here, just because I told you I wanted to point you guys to some resources that we have that would help you. We have a program called Jumpstart Your Massage Practice. It's a DIY program. [01:22:00] There is no coaching in it, okay? You don't get coaches, you don't get support. Oh yeah, you get, sorry, let me mute you Justin. Justin has visitors, he's in Peru right now having to know. So you in jumpstart your massage practice and you can just go to jumpstart your massage practice.com. That's the url. There are four, maybe five modules where I actually do teach you how to do all of this. I teach you niche [01:22:30] naming. We even go into some mindset work. But again, there's no coaching and I don't teach you how to get clients in that.

Speaker 1: It's really the foundational stuff about building a business or fixing a business. So some of you might be interested in that as if you wanna take further steps. That course is only 990, 997, something like that Justin. And I think we even do split it into two payments. So, and I'm just telling you that cuz I just know in these q and as, those are such great questions and [01:23:00] that's a long, long conversation if I'm gonna coach you on how to really figure out what your niche is. But I do walk you through the whole process in the Jumpstart Your Massage Practice program.

Speaker 1: Yeah, it covers name niche tagline and actually it does have a little bit of coaching. We let people in that program twice a month to jump in on our name niche and tagline, coaching call from Rock Your Massage Practice Academy, which is my full blown hands on [01:23:30] deep dive life changing a week program. So there's a little bit of coaching on that one topic. But some of you might, if you're like, okay, I need some professional healthcare, I have a teen to any budget, that might be a good place for you guys to start and I will walk you through all those things. Okay? So visit that or just earmark that, jumpstart your massage practice.com as a possible place for you to start. And I will also just mention this, that 997 [01:24:00] functionally would serve theoretically. Now listen to me functionally, theoretically, might serve as a deposit for those of you that end up joining Rock Your Massage Practice Academy.

Speaker 1: In other words, that 997 would go towards the tuition for Rock your Massage Practice Academy. Does that make sense? Now why I say that's theoretical is cuz Rock Your Massage Practice Academy, unlike Jumpstart your massage practice rock, your massage practice [01:24:30] is by invitation only and application because we can't help everyone. And that program is rigorous. It is like getting an MBA for massage practices in eight weeks. And not everybody's up for that. Not everybody's in a time of life to do that. But if you are like, you know what? I want this done and done fast and I want the Turbocharged Lightning fast track to transformation, then apply for that program. Now if we think Jumpstart might be better for you, then we'll tell [01:25:00] you that. Okay? But that's how that works. Okay? Just so you know. So it really can't, what I'm saying is you can't lose <laugh> because you get an awesome jumpstart program that's only 997.

Speaker 1: And theoretically you could roll that money up into the tuition for Rocky Massage Practice Academy if you are invited to join it. Okay? So niche, again, it's like a whole conversation. The main thing I want you to leave with this training is that you need one and I want you to be thinking about what it is. [01:25:30] And for those of you, I think this is my niche, I'm happy to kind of sign off on it. But in terms of the actual process of how to discover your niche that would be found inside of those programs. And just for the sake of time, we can't really cover that here. Okay? Did I answer that whole question there Justin? There was another, I feel like there was another piece of it.

Speaker 5: Yeah, I think its

Speaker 1: Okay. If there was something I missed, let me know. Okay,

Speaker 5: The next one here, I'm gonna combine these to Amber and Aubrey. How much, what are this? Or how do I do all the steps before getting clients without capital? And then Aubrey's asking, [01:26:00] how many puns buffer do I need at the bank before I start hiring? And what does that look like?

Speaker 1: Okay, so can you, sorry, just repeat the first question for me.

Speaker 5: Yeah, the first one, how do you all the steps before getting clients without

Speaker 1: Capital, okay? There's no such thing as starting a business without capital. You guys, there's no such thing. If you wanna open a restaurant, you need half a million dollars in the bank. If you want to buy a food truck, you need probably a hundred thousand dollars to buy the truck. [01:26:30] Does that make sense? You wanna open a mobile practice with an RV and you wanna deck out an RV as a mobile massage studio, you gotta buy the RV <laugh>. Okay? So you have to have capital to start a business. Do you guys hear me? Do not fall for the trap of will I have a massage table and three sets of sheets and some lotions. So I have a business, false. You have a hobby and you have a side hustle that you might make some money doing to maybe potentially create capital for your business. But that's hard. [01:27:00] Okay, so here's someone, answer the question as pointed as I can. Cause I know we're out of time, we're going a little bit into overtime and then I have to ask you guys a really important question before you leave. So hang around.

Speaker 1: Here's how you, you have to have capital for your business. Here's how you find it. That's the question I'm gonna answer. Okay? Number one, you have to loan your business money. All businesses that you're gonna start are gonna start with your money. So you're basically gonna loan your business money to get it started. So [01:27:30] that means you as a person have to leverage your own borrowing ability, your own credit. So your own credit cards, your own savings account, your own Roth or your own IRA or your retirement from your last corporation you worked for. Any money that you got sitting around, or even assets you can sell that old motorcycle you're not riding anymore or that whatever that you got. You got grandma's jewelry or something that you inherited. That's like sitting there. Those are assets that you need to liquidate [01:28:00] in order to get capital to start your business.

Speaker 1: So you do need to borrow. And debt is not bad. Every business has debt. And debt is really good for a business because it keeps your cash flow moving if you do it the right way. Please don't go into debt to buy a hydraulic cable, that's dumb. But go into debt to figure out how to build your business and how to grow your business. Go into debt for certain things. So that's how you do it is you have to use your personal ability to borrow money, your own credit savings, emergency [01:28:30] credit cards, inheritance, whatever you got. That's what it's for. Okay? If you don't have that, some people have no money, no savings, no income, you're in bankruptcy, you have no credit. Your credit's 500, you couldn't get a loan to save your life. The only way to get capital is from another human being.

Speaker 1: So you'd go to your rich uncle, you'd go to your mom, you'd go to grandma, you'd go to your sister, you might go to a client and you'd say, Hey, I'm trying to pull up some capital to [01:29:00] get my business in a better place. Are you in a place where you could invest? Would you loan me? And just offer them the same interest that the banks are offering. Offer them more, offer them 7% interest and repay them. That's literally, guys, the only way to do that. You can't get a loan if you have no income. You can't get a loan if you have bad credit. You can't get a credit card. If you have no credit. You can't do those things. So we gotta see a lot of people that are stuck in their practices because they are trying to do this with no money and you just can't. [01:29:30] Okay? You gotta have it, like I said, a consistent source of income coming in. That means get a job while you're building your business or be intelligent about borrowing money from either an institution, a credit card, your own savings, or another human being, an angel investor, something like that. That's how you do it. Okay? Does that answer that question? And then what was the second piece of it, Justin?

Speaker 5: The second one was basically trying to start hiring employees. How many months buffer do I need to bank before I start hiring? [01:30:00] It was a buffer. Need to cover each employee's pay.

Speaker 1: Okay. And whose question is that? Cuz I wanna talk to them real

Speaker 5: Quick. Aubrey Garcia.

Speaker 1: Aubrey Garcia. Okay, Aubrey. So guys, I'll just say this cuz I can't just cuz we're out of time. And Aubrey, I'd love to expound on this and I think Nikki could scare up my YouTube video on this one. Guys, go get on YouTube and search for Rock your Massage Practice academy. I have hundreds of videos on all kinds of topics that have wonder of what to think of before you hire [01:30:30] employees. Okay? So this is where my big overprotective sister attitude wants to come in because most massage therapists should not hire employees. It's not the next step. So that would be the conversation I wanna have with you, Aubrey. First to really get clear, why do you wanna hire, think that's a good idea. What are your goals? Cuz it's another myth I bust a lot, which is, and I'm not saying you're wrong, okay? I'm just saying these are the questions that I would wanna find out first before I [01:31:00] would coach you on that. Because hiring employees will cost you so much money in the beginning. It will cost you a lot of money. And I actually even have a whole checklist of questions I could zap over to you, maybe Aubrey, if you

want, about what you need to think of before you hire people. So tell me, what's your number one reason for wanting to hire people just so I can kind of lighten and coach you on this one.

Speaker 13: Ok, I'm kinda tired, ok? And [01:31:30] my business is going really well, and I know how to build my business to where I can have a flow of income. And it's just that I, I'm tired of doing it every week and I'm ready to give it to somebody else. That way I can think of other things to build the business, to expand it. But I'm just really tired doing hands on right now. [01:32:00] I can do three days. I've actually cut down to four. But I know that that's one of the reasons why, and I don't wanna quit as a massage therapist. I just don't have to do so many massages every week.

Speaker 1: I totally get it. I totally get it. Okay. So I'd wanna spend more time with you than we have tonight to answer that question because it's not about money in the bank. I'll just at least answer this. It's not about money in the bank. You've gotta have a [01:32:30] complete HR infrastructure in place before you hire anyone. Do you have a training program that you put your staff through? Is it online? Is it all been recorded? How are you? Yeah, so those kind of things, okay? Because otherwise, Aubrey, you're tired and you're, say you hired six people, is hiring bonanza and you hire six people, how the hell are you gonna train them? You don't have the bandwidth to train them right now. And trust me, [01:33:00] as somebody who is employed over 80 massage therapists, I can't tell you how many times I hire what I think are great people and they leave after two weeks.

Speaker 1: I poured my heart and soul into them, training them, certifying them in pregnancy, massage, all of this stuff. And they're like, oh, I just got offered a job on a cruise ship. So I gotta go. And I'm just like it. It's massage therapists. I know none of you, what I'm gonna say doesn't apply to any one of you in here because you're all wanting to be entrepreneurs [01:33:30] and that's a different breed. You're all, you raise horses, okay? That's a different breed. What can I say this? Massage therapists as employees suck <laugh>. They are flaking, they're lazy, <laugh>, they, for the most part, oh my gosh, you're gonna go to hell and back to find two good people and everyone else is gonna eat you alive. And you're gonna go, I'm running an adult day here. What the [01:34:00] hell? Even if you love them. And I loved my employees.

Speaker 1: I had some of the best employees on the planet and they would still do stupid shit. And I would have to pick up for it because I was the boss. Oh, I'm sorry, I woke up. I drank too much last night. I'm puking and I'm like, I guess it's me. And I would work twice as much for half the money because I had employees. So if you think you're gonna work less and make more money with employees, yeah, [01:34:30] I hate to break it to you before you hook yourself off that cliff, I got a lot of advice for you. And we should talk <laugh>. Okay? All good. All right. Reach out to me. We'll talk. Nikki can send you the training. She could post it in the Facebook group, something like that. But here's what I wanna do just real quick before we wrap tonight. So first of all, just real quick, be honest, on a scale of one to 10, just how valuable was it for you to just be here tonight?

Speaker 1: I know I didn't answer everyone's questions, but I hope that you were listening from a place of what can I learn from what's being asked or just connecting or even [01:35:00] just knowing, hey, there's people out here that care about you, care about this industry and want to help you. I hope that that is at least of value. So just put in the chat on a scale of one to 10 out, 10 being like, this was awesome. One being like, I would've rather drank a bottle of hot sauce and pour it in my eyes. Something like that. Okay, just tell me, I'll that awesome, great feedback. Okay. And so tomorrow we're gonna tackle trainings three and four. So make sure you've watched those if you wanna get the most value out of it. But I wanna ask you guys something [01:35:30] we have scheduled and set aside a little bit of time for those of you that are interested in having the straight conversation about working with us.

Speaker 1: This would be a specific conversation about applying for Rocky Massage Practice Academy. It's about if it's even the right thing for you, all of that stuff. Many of, we offer a free 60 minute discovery call for people that are really wanting clarity about what their next steps are. It's not a high pressure sales call. Guys, like I said, the program's not for sale. That's why we don't even talk about the price. I'm sorry. We [01:36:00] just don't. Cause we don't know if we want you in it yet. We don't know if it would serve you. We don't know if it's the best use of your time. So it really is this process that we do for people that are like, okay, I think I need help. I just want some clarity. And I like you guys, I wanna talk to you guys. We offer a free 60 minute discovery call where you're gonna get on the phone with Justin or Cherie.

Speaker 1: Sheri, I don't know if you have your camera on, but Justin right there, who's been fielding questions tonight and Shere, they have been handpicked and trained by me. They are experts at this. They have hearts of gold and they really do care [01:36:30] about you. And it's also the first step for finding out if really it's a good fit for working with us. So the first part of a 60 minute discovery call would be they're gonna drill you. They're gonna ask you a lot of questions, you're gonna get a lot of clarity and a lot of value just from that. And then if you want our help, then they would, it's their job to basically vet people. Okay? So they're gonna decide, you know what, yeah, I am gonna talk to naia. You know what Paula, I really think that we could help you. Do you wanna talk about that?

Speaker 1: And then we would move into the second part [01:37:00] of that conversation, which would really be about what does it look like to work with us professionally? And if it's a win-win that we invite you into the program, we get you all the details, we get you enrolled, literally right then and there. Change your life starting right there on that call. If you want to, we even give you a big fat scholarship if you just jump in. <laugh>, we don't like doing follow up, I'm just gonna be honest, okay? We literally give you a big fat scholarship to just make a decision if we offer you a spot in the program. So that's available anytime anybody can do that. We've got, I'll, in fact, I'll drop [01:37:30] the, I will drop link for those of you that want to do that. But here's the question I wanna ask you before you run and do that.

Speaker 1: And like I said, you can do that at any time. And there's the link to go to, you'll pick time, you'll fill out your application, it'll tell you if you're talking to Justin, if you're talking to

Cherie. And you'll have a one-on-one really high powered conversation for you to get massive value on that call. What I'm offering is on Friday night, cuz we're here tonight and tomorrow, same bat time, same bat channel on Friday night, same time, six to [01:38:00] seven 30, maybe a little bit longer, eight, something like that. I'm offering an opportunity to talk specifically with me about the program. It's almost like a group discovery call. Cuz what happens is we do these events and everybody wants to go book those calls and sometimes they book up and we have no availability and I really wanna take care of you guys. And also some of you guys have already done discovery calls and those types of things.

Speaker 1: And some of you just feel like, Rebecca, I just wanna talk to you. I love Justin, I love, they're great. I just kind of wanna talk to you. [01:38:30] Okay? So if that is something that you're in, so first of all, is anybody interested in doing that and available for that? You'd be like, heck yeah, I want the scoop, I want the deeds. And it's the same deal. Guys. Gonna, for those of you that really wanna do this, I'm gonna invite you into the program on Friday night and we're gonna start, we're gonna rock and roll if you decide that that's something that you wanna do. Okay? So that's the deal if you want to do that. I don't know if we have enough people to even warrant it, cuz come on, it's a Friday night. I got plans. I'd love to be with you guys first and foremost, but I'll only [01:39:00] do it if we have enough people that are like, heck yeah, I'm doing this.

Speaker 1: Okay, so here's what I want you to do. Let's see, let's do, what I want you to do is text your name, your whole name and your email address to this number with group discovery call. Okay? So if you're interested in that for Friday night, same time Friday night, then text group discovery call with your name and your email address just so we can see if we have enough people that are interested in doing that. Cuz [01:39:30] we just wanna take care of you. Okay? So otherwise, we'll see you guys tomorrow night, same time again. If we didn't answer your questions tonight, you can enter them in the Facebook live stream below. I'll do my best to pull them together and answer them. Otherwise, we'll see you guys tomorrow. We're gonna just dive right in with questions, okay? Awesome. All right you guys. Thank you so much. We'll see you next time. Bye bye.