

Speaker 1 ([00:00:00](#)):

All right. Welcome to session number two, uh, for our live q and a, um, this month in about mapping out your six figure practice. I'm so pumped to be with you guys. We're gonna just dive like right in with questions and then we'll handle any just basic, you know, housekeeping and stuff like that when we're, when we're done, if you don't mind, or, you know, towards the end. Okay? So we're live on Facebook and those of you that are watching us live on Facebook, in order to participate in the q and a, you do need to be in the meeting room. We may not see comments if you post them in the Facebook group, just letting you know. Okay? We'll keep an eye on it loosely, right? Sheri, Justin, maybe we'll keep an eye on mm-hmm. <affirmative>, but, but really where we're gonna be fielding questions from is from the chat in here.

Speaker 1 ([00:00:43](#)):

So please make sure your cameras are on so we can see you and connect with you. I know it's a virtual event, but we really wanna be, you know, as face to face as we can. I know you're all touchy feely people, so let's connect and get to know each other and see what's up. So who was here yesterday? I see Davi, I see some familiar faces. Yep. Okay, welcome back, Myra, Courtney. Awesome. And then, um, I'm gonna go ahead and mute everybody, just so we don't have any background noise. And then also just wanna reintroduce some of the members of my team that are here with Cherie Leatherman, who's in Texas. We have Justin Richards, who's in Florida. We've got Nicki, who's from Ontario, and, uh, now lots of other beautiful people that are here. So, um, whether you have worked with us or not, we are here to support you in moving your practice forward.

Speaker 1 ([00:01:33](#)):

And that's why we do these free events. Okay? So we've got, all right, so you guys are manning the waiting room, right? Admitting people from the waiting room, and then we're just gonna dive right in. Okay? So, alright, so just so you can acknowledge it and be present. How many of you guys watched trainings? Three and four? Yeah. Awesome. Very, very good. So session three was all about owning your value and mainly was about knowing your numbers. I hope that that was insightful for you. We do have the, the separate Knowing your Numbers training that's available to you if you wanna opt into that, we have the a link for that. That's just like, if you want the two little, there's two videos and a handout. It's just separate training that will be delivered to you. So if you weren't quite sure or the numbers moved really quickly, then we can definitely give you access to that training as well, if you would like, it's free.

Speaker 1 ([00:02:25](#)):

And, um, and then session number four was all about selling from the heart and owning your value. Okay? Um, Shari will make sure to put the, the description about what the Lincoln is in there too. Okay, I just noticed that was, it's easy to miss when you're copping, copping and pasting. Okay? So all about owning your value, knowing your numbers, and selling from the heart. Cause like we talked about yesterday, I don't know a single person that got into massage therapy because they love sales. It just doesn't happen. And yet selling is oxygen to your business. You don't have a business without clients. And how you get clients is through marketing and then sales. All right? So it's very important for you to wrap your head around the new skills, the new metrics and numbers and things like that. Okay? So just again, a huge welcome to everybody.

Speaker 1 ([00:03:16](#)):

Welcome to drop in the chat, just where you're from, how many years you've been in practice, why you're excited to be here. Just to connect. We've got a global community here. We had people from at least three different, four different countries here yesterday. So I'm really excited to bring everybody together in this beautiful way. Okay? So go ahead and say hi, where you practiced and then if you have a question, and we're just gonna direct the questions on those two topics. Training three and four. So again, knowing your numbers and owning your value and selling from the heart, really mastering the game of sales in your business. Okay? So great to see you. Cynthia's in Sandy, Utah, you're my neighbor. I love that. I'm in Cottonwood Heights, so great. Layton's top people. We don't, I've got Salt Lake City, Layton, I love it. Ontario, Nebraska, Connecticut, Austin.

Speaker 1 ([00:04:08](#)):

Ah, you guys. So great to have you here. Okay, so, so if you have a question, Justin's gonna be fielding the questions. So what do I want you to do is just go ahead and put Q with your question like Q and then dash or Q colon, whatever. And please just type out your question. You can ask as many questions as you want. You could put one question in at a time. We're gonna do our best to just corral them all together, figure out, uh, you know, maybe, uh, lump together some of the questions for people that are similar or we're gonna do our best to get through everything and address all of your questions tonight about, I always get a lot of questions about math, like, how many of you guys did your math? And you're like, holy cow, the numbers surprised you. Did anybody have that?

Speaker 1 ([00:04:48](#)):

Where you realize like, oh my gosh, I'm totally undercharging or something along those lines. Okay. So any questions that you have about that, I'm happy to walk you through that and that will lead us into all of the other um, topics. Okay? Welcome lady B, welcome Lori, welcome Monica. Great to have you guys here. Okay. Okay. So what questions do you have about knowing your rates, selling your services and owning your value? Cuz there's always stuff that's in the way of owning your value and raising your rates. Okay, all right, what do I have so far? Justin,

Speaker 2 ([00:05:24](#)):

Rich Jane, I have a number, but I'm from Canada. Should my number be plus tax or including tax? What would you say?

Speaker 1 ([00:05:30](#)):

So in Canada you have hst. So it's usually just, uh, actually Nick, you could chime in here. If I, please correct me if I'm wrong. Um, it's that you would state your rates plus hst. Is that right? You break it out separately for people, Nikki, is that how you guys do it?

Speaker 3 ([00:05:46](#)):

Yeah. Hi, I'm in Ontario. We have 13% sales tax on massage. So I just pretend the tax isn't there. It was never my money to begin with. That's money that I have to give to the government. I don't include it in my rates when I give it to my clients. A lot of therapists list inclusive rates, meaning they say I charge a hundred dollars an hour, but that's including hst, which means they really only charge \$88 and 50 cents an hour plus 13% sales tax. I definitely don't recommend do that. You're doing that. I say state your rates without HST and then put a note on your website that says that HST will be added at checkout. So be honest about it so people know what to expect. But if you lump it in together, it tricks you into

thinking that you're earning more than you are and it also makes you look more expensive than you are. So I say list your rates without tax, without sales tax and then just add the sales tax checkout.

Speaker 1 ([00:06:41](#)):

Okay? Bingo. That's how you do it. And I think that's important with all taxes, by the way, for those of you that collect taxes, pay taxes, which is probably everybody, is to always remember that is not your money. So to take that money, put it in a separate account, turn around and pay it back to the government. And that's including withholding your own. For example, in the us your own state federal income tax, like that should go off the top. You shouldn't spend all your money and then see if you have any money left to pay your taxes. That's a setup for disaster. Don't do that. If you did that, I forgive you <laugh>. Just kidding. You know, learn and move on. Okay? A lot of people are scared about those kinds of things. So a really great question. Okay, awesome. Hi Jennifer. Fancy seeing you here, <laugh>. Okay, what else? What do we have Justin? We

Speaker 2 ([00:07:30](#)):

Got some people in our podcast. I would've asked this addressed this last night. You discouraged hiring other therapists. I understand your points. Some of us are older 56 in my case and we can't do massage full time forever, which is why many therapists consider hiring other therapists. Yeah. Uh, you had a practice with other therapists. Are you discouraging this from everyone?

Speaker 1 ([00:07:48](#)):

Really Great question. So I wanna be clear, it's not necessarily that I'm discouraging you from doing that. My goal is to paint a truthful, realistic picture and point out some of the things that a lot of therapists who want to hire, fail to consider, right? So what happens if, let's just say you're planning some big adventure, some big trip, a big expedition out into the wilderness, and you fail to consider a couple of mission critical pieces, what's gonna happen? You could die, you could get injured, you could get seriously hurt. So my voice is more of just a voice of that big sister caution, just saying, Hey, here are some things that most people just don't consider. So I'm not discouraging people cuz plenty of people and I've coached people with clinics. I, I think it's great, it's just that there's a, it's a quantum leap from a solo practice. Okay? So let me just map out a couple of things for you real quick. All right? Is anybody else interested in this? Like what I have to say about before you hire employees? Okay, I'll, I'll just, I'll just, uh, um, let me pull up my little notes on this. What's it called? Justin <laugh>. It's like before you hire people, cl clinic owners. Clinic owners, thank you. Clinic owners.

Speaker 1 ([00:09:18](#)):

Okay, is it regarding, let's see, I have a couple of different, uh, documents on this. All right, so I'm just gonna rattle this off for you guys. You ready? Buckle up. Okay. Those are the things that I want you guys to know. Hiring people is not an organic natural next step for busy solo practices. Adding employees requires your full-time attention on other people. It is a quantum leap. So if you wanna replace your own income, you will need at least six to eight therapists. And this is a full-time job. Managing a clinic requires a completely different skill set than the one you possess as a massage therapist serving clients in solo practice. If I could highlight that one with flashing red lights, that'd be the biggest one to understand. Managing a clinic, managing other humans is a to, and managing a business with multiple employees is a completely different skill set than the one you've developed as a massage therapist in solo practice with adoring clients.

Speaker 1 ([00:10:19](#)):

Okay? Hiring is not a one time event, it is an ongoing process. Also recognize employees will not care about your business like you do. Don't expect them to massage therapists who may already know what they want, or sorry, massage therapists who may already know they want to have their own practices eventually are not good hires. Let me say that again. Massage therapists who may already know they wanna have their own practices, they're not good hires, you need to weed them out in the interview process. So in other words, I would ask in my interviewing process, what are your long-term goals? And they'd say, oh Rebecca, I'm so inspired by what you've done with your pregnancy clinic. I just wanna learn everything I can from you. Cuz someday it's my dream to have a clinic like this of your own. And I'm like, s ya don't let the door hit you on the way out. You basically just told me you wanna strip me of all of my knowledge and then go compete with me. Why would I hire you? That's ridiculous. Okay, <laugh> and a lot of massage therapists miss that. They go, oh, can be my business harder. It's just in it's bad. Okay? So just remember that. All right, the next piece is do not hire people because you want to help them out.

Speaker 1 ([00:11:33](#)):

Okay? A lot of massage therapists say, oh, there's all these massage therapists. I just, you know, it's like I could just help them. I could show them really how to do this. They're just new. I really wanna help them and turn that into business model. This is codependency not a viable business model. I'm just gonna say it. You hire people because they add massive value to your business and they will make your business a lot more money than if you didn't have them a lot more. Okay? Not just \$5 per hour. More, a lot more. Only hire people when you have worked out the numbers mathematically to show that you understand the cost of employees and that you understand employees will cost you money for a long time before they make you money. Hiring employees will not help you work less and make more money while you aren't working.

Speaker 1 ([00:12:17](#)):

If you have employees, you will work more and make less money. When you hire people, you will be working every hour that they're in the clinic, whether you're in the clinic or not. Just recognize that you're, you're gonna work seven days a week if you have therapists in the clinic seven days a week. Cuz what happens if somebody no-show their shift? What happens if somebody locks themselves out of the clinic? What happens if there's a, the power goes out and you've got four therapists in there seeing clients. Guess who's going into the clinic that day? You are. What happens if the dryer, the laundry goes out, there's a flood. You're gonna handle all of that stuff unless you've got half a million dollars in the bank and you can hire a general manager to run your business. And that's never the case when I talk to people, okay?

Speaker 1 ([00:13:00](#)):

I hate to be negative Nancy here guys, but I just really wanna lay this out for you. Having employees, I loved it and it cut my heart out in my massage practice. I'm not kidding you, I still have wounds around this that I'm working through. I'd like cut my heart out <laugh>, okay? So, um, it might be a little bit bitter, but I've gotten in the arena, okay? So it's perfectly fine to turn away business. Don't hire people cuz you're turning away business. It's perfectly fine to turn away business. Raise your rates, raise your rates, make more money working less before you onboard another therapist. You should have everything in place to recruit, hire onboard, train ongoingly, manage measure, fire and and hire

employees. This is an entire human resources department that you need to build and run. You also will not likely be their friends.

Speaker 1 ([00:13:47](#)):

You are their manager. You are their employer, you are the owner and you assume all the risks of business. They can walk out at any time. Even if your mother is a massage therapist and you hire her, you might need to fire her if she's not a good fit or not doing her job. It is not the hallmark of a successful practice to get to the point where you feel like hiring people will help you grow. So in other words, that should, that does not need to be the goal of your practice. A successful practice is one that you have total control over, makes you all the money that you need, gives back to you and you're free to come and go on the hours that you set. Instead of having a bunch of needy children knocking on your door all the time when mommy's trying to sleep.

Speaker 1 ([00:14:24](#)):

That's how I felt, honestly running my business. And I love my employees, amazing people. I'm still friends with a lot of 'em. Okay? All right. Hiring and managing massage therapists is brutal. It is not fun. It is a lot of work. Before you hire anyone, have an honest conversation with yourself about what your end goal is. What is your motivation? Is hiring people truly the best way to get there? Have you worked it out mathematically so that you know, it makes financial sense. Most solo practitioners can make six figures on their own without a single employee assess your time. You cannot be seeing 20 to 30 clients a week and manage other massage therapists. Management is a full-time position. Assess your operating capital. Can you afford to not see clients for three plus months while you transition into being a manager and not a therapist?

Speaker 1 ([00:15:10](#)):

Okay, those are the main things that's just like little highlights <laugh>, okay? So again, it's not that I wanna discourage people, I want to paint a realistic picture of what it really takes to do that and ask any clinic owner and they'll tell you that it is a quantum leap. I know lots of clinics that went belly up in the last couple years cuz they were ill prepared for the rigors of business ownership. Okay? So I would ask you if you are making all the money that you want and your business is actually building your retirement because you're 56 years old, then you don't need to hire other employees. Usually when people say that and they're getting tired, they're either getting burnt out because they're not charging enough and they're working too hard. But if I could show you how to make \$125,000 a year seeing 20 clients a week, maybe that would rejuvenate your career.

Speaker 1 ([00:16:01](#)):

So I always wanna explore that option for people first before they take on a marriage with 12 step children. That's kind of what it feels like, like, you know, building a a clinic that way. Okay? Does that help? Laurie, are you mad at me? I'm just being honest guys. I get, I get really protective <laugh>. Okay. Okay, so what do we have next there, Justin? I hope that helps you guys and I'm also happy to like, for those of you that want a copy of that, of what I just read and Justin, we won't send him the whole document, but maybe just that part. But you could just email Justin rock your massage practice.com and Justin, I'll have you just copy and paste it to people if you don't mind. I just gave you a job. Is that okay to do? I just signed Justin up for that. Okay. We'll make it available to you. Maybe we could even just post it in the Facebook group. And you know what? That's just what I'll do. Don't email Justin. I'll just

post to the Facebook group. Okay. Awesome. Okay, what do we have next? Boy, we're off to a busy start.

Speaker 2 ([00:16:59](#)):

<laugh> Courtney, next question is, how do I get more people in the door?

Speaker 1 ([00:17:03](#)):

Uh, always the question guys, is who do you wanna get in the door? Do you have a niche? Are your prices set correctly? Courtney, where are you? Okay, we talked about this this last night. All right, we talked about this last night, right?

Speaker 4 ([00:17:20](#)):

What?

Speaker 1 ([00:17:20](#)):

We talked about this last night. You were here last night, weren't

Speaker 4 ([00:17:22](#)):

You? Yeah, yeah, yeah. And then my cat knocked out my internet, so

Speaker 1 ([00:17:26](#)):

Oh, cat <laugh>. Okay. But um,

Speaker 4 ([00:17:28](#)):

Yeah, so my niche, I mean I've kind of, I wanted my niche to be prenatal, okay? And I'm slowly starting to get more because I've kind of partnered with some other businesses and they kind of refer me. Okay. But it's also like how do you keep getting them to come back and pricing? I'm gonna have to change a little bit. Um, when I did the numbers for how many like months I wanna work out of the year, I'm not priced too bad, but I could increase. But it's just that getting them to come back like month after month, especially with, you know, the prenatal clients trying to almost like condense them. Like, hey, this is a good thing to get like every month. Yeah. Instead of just seeing me, like I might see one client like towards the beginning and then I won't see 'em again until they're in their third trimester.

Speaker 1 ([00:18:23](#)):

Yep. No, I talked about that last night. How many you guys remember? I was crying about it. Not really. I was just like, I hated that we talked about pricing. I hate that I see you once at 16 weeks and then again at 41 weeks when you're like about to be like, you know, induced or something like that. I just, I couldn't work my magic with people. So it's a great question. It's a little, it's a slightly off topic. Okay? So I will just, because again guys, I have other programs for that mm-hmm. <affirmative>, I mean I, Courtney I built a multiple six figure prenatal practice. Mm-hmm. <affirmative>. Okay? If you look into my coaching program, rock Your Massage Practice Academy, I will answer that question and then some, because you can basically borrow my brain. I did it, I could do it with my hands tied.

Speaker 1 ([00:19:07](#)):

I've done it in six countries across multiple demographics and we've built a lot of prenatal practices. Help people build prenatal practices. Cuz that's like, that's like my superpower, right? I mean I can help everyone, but the prenatal practices, I'm like, oh, so easy. You can basically steal all my marketing materials and all my strategies cuz they're all pregnancy, they're, they're your niche. So it makes it like a little bit easier for the pregnancy people right now. So the but the short answer to that question, cuz I can't coach you guys. You're not my clients. I'm gonna give you some support. I'm gonna give some advice, but I can't actually dive in. But this is always what I want you to think about is you have to diagnose why are you not getting clients? Why are you, why do you think it is that you're not getting consistent clients?

Speaker 1 ([00:19:51](#)):

So it sounds like you don't know how to market. Yeah. Like you're not clear. Sounds like you got an issue or some incongruence with your rates, could hear that in your voice. You don't really have a clear repeatable process for getting, for generating regular clients. You also said, um, so you're also not conveying the value properly to your clients of repeat sessions. Okay? There's a little bit of a spiel that I could give you if you were in my program. I just literally, I give my, I give my students scripts. Here's what to say. Here's how to sell it. Like exact script, right? So those are the things that are missing. And so it's not just where do you advertise? Can you guys see there's a whole infrastructure that's missing for Courtney and for many of you, we think the solution is just tell me how to go get clients.

Speaker 1 ([00:20:42](#)):

But remember when I showed you guys my little, my little pretty pretty PDF that we sent you out with the trainings, wherever the heck it went. Maybe it's underneath my pile anyway, if you remember it was like step nine is getting clients. So I wanna make sure that you've got everything correctly built in place so that the, so that we don't blow the house down by bringing in clients. Okay? Listen, Nikki's famous for saying this. Nikki is cander, she's a graduate of my program. She runs our community called the Art of Building a successful massage practice. She's very vocal like I am and passionate about, like we, we gotta change up some things here. And one of the things she always says is, you don't need more clients. That's a little myopic. You guys wanna know how to get your practice full, charge 20 bucks, you'll have a full practice and you'll be making no money, you'll be losing money.

Speaker 1 ([00:21:42](#)):

So it's not just how do I get more clients? It's how do I build a sustainable practice, which includes knowing how to get the right clients in the right amounts, the right price point, working the right amount of hours, the right rebooking rates, the right referral sources, and all of that stuff. Does that make sense? Yeah. Okay. Nikki, is there anything you wanted to add to that? I know when I said your name and you've worked up and you know, she's always ready to, ready to go with her nuggets of gold here. So if there's anything,

Speaker 3 ([00:22:17](#)):

I mean, I can never say it better than you can, but Yeah, my go to saying is you don't want more clients. You want more money in less time from very specific people.

Speaker 1 ([00:22:25](#)):

Yes. That you said it better. <laugh> <laugh>, that was your thing. Okay. Do you guys get that? You don't need more clients, you need less clients, more money and the right kind of clients. You need more

money from less people. Okay. So that's the better question to ask cuz everybody knows you can just run a group on, you could just drive down your rates and charge 50 bucks an hour and get a lot of clients, but that's not what you need. You'll murder yourself. You'll, you'll, you know, your practice will suffer. Okay. Really good question though. Very, I'm glad you asked a Courtney. All right, JR what we got next,

Speaker 2 ([00:23:05](#)):

Uh, next one's from Elizabeth. Elizabeth too. If anybody, guys, anybody else? We said your question, go ahead and I'll start to unmute yourself in case we can open dialect here. Yeah. Uh, Elizabeth is asking, uh, can, if we raise our rates, how long do we give it? Do we bring our price down if we are not getting out sessions? I think she's talking about mobiles here.

Speaker 1 ([00:23:23](#)):

Mobile sessions. Oh, mobile call sessions. Sorry. Yeah.

Speaker 2 ([00:23:27](#)):

Should she bring, yeah, should she bring it down if she's not doing mobile?

Speaker 1 ([00:23:31](#)):

Um, okay, so Elizabeth, can you mute yourself so we can just chat real quick? So I wanna make sure I understand your question and I gotta write all that down. Okay. So, hello,

Speaker 3 ([00:23:41](#)):

Can you

Speaker 1 ([00:23:42](#)):

Hear me? How are you? Where are you from? Good.

Speaker 5 ([00:23:44](#)):

I am from Salt Lake.

Speaker 1 ([00:23:46](#)):

Yay. I love it. Awesome. Salt Lake in the house. Okay, so did you do the know your numbers exercise,

Speaker 5 ([00:23:55](#)):

Right?

Speaker 1 ([00:23:56](#)):

Yes. And do you realize you need to lose your rates?

Speaker 5 ([00:23:59](#)):

Yes. Okay. And it's not mobile. It's not mobile, the business, okay. So I just mean how long? And so then, um, do you do back down if you are not, you know, getting, because we were talking on the numbers

about the number, number of sessions that you want weekly, right? And so, so, you know, how long do you see that? How do you, how do you get a feel for that?

Speaker 1 ([00:24:26](#)):

Cool. So, um, there's a lot I wanna say about that, but I'm gonna keep it just brief up to answer the question you're asking. Okay? I can expound on these for a bit as you guys might be able to sense, all right? But I'm try and be succinct. If you have noticed, how many of you guys have noticed when you did the numbers you need to raise your rates, you're not charging enough, okay? So what happens is you raise your rates immediately for new clients because they don't know that you raised your rates. There's no old rate, it's just your rate. It's not old rate, new rate, it's just what's your rate. So any new client you just raised that immediately put that on your website or however your clients are finding you, okay? Then you could give your existing clients a grace period or just a heads up.

Speaker 1 ([00:25:16](#)):

And that could be 30 days, that could be 90 days, that could be 60 days. But just know that every day that goes by, when you're taking clients that aren't paying what you actually need to make, you're giving money away. So I just say as a courtesy, you could give your current clients 30 days, just heads up rates are going up December 15th, something like that. Okay? Or the first of the year. Whatever, whatever makes sense to you. If there's other factors to consider, by all means consider those. Um, but usually the massage therapists that we work with are not making it financially. So, or, or they're just really undercharging. They're charging like \$60 or they're, they're just really undercharging. And so the number of sessions they're doing is not helping them. Sometimes if you're severely undercharging. Now, please know, I'm just speaking in most markets we work in, I know there are exceptions.

Speaker 1 ([00:26:16](#)):

I know there's probably some people in this call from Asia, there's some people from this call in Australia. So please take it with a grain of salt with the numbers I use, but I'm just gonna speak in like US and Canada and North America. If you're charging less than 85 an hour, you're going out of business with every session you do. There's no way you can make it, I, I've run the math in that know your numbers training, the, the separate training you can grab for free. I've shown mathematically how if you're charging less than 85 an hour, you're basically taking home 17 bucks an hour, go work at a franchise. Like seriously go work at a franchise plus tips. You'll make more money with no headache of running your business. Okay? So just know that. So sometimes if people are like, oh wow, I've been charging \$50 an hour and I wanna raise it to 60, I'm like, mm.

Speaker 1 ([00:27:04](#)):

And if they say, well, if I raise my rates, your calculations, Rebecca, tell me I should be charging one 20. All my clients are paying 60. I say, exactly, you're gonna probably fire all your clients cuz you can't afford to do \$60 massages. Now here's what's interesting. Let's say you did that, Elizabeth, let's say you, you, you're charging, you're way under charging. Let's say you're charging 60 bucks and our calculations tell you need to raise it to one 20. And you say to all of your clients, so I'm raising my rates to one 20. What do you think they're gonna do? <laugh>. Yeah. Some of them are gonna go buy because it's just, are you kidding me? It's like if a loaf of bread is now \$17 or something, let's go to a different brand, right? So, but that's the point. You actually need to lose those clients cuz they're actually not helping you.

Speaker 1 ([00:27:59](#)):

You're, that's a hobby, not a business. A business needs to make money. So it's actually okay to lose a bunch of your clients. Most of you could stand to lose about 50% of your clients if you have already a full practice. Let's say you've seen 20 to 30 clients a week and you're undercharging. Here's the thing that we found when people in our program with our coaching, and please don't just go out there and raise your rates guys, please don't go jump 60 bucks. Please don't. That's like, go, don't go skydiving without a guide. Like please don't do those kind of things can be very tricky in a business. Um, but you, if you do that, you might lose about half of your clients and guess what? They'll stay on at the new rate. And guess what? You'll be making the same amount of money with half the clients.

Speaker 1 ([00:28:44](#)):

Crazy. Do you guys follow? Literally, if you have to double your rate, cuz your numbers are so wrong, half about half of your clients are gonna stick around cuz you're a badass and they're gonna go, I don't care. You know what? You were the best deal on the planet. Cool. You're charging one 20, awesome. I'll pay one 20 and then you're gonna be mad at me cuz you're gonna realize you chickened out on 60 bucks an hour extra you could have been making with your clients because you were afraid or you didn't know how to run a business. Okay? I said I wasn't gonna go off on a tangent, but I did. Elizabeth, did I answer your question though?

Speaker 1 ([00:29:20](#)):

Raise him now and give your current client 30 days. Yes you did. <laugh>, thank you. I have any question. You're so welcome. Okay. And guys, if you, if that spurs any questions for you, then again, put 'em in the chat. Justin can grab 'em and circle back to them. And then I would also just ask, some of you are in our coaching programs already. We love that you're here and this event is for people that haven't worked with us before, right? The focus is, okay. So those of you that are already in our programs, we're gonna coach the heck out of you inside of those programs and you know, you're completely welcome to hang out here and here's some new things and stuff like that. Okay? So I just want you to know I see you and I love you and I'm glad that you're here. Okay? All right. Justin, what do I got next?

Speaker 2 ([00:30:03](#)):

Amy Burling. My niche is mobile massage, but how do I come up with a name without using the word massage? Or I'm sorry? Mobile.

Speaker 1 ([00:30:11](#)):

Mobile. Well, why would you not wanna use mobile if you have a mobile practice? I'm just curious.

Speaker 6 ([00:30:19](#)):

I just feel sorry, I, um, got a cold right now, so I just, I

Speaker 1 ([00:30:23](#)):

Look Yeah, like Kleenex hanging off your face and you don't want us to see it or anything. <laugh>. Yeah,

Speaker 6 ([00:30:28](#)):

It's

Speaker 1 ([00:30:29](#)):

All

Speaker 6 ([00:30:29](#)):

Good. Um, but I just feel like it's over. I feel like it's overdone. I don't know. I feel I

Speaker 1 ([00:30:37](#)):

Disagree. I mean, as an expert in naming and branding massage practices, if you are mobile practice, it should have mobile in your name.

Speaker 6 ([00:30:46](#)):

Okay? It

Speaker 1 ([00:30:47](#)):

Needs to be, it needs to be very clear. Blah, blah, blah. Amy Bri, mobile massage therapy. Okay? Like, it, it needs, it needs to have that. Otherwise it's just gonna be unclear for your clients. You want them to know that you're mobile. If you're mobile, you need to be like, yo, have a cool logo with like a car. You know, like something that, that like conveys you are mobile and you will come to them. It's a very different niche. No, it actually is a niche. You guys, I don't know if you've heard me say that before, but mobile is a premium service for people.

Speaker 6 ([00:31:17](#)):

Yeah, well, and um, I mean I I like doing mobile massage because like people feel so good after the massage, they just roll off the table onto the couch. I pack up and leave. I'm coherent. They are not <laugh>

Speaker 1 ([00:31:33](#)):

Uhhuh, right? You they go to sleep. Yep. Now what? So

Speaker 6 ([00:31:37](#)):

Say what I have my, my, my name as right now, like just my Facebook page is Amy b therapy and I know you've talked about stuff like massage by Becky or whatever sort of thing. Yeah. But, um, you know, my name is Amy. My last name is Bri. So Amy b I've gone by that a lot. Mm-hmm. <affirmative>, um, Amy B mobile therapy. Would that be too basic? <laugh>?

Speaker 1 ([00:32:04](#)):

No, but I don't ever recommend using initials guys. It's like stripper names. It's like porn star names and we just don't want to be, I, I hate to say that if that's so blunt, but it really is just like that. I had a client who was getting total creepers and didn't know why and her name was Sapp IRB Massage Therapy. And I was like, honey, you gotta strip her name. You can't use your name,

Speaker 1 ([00:32:28](#)):

You can't. And we rebranded her. She says, no issues anymore, no issues with creepers. So just know that if I was coaching you on your name, I'd say just Sue Amy Bri mobile massage. Like use your name. It's a fine name. It's not like super hard to spell super nuanced pronunciation. Like it's not, it's pretty

straightforward. And if your name itself is pretty straightforward, then you can use it and it will work. But I would, I would encourage you to just use your whole name, not Amy B Oh, it's too, it's too cute. It's a nickname. You wouldn't go to a doctor that was like, you know, Johnny j Chiropractic or you know, uh, you know, Rachel r uh, dentistry. It's just, it sounds kitchy and weird and unless that's your vibe, like unless there's a good reason to use that, I'm usually like, uh, strike. Don't do that. Okay. Yeah, thank you. But yeah, totally put mobile in your name. Absolutely. Okay. Yeah. Cool. All right.

Speaker 2 ([00:33:30](#)):

Right. Next one's from David. David's got a good one here. Uh, who's a me membership model. How does this affect my numbers?

Speaker 1 ([00:33:37](#)):

Good. Great question, David. So did you do your numbers? Can you unmute yourself so we can talk? Cause I kind of sort of did my numbers. Yeah,

Speaker 7 ([00:33:48](#)):

Well I, I've based my numbers off of other franchises that are using a membership model. Yeah, I know you don't like the word franchise.

Speaker 1 ([00:33:59](#)):

No. You don't ever base your rates off of other people's rates and certainly not off of a franchise cuz you're not a franchise.

Speaker 7 ([00:34:07](#)):

Right? Right.

Speaker 1 ([00:34:08](#)):

Yeah,

Speaker 7 ([00:34:08](#)):

Yeah. But I, I do think, like I'm, I'm making a profit, so I I'm at that point, right? Um, so I am paying my bills and I, I give myself, I pay myself first. I give myself a 70% split Cool. So that I'm making my own money, so I'm paying my bills and on top of that, the business isn't making money. Awesome. And I get people signing up to come to me once a month for 12 months.

Speaker 1 ([00:34:34](#)):

Awesome.

Speaker 7 ([00:34:35](#)):

Right? That's great. And I'm charging 85 for the cheapest level, right? Mm-hmm.

Speaker 1 ([00:34:40](#)):

<affirmative>. Okay.

Speaker 7 ([00:34:42](#)):

I'm in Toronto, Canada. Just to give you an idea of where the money is,

Speaker 1 ([00:34:45](#)):

Toronto. Okay? I think you're severely undercharging, just so you know, right? Okay. I think you could double your rights easily in Toronto. Double.

Speaker 7 ([00:34:53](#)):

Yeah.

Speaker 1 ([00:34:53](#)):

Double. Yeah. So it's one thing to just, and guys, listen, just know I, I'm trained to listen beyond what your words are. Okay? I listen what's behind what people say. I have this weird way of doing this. So a couple things I just wanna highlight, David. Um, making a profit is good. That's obviously great, but I also wanna see that you're making a lot of money like that you're making <laugh>, right? Okay. So it's not just I'm profitable cuz you could lower your life standards and lower your needs and all that stuff such that you could make a profit at \$75 an hour, but you're not gonna have a great life. You're gonna be living barely above poverty or just not too far beyond that. Like, do you know, we guys massage therapists. This may not be you. Feel free to reject this if I, you're like, nope, it doesn't resonate at all.

Speaker 1 ([00:35:46](#)):

Okay? But I have literally talked to thousands and thousands and thousands of massage therapists, like one on one. And this industry is inundated by people with codependent behaviors, which means you probably have a parent that's an addict, an alcoholic, or a narcissist like certifiable narcissist, okay? Like, you didn't exist except to make them look good. You know, you were the caretaker, right? How many of you guys this resonates? You were the healer of your family. You were the peacemaker. You took care of dad, the alcoholic, you took care of mom and her rage. Or, or worse, maybe you didn't have, maybe your parents weren't around, maybe. You know what I mean? So I just noticed that in this field, again, it's not a hundred percent, but there's a very high correlation to people that have codependent tendencies that enter this field because you, you deriv in codependency you derive your sense of self-worth by taking care of other people and making them feel good.

Speaker 1 ([00:36:43](#)):

So now you just make a loving doing it easy. So it makes sense. Like also other professions too. Nursing, you know, some other, some other things like that can attract, uh, a high level of people that with codependent behaviors or tendencies. I definitely, I'm a recovering codependent a hundred percent. Guys, you know, I can't even tell you how many narcissists I've dated, you know, I mean, it's just like, it's just crazy. But what it shows up in your business is bending over backwards to take care of people at your expense. And it shows up in insidious ways. Like I only charge David, I'm just gonna pick on you, okay? Mm-hmm. <affirmative> only charge 85 an hour. I'm already telling you guys, you are selling yourself so short. You guys are, I wanna, I

Speaker 7 ([00:37:23](#)):

Wanna interject here. That's my 85 is my

Speaker 1 ([00:37:27](#)):

Lowest, is your lowest. I know, but right? But when you know, so now I'm gonna answer your question. Okay? She, you need to be like Rebecca, focus in and answer the question is this is, forgive me. I have, I have so much, I have so much to share with you. I have so much to give you and I wanna, you know, like I could do this all day, so just forgive me. All right? But the question simple answer your question, David, is when you do your numbers, let's say your lowest rate is 85, but let's say when you did the know your numbers exercise, it's like one 20. You can't go less than one 20 ever period, ever. You can't because you're just cannibalizing your own, your own business. If you buy a pair of sneakers at a hundred dollars wholesale, you can't sell 'em for 40 ever.

Speaker 1 ([00:38:19](#)):

Unless you're doing that, you're liquidating it, you're, you know, you're losing money, you gotta offload some inventory. But we're not retail businesses. We're service and time is money. So every hour that you're not working at that full rate, you are donating money to somebody else's cause. And you don't need to do that. You do not need to do that. Stop emotionally care taking people, stop financially care taking people. It shows up in, in the numbers. And my theory of why massage therapists tend to live barely above poverty and not really make a great living before we get our hands on 'em is because they're doing this in all ways. They're bending over backwards. They're approval seeking, they're people pleasing. They have no boundaries. They're afraid of, if I say no to a client, I'm gonna lose the client. They're afraid if they raise the rates, everybody's gonna be mad at them.

Speaker 1 ([00:39:05](#)):

And I'm just those, that's the core issue that I'm seeking to transform through my coaching programs with people. And we really do it. And it's amazing. It's amazing when people like the light bulbs go on and they're like, wow, I don't have to do any of that stuff anymore. And all of a sudden their business is in their life just takes off. Okay? So David, does that answer your question? You can't go lower than whatever that calculation was. That is your membership price and then your non-membership price needs to be more than that. That's your bottom, bottom, bottom line, okay. Right? And I'm not saying you guys can't discount services and stuff, just please don't chronically do it. Discount it with a good reason, discount it cuz somebody just sent you five clients, by all means comp them a massage. You know, like there's all kinds of ways you can strategically use discounts. But what I wanna eliminate is just discounting for no reason discounting, cuz you feel bad discounting cuz you think they can't afford it. Discounting because you're too scared to ask for your full rate and all that other kind of nonsense that goes on. Okay? Thank you you guys. I just love you so much. I hope I'm not getting too hard on you, <laugh>,

Speaker 2 ([00:40:05](#)):

Why on it. I, I think David also asked should I become an llc before hiring other therapists?

Speaker 1 ([00:40:11](#)):

Oh, absolutely. Yeah, yeah. Oh absolutely. Yeah. Do not, do not, uh, yeah, absolutely become an LLC at another layer of corporate protection. Uh, and do not hire anyone as you, your corporation. And also guys, while I'm at it, I'll throw this in there. If you have an llc, don't sign any leases as you, you sign it as the managing member of the llc. Okay? There's a lot of reasons why we have LLCs and consult with a CPA or a, you know, an attorney who can guide you on that. But yeah, with the employee thing, absolutely have an LLC before you hire anyone. Okay? Awesome. David. Thank you David.

Speaker 2 ([00:40:53](#)):

Pamela s um, independent contractor working at a place where I pay \$20 rent for 60 minute massage. Not sure how to navigate raising higher rates other than those published on places website, other massage therapists charge publish rates for lower as place often refers potential clients to me. I don't yet have sufficient income to pay rent on my own place.

Speaker 1 ([00:41:16](#)):

Okay, so Pamela, can you unmute yourself and tell me where you practice?

Speaker 8 ([00:41:21](#)):

Hi there actually, Paula. Hey Paula. Oh, sorry. Hi, I'm, I'm practicing in New York.

Speaker 1 ([00:41:26](#)):

In New York. Okay, good. Okay.

Speaker 8 ([00:41:28](#)):

The city upstate.

Speaker 1 ([00:41:29](#)):

Okay, sweet. Okay, so, uh, this is another topic I get all fired up about as an independent contractor. So first of all, you're 10 99, is that right?

Speaker 8 ([00:41:41](#)):

Uh, yes.

Speaker 1 ([00:41:42](#)):

Okay. They give you 10 99 at the end of the year.

Speaker 8 ([00:41:45](#)):

Actually she didn't last year, but, uh, that's okay.

Speaker 1 ([00:41:48](#)):

<laugh>. Um, um, it's not okay <laugh> and you are in a really bad setup. Like what I'm, what I mean is this is not done properly, okay? It's not being done properly and the person that's so called employing you has no idea what they're doing. And it's, they're exposing you and themselves to tax, uh, evasion. Okay? Okay. So it's notorious guys, and please know, again, I'm not coming down on you. It's just like I get it. These are the things that people, it's just notorious in this industry. So I'm gonna speak in the United States. In 2017, the US Department of Labor changed the rules. They changed the rules because they want everybody covered under employment law. Believe me, I have had detailed conversations with my HR attorney about this. I know this inside and out, and this ends up being a huge point of confusion for people as well as liberation. Once they get it clear, you should never be a 10 99, just don't do it. Like, as a massage therapist, do not be 10 99. What you can do is you're, if you, you can be 10 99 if you also have your own practice. So is this the only place you work at

Speaker 8 ([00:43:03](#)):

Currently? Yes.

Speaker 1 ([00:43:04](#)):

Yeah. So that's already red flag. You also said I'm a 10 99 and I pay rent. No, she's your landlord, not your employer. Do you guys understand?

Speaker 8 ([00:43:14](#)):

Right. I'm an employer, I'm an independent contractor, not an employee

Speaker 1 ([00:43:19](#)):

That is an independent contractor, is an, a classification of employee, just so you guys know, okay? You are an employee, you are just an independent contractor type of classification. But what I'm saying is if you said you pay her rent, Uhuh <affirmative>, no, who do you pay rent to? Friends, landlords, not employers. So we're already double two strikes here. This I'm just telling you, this person doesn't know what they're doing. Of course, she didn't issue you a 10 99 last year because it's super confusing what the relationship is. So if you are renting space, let's say you rent for \$20 a day, you're running your own business inside of her real estate. You have your own business, you set your own rates, you have your own business license, you're paying her rent, period. She doesn't book appointments for you, she doesn't collect money, there's none of that stuff going on if you're doing it properly. Okay? So you are in a, I just say bad situation <laugh>, because it's, it's not, it's illegal. It's being done improperly. So most people also tell me, oh, I never signed a contract. Okay, then you're not a contractor. You're, you're, you're floating in the wind and you're exposing yourself to a lot of liability and I don't want that for you.

Speaker 8 ([00:44:48](#)):

Oh, okay. Yeah. I actually did sign a contract with her.

Speaker 1 ([00:44:51](#)):

Cool. Does it say that it's a rental agreement or that you're an independent contractor?

Speaker 8 ([00:44:58](#)):

It says, I think it said, uh, on the top it says rental agreement and then it refers to me independent co.

Speaker 1 ([00:45:05](#)):

You're you're killing me, Paula. Okay. There's, you can't be both. I can't, I cannot hire Nikki as an independent contractor and also collect rent from her and also have her on payroll. Now, now what you have is double misclassification.

Speaker 8 ([00:45:23](#)):

Well, yeah, well not on payroll. I

Speaker 1 ([00:45:26](#)):

Will. I know, I know. I'm just saying you can't do both. You can't be a renter and an ic. You can't have dual classification in one body.

Speaker 8 ([00:45:36](#)):

Well, how is that different from my going out and renting a private space of my own?

Speaker 1 ([00:45:40](#)):

That's you renting a private space of your own and starting your own business and paying your own bills and being responsible for your income and having tax deductions and marketing expenses and things like that. Okay? That's called, that's called renting an office and running your own business.

Speaker 8 ([00:45:55](#)):

Well, can it just be considered? That's what I'm doing. I'm just doing,

Speaker 1 ([00:45:59](#)):

It's that's what you're doing. But stop saying you're an independent contractor if you're just renting space. Can you guys see the con? I'm sure Paul's like, why did, but you guys get the confusion that that goes on here. You can't be an independent contractor who pays rent that it doesn't work that way. So if you're renting from this person, cool, then you should have a totally separate business operation from them. They have no fingers in your business whatsoever. No decision making ability. They're not sending you clients, nothing. You are just renting space. So if I was renting a condo, if I lived in a condo, would my landlord come in and tell me how to arrange the furniture? Would they set me up on dates? Would they send over the neighbors to meet me? Would they like That would be weird. They're your landlord. What do you do? You get the space, you pay money. Stay outta my business. Yeah, I'll keep the agreements of the rental. Of course I have parties or like, you know, have a meth lab or something like that. Like you're gonna keep the agreements, but they're not involved at all in your business if you are a renter.

Speaker 8 ([00:47:12](#)):

Well, the only part of her involvement is, is if people call, you know her business name and she's already at the top of she doesn't want any new clients. So new clients call, they get sent to me

Speaker 1 ([00:47:26](#)):

And then Do you book them yourself?

Speaker 8 ([00:47:28](#)):

I booked them myself. She gave

Speaker 1 ([00:47:30](#)):

At your own

Speaker 8 ([00:47:30](#)):

Rates number. At my own rates. Okay. Um, but back to the original question I had asked was, um, uh, I, uh, trying to go above her public rate cause so many people are making that phone call to become a client by going to the website. Yeah. Good. And then I'm saying, okay, well I wanna charge \$35 an hour more than what's on the published website. Uh, that's where I then she just might say, well that's it. Forget it. I'm not sitting in new clients together.

Speaker 1 ([00:48:01](#)):

Yeah, that's exactly my point. She has not a zip zilch zero to do with your rates or your business. She's a referral service for you. So basically you're paying rent. Let's just pretend you're just paying rent, whether there's a daily rate or an hourly rate or something like that. She likes you there cuz she doesn't have room for anyone else. So she wants to just be nice and refer people to you. First of all, she should be charging you for that. But then what she does is just completely hands you a voicemail or a piece of paper or a text that goes, here's a new lead. She's sending you leads. Here's a potential client interested in massage. I'm turning them over to you cuz I can't take them. Then it's your job to enroll that person in your business, which has zip, zilch, zero, nada to do with what's on her website, what her rates are. It goes into now your domain and you say, okay, cool, thank you so much. I'm so glad you know, Maria referred you. Uh, what are you looking? And you have your own sales conversation with that person. So her rates in no way, shape or form are related to yours. Okay. Does that answer your question? Yes.

Speaker 8 ([00:49:08](#)):

Thank you.

Speaker 1 ([00:49:10](#)):

Awesome guys, I swear I am gonna give just a simple straightforward answer for the next question. Justin. Was it <laugh>?

Speaker 2 ([00:49:16](#)):

Okay. My family owns currently unoccupied buildings that has eight offices to be treatment rooms. Does it make sense to rent the rooms out instead of hiring employees?

Speaker 1 ([00:49:25](#)):

Yes. A hundred percent. Rent the rooms out. Okay. Be a good, yeah, be a good landlord and, but, uh, and, and make your income is rent.

Speaker 9 ([00:49:39](#)):

So everybody handles their own booking. If I have like a reception area, um, that's just for me and my business and everybody else takes care of their own deal.

Speaker 1 ([00:49:48](#)):

Yes. Now here's one other potential model. I won't explain it, but just to plant a seed, okay? Sure. Let's say they're renting from you, but there's also some practice management services included.

Speaker 9 ([00:50:02](#)):

Okay?

Speaker 1 ([00:50:02](#)):

If they wanted to use your laundry, charge them. If they wanna use the receptionist, charge them. But here's one thing I don't ever want you guys to do. Don't share booking software because who owns that data is you, Kate and I, I would never coach a massage therapist to give their landlord their client list. That's bad business, bad for business. So everybody has their own business licenses, their own websites.

They're, they're just little independent pods inside your building, just renting space, but completely, totally utterly independent except for where the space overlaps. Storage, laundry, linens maybe. But you build that into the rent and there are cleaning requirements, laundry requirements, like it's part of the agreement.

Speaker 10 ([00:50:51](#)):

Perfect. Thank

Speaker 1 ([00:50:52](#)):

You. You're welcome. I did it. Justin next <laugh>,

Speaker 2 ([00:50:56](#)):

Cynthia Bowen, I appreciate what you said about not hiring therapists who wants to own their own business. I unique situation. I actually have a clinic in Sandy, but I'm growing. I still need to supplement my income as I'm growing. I'm a 10 99 with a chiropractor's office who supports my unique modality, but I'm making 30% at the amount charged. I have the opportunity to work with another office who wants, uh, the modality, but uh, also 40% of my total price. I will honor only see in those clients at those offices, but I need to support my marketing to get my clinic full.

Speaker 1 ([00:51:29](#)):

Okay, let, I'm gonna actually read, that's a lot. So lemme just gimme one second and I'm just gonna read it. Okay. Um,

Speaker 10 ([00:51:38](#)):

I wondered if you wanted me to say it to clarify you it,

Speaker 1 ([00:51:42](#)):

Let just read it cuz I think what you have there is good. Um, it's

Speaker 2 ([00:51:46](#)):

Funny, I was thinking of the second. It might wanna help us out with this one.

Speaker 1 ([00:51:49](#)):

I know, right? Cynthia, help us to help you. Okay. So you have your, your own clinic in Sandy, but you're growing, so you're 10 99 at chiropractor, but you're making 30%. You have an opportunity to work with another office. Okay. Part of the problem is your, your, um, your energy is split here. Is your goal to have your clinic full?

Speaker 10 ([00:52:10](#)):

My goal is to have my clinic full. The situation was that I, I started my practice and graduated massage school during Covid. And so I had originally opened it in my house and I have my professional space now, but I, I was working, um, a 40 hour job and trying to build it. So I quit that job. So I can just do this, but I don't have, I have some regular clients, but I don't have enough and I charge between, um, I charge 85 per per hour, which means if they go above 85, it's just, it's per hour. But I do have, I, I do a modality

in addition to the other stuff called Bowen therapy, Bowen work mm-hmm. <affirmative>, which I have.
Is

Speaker 1 ([00:52:57](#)):

That, is that a coincidence with your last name?

Speaker 10 ([00:52:59](#)):

It, it is actually very, I didn't create it, but Okay.

Speaker 1 ([00:53:04](#)):

I know what Bowen work is. Yeah.

Speaker 10 ([00:53:06](#)):

Yeah. Okay. So I, I can work on multiple people. So I have, you know, two to four people session up to 120 an hour. So I'm trying to make 120 an hour. My goal is, like when I run my numbers is, you know, 10 to 14,000 a month based off of 120 per hour, the group sessions. But my single is still 85. Um Gotcha.

Speaker 1 ([00:53:31](#)):

I,

Speaker 10 ([00:53:31](#)):

I'm not at the place where I can support, support myself just off of my practice. And so as I was switching, um, I, I came across a chiropractor who's like, I want bow and work. And then I have another office that just offered me a job last night. I haven't answered their email yet. So it's good timing. Mm-hmm.

Speaker 1 ([00:53:50](#)):

<affirmative>

Speaker 10 ([00:53:51](#)):

That they just wanted to hire me at \$40

Speaker 1 ([00:53:55](#)):

And yeah, well see. So when you say yes to those things, Cynthia, you're saying no to your dream.

Speaker 10 ([00:54:01](#)):

I know, and that's why timing wise, I thought, okay, I, but, but if I don't have something else to help supplement me or I, there's a time where rent is still due or you

Speaker 1 ([00:54:13](#)):

Know. For sure. For sure. So my

Speaker 10 ([00:54:15](#)):

Questions,

Speaker 1 ([00:54:16](#)):

Do you have a strategy for getting your practice full?

Speaker 10 ([00:54:19](#)):

Um, so that's just where I'm at this week actually. I've been working on advertising and different things and I'm thinking I'm probably doing it wrong because I just <laugh> you just talked about Groupon and, and selling yourself. So you

Speaker 1 ([00:54:37](#)):

Doing a group

Speaker 10 ([00:54:38](#)):

Think I be doing things wrong. So you're,

Speaker 1 ([00:54:41](#)):

We gotta get, we gotta get the oils out. We gotta help Cynthia throw some crystals at her. Okay. We gotta cleanse you from that. Uh, from the evil that is Groupon. No, I

Speaker 10 ([00:54:52](#)):

Need help. I just need help advertising. I know I can be at 10 to 14,000 a month. I, it's possible I've run the numbers. Yeah. And it's within your 20, like, it's, it's really doable. I just don't know the marketing. Um, I I'm not educated in Yeah. In and so I need help. Okay. And I still need to pay my bills in getting there.

Speaker 1 ([00:55:15](#)):

Okay. No, I totally, I totally get that. Paying your bills in in getting there. But it sounds like you just really could benefit from having a like 30 day, 90 day like a plan so that you don't feel like you're just working. You know, like, okay, I'm just hustling to make money. Cuz I did say that yesterday. You guys do have to have a source of income while you're building your business. But if you don't have each, if you don't have the blueprint, like here's what I'm going to do. I am quitting my other jobs by March 1st and here's how I'm gonna do there. Then it's like this, it's cross your fingers and hope it works. Business planning, which isn't a plan. Hope is not a strategy you guys. So you gotta like really, you know, so, so what's good Cynthia, is you've got clarity on the numbers and I want that for you. The gap is how do I market myself? Which again is not a topic that we're addressing here, but I would recommend if you have you had a, have you had a discovery call with my team? Have you looked at what I do with people and how we help people do just that?

Speaker 10 ([00:56:24](#)):

I haven't had the discovery call. Part of my plan was, um, only giving 15 hours to the one clinic. A lot of people don't know what bone therapy is. That's what I want as my mo main modality. The

Speaker 1 ([00:56:37](#)):

Biggest challenge is that, how to market that because there's no market penetration on bow and therapy. You go walk in the grocery store and interview 10 people with a camera and I'll send you a hundred bucks If you can find one person that knows what bow therapy is, they don't know what it's

Speaker 10 ([00:56:54](#)):

The, the offer that I got yesterday was from a counseling center that was actually mental health counseling that wants body work there at their clinic. And her sister is a bone therapist in Hawaii and she's like, I want bone

Speaker 1 ([00:57:10](#)):

Here. Right? But that's people now like seeking you out. But that's other people offering you jobs. That's not you building your own successful clinic. Do you guys, can you guys hear the difference? If your goal is build your own successful clinic, you're gonna get job guys, believe me, I get job offers all the time.

Speaker 10 ([00:57:27](#)):

Mm-hmm

Speaker 1 ([00:57:27](#)):

<affirmative>, I had people go, come manage my spa. Oh come build this clinic. Oh come partner with me on. I'm like, no, that's not what I'm doing here. I'm doing this and this is what God put me on this planet to do. I got a lot of enticing on employment offers, believe me. And I'm just not interested in that because it takes away from me fulfilling my mission. So there's a balance, right? Is

Speaker 10 ([00:57:48](#)):

It part of a strategy? So that was like, yes, one 12 whatever month, three month plan was, do I, do I allow myself to give 20 hours a week to these two companies to help support me financially as I build my business? But then I have to have an exit strategy.

Speaker 1 ([00:58:06](#)):

Of course you have to know exactly how to engineer that. Okay. So listen everybody, this is great that Cynthia's bringing this up cause I would bet 90% of you on this call need help with marketing. Yeah. You dunno how to, how to put your services out there. And that's part of what we were talking about in terms of selling from the heart. But part of it you guys, is that we need to learn how to actually propose the value of what we do. We spend way too much time educating people. We don't get paid. I said this in the training, you don't get paid to educate people. Bone therapy's awesome and you gotta talk a lot about it for people to get what it is. And that's the wrong way to actually do it. It seems counterintuitive cause massage therapist and notorious for running around going, oh I do this thing and it's so amazing.

Speaker 1 ([00:58:44](#)):

It works with fashion. And we go like this and it's like this stretching thing and it's like this body work and like works with your meridians and we will like we sail whatever our spiel is and people's eyeballs just glaze over because they're not looking for that. It's like, sounds cool, sounds novel, like going to Burning Man or something like that Sounds cool, but it's not like why do I need that? Why do I need to do that? And so we end up having a lot of conversations but not a lot of sales. So here's what I wanna say for all of you that are like, I need help with marketing. That is exactly what I do. When people work with us in

our programs, we give you the whole blueprint. We show you exactly what works. What you need, Cynthia, instead of all these chiros coming at you is I wanna teach you how to get all those chiros referring people to you.

Speaker 1 ([00:59:24](#)):

You only need like five of those people to actually, and here's, you're just not a good negotiator, Cynthia. I know I'm not. But I could teach you, I would teach you, I would love that. It would change your life because what you do is say, you know, I really appreciate that offer and here's my counter offer. Here's what I would like to do instead and da da da. I had every midwife in Salt Lake City, every OB gyn knew my name. Every doula there was like no other option in their mind for prenatal massage. You know, like in the last decade. I will teach you exactly how to do that. But with your modality. And that's what's important. So guys, remember that marketing is making noise. Sales is getting money, okay? So you gotta do sales and marketing. You gotta market in order to make sales.

Speaker 1 ([01:00:05](#)):

And if you're confused in your marketing messaging, you're never gonna sell anything. You're gonna get lucky. You're gonna win the Bowen Lottery. Like you're gonna have a one person that's like completely champion for your cause and knows all about it and has like hundreds of clients to send you. Like probably some doTERRA person or something like that. You know, <laugh> where it's like, you know, but, but that's again, we don't wanna just pray that one day you'll have something like that. Okay? So just remember that your success, write this down. Success is engineered, success is engineered. We don't need to do haphazard grab from a bag. Strategies, Groupons and things like that. I've proven over and over what works in this industry. And if you just follow the blueprint that you can get as a person in our coaching programs, you will be in a far better place way faster.

Speaker 1 ([01:00:55](#)):

Now obviously the results you get are on you, we know it works. But you gotta show up and actually do the work. Like if I give you a cookbook, it's not gonna cook a meal. You gotta read the book, you've gotta go to the grocery store, you might have to go to the Asian market to get the Thai basil for the cur. You know what I mean? Like you gotta do some work here to actually put it together and make it happen. But my goal is to train you how to be a confident kick ass CEO of your healing business. Because we already know you're great at what you guys do, right? You guys are so good at what you do. That's not the issue. It's not like you don't have the skills, you're great at what you do, but you go a little, you get a little squishy when it comes to running your business, marketing your business, selling your services, making business deals with people to send you all the clients in the world.

Speaker 1 ([01:01:46](#)):

Okay? It literally takes me eight weeks and several thousand dollars to teach you how to do that. Guys, if you're interested in that, and I'm not kidding, you will make that money back in, but what, three months, six months a year, Justin, what do we hear from our graduates? They're just like, oh my gosh, in one conversation I'm gonna help you make way more money than I'm gonna ask for in order to teach you all the secrets that I know. Okay? So book a, those of you that need to do that are interested in that book a discovery call with my team and they'll walk you through the whole thing. First. We'll get clarity about what the heck, heck you really need. Cuz it's not marketing help, it's other things. You'll get total clarity about that. And then if we decide we wanna have a conversation about actually working together, Justin and Cherie, they'll walk you through exactly what that is.

Speaker 1 ([01:02:32](#)):

They'll invite you into the program or not. They'll say, Hey, I don't think this is what you need. You know, I don't think this is a good fit for you. Maybe try this instead or whatever. Um, but that would be the smartest thing that a lot of you that are here could do. Cuz like I said, I could give you tons of free advice. I could talk to you for eight hours a day and I could tell you exactly what to do. But information is not transformation and I need to get my hands on you. If what you want is transformation, if you want information, cool, keep asking questions. But I assert that really what a lot of you guys need is transformation. Okay? So book a call, Sharia, put the link in the chat there. She hasn't already, where um, you just book a free, there's no obligation.

Speaker 1 ([01:03:09](#)):

It's not high pressure. We love ya. You're gonna talk to these two beautiful humans. Justin, raise your hand. She raise your hand. These two beautiful humans right here, they've been trained by me and they have hearts of gold. Okay? So that's what I would recommend, Cynthia. I mean, really what you're asking is a pretty high level business strategy type of question. And I would love to see you succeed. I would love, love, love to see you succeed. Part of it is probably your bright shiny object syndrome. Not having the clarity around your actual numbers. Like the plan of how do I stop my job in order to build my, my practice? And I'd love to, I have ideas for you. Oh boy, do I have ideas for you? I'd love to map that whole thing out for you. Okay? Does that help? Okay. Yeah.

Speaker 10 ([01:03:52](#)):

I just, I have to answer that email and I thought, oh my gosh, I, it's nice, but I also was discouraged and I was like, why am I discouraged? But

Speaker 1 ([01:04:02](#)):

You know, why not? Why not? Just here, here's what I got for you. Why not just reply and say, I so appreciate the opportunity and I'd love to talk with you about receiving your referrals rather than being an employee in your clinic, as I have my own business to build. I'm sure you can appreciate that you're just speaking from one business owner to another guys and they'll get it. Any chiropractor understands they're running a business and it's an expensive one. So they'll understand that you say, I totally appreciate that, Ann. What would work best is I'd love to have the conversation with you about receiving your referrals. Yeah, I'm not interested in an employee situation. I am the best at what I do. And I'd love to talk with you about how we could make it easy for your clients to come see me in my office, okay?

Speaker 1 ([01:04:46](#)):

Cause the chiropractors guys remember this and then we'll move on. Chiropractors looking at you as a revenue center for their business. They want rent from you or they want 70% or 60, whatever the split is. Please understand, they are looking at you as another way to add another stream of income to their business. You can decline. You're not looking for a job however, and then you negotiate. You can do that. Cynthia. Oh, I have so many ideas for you, <laugh>. Thank you. Hey, you're so welcome. Oh, you guys, I'm just like bursting. I just wanna give you all the damn things. Okay? All right. What else we got here? Justin? We're gonna just answer a few more questions before we wrap up for

Speaker 2 ([01:05:28](#)):

The night. Sam, Sam Weisner, I'm grateful, booked out 12 weeks in advance with a wait list. Rates went up \$20 one month ago, grace period. For current clients doing the numbers, I need to still increase another 20. How do I do this without, uh, offending my beloved

Speaker 1 ([01:05:43](#)):

Clients? Offending your clients. Guys, if, let me just say this, if you think your clients are gonna be offended by your rate increase, those aren't clients. Those are like, I don't know, what would you call them? Nicki? How would you, Nicki, if someone's offended by your rate increase, what would you call that? <laugh>?

Speaker 3 ([01:06:00](#)):

Yeah. A former client, I guess former <laugh>. I would say that my client from the people who are currently paying me. And so if I make a change, if I change my days, if I change my hours, if I change my rates, if I change my policies and this group of people who used to come to me decide not to, then they're just no longer my client. They're just, they're just former client. It's fine. It's, I there's no anger. It's fine. There are more people.

Speaker 11 ([01:06:22](#)):

I guess, I guess my my concern is because they're booking out three months in advance.

Speaker 1 ([01:06:28](#)):

Yeah, yeah, yeah.

Speaker 11 ([01:06:30](#)):

Then how do I mean,

Speaker 1 ([01:06:32](#)):

Yeah, there's strategies for, for doing that. Yeah, totally. So here's the thing, all right, what are, what are your rates? What did you just raise 'em to?

Speaker 11 ([01:06:41](#)):

They were 1 35 and I raised them to 1 55. Everything went up by 20 and

Speaker 1 ([01:06:46](#)):

You're go off another 20.

Speaker 11 ([01:06:47](#)):

My bottom.

Speaker 1 ([01:06:48](#)):

Okay,

Speaker 11 ([01:06:48](#)):

To make the, to do the numbers, I would have to

Speaker 1 ([01:06:51](#)):

Go, are you accepting tips?

Speaker 11 ([01:06:52](#)):

I don't.

Speaker 1 ([01:06:53](#)):

You don't accept tips? Okay, good. Right. So, okay, good, good, good. All right. So I wouldn't, let's reframe the question. You might offend people, you might piss people off, you might make some people happy. They'll go, good for you girl. Your right. Like, like we have no idea what the range of emotions are that are gonna happen. So let's not worry about how do we manage other people's feelings. Mm-hmm. <affirmative>. Okay. So the question is really about how do I raise my rates again given that I just raised my rates one month ago. Yeah. Okay. So really good

Speaker 11 ([01:07:22](#)):

Question. I wish I had met you a month ago,

Speaker 1 ([01:07:25](#)):

<laugh>, I hear that a lot. Oh, I still hope. Okay, there's still hope for the future. So, cause guys, it's not just this one thing, this one thing, raising your rates is game changing for everybody. But trust me, if that's all I was doing, I would just write a book or have a free little, I mean, guys, I do these free webinars all the time and they're so impactful for people. Trust me, on the other side of what it is, like what the work we actually do in practices is hair raising, spine tling, life changing for people that want that. Okay? So, so it's not just that, right? And so I can, well, I wanna help you answer this question and all other kinds of things cuz this is a symptom of another problem that we have, right? Mm-hmm <affirmative>. So to answer your question, I would probably give it a beat. I would raise your rates immediately for everybody else. Go raise 'em on your website immediately. Doesn't matter. Now, people that are booked out, cool, three months, awesome. Like you could decide, okay, I'm gonna raise him again in six months or I'm gonna raise him again in three months or something like that. But I wouldn't raise him one month and then raise him again. Just, it's just not, it's just, yeah,

Speaker 11 ([01:08:28](#)):

I was curious.

Speaker 1 ([01:08:30](#)):

You could, if you're totally congruent, if you're like, you know what, I don't care and I'm just gonna go in here like a boss because these are the rates and I'm just gonna own my rates and it's completely fine. And you go, guess what guys? I'm raising my rates again. You can totally do that. Nikki raises her rates like three times a year, two times a year, something like that. Nikki raises her rates when she gets fully booked because what you've shown is as a demand and market for your services, you're a sticky, what I would call with my therapist, you're a sticky therapist, meaning people wanna come back to you and they'll pay whatever you're charging. That's the irony is you can say to people, Hey guess what? <laugh>, wow, I thought my loss rate increase would offload a bunch of clients. Turns out it didn't. So now I'm actually booked three weeks out and therefore I'm raising my rates another \$20. Are we parting ways or

are you gonna stay on my books? And you'd be amazed, I would bet, Sam, cuz I can tell by your aura, clients would even care. They'd be like, awesome. No big deal. I bet they would sit

Speaker 11 ([01:09:22](#)):

You. Is that your, is that your script? That's what you would say

Speaker 1 ([01:09:27](#)):

Something. This is just me being kind.

Speaker 11 ([01:09:30](#)):

I wanted to make short. Yeah. Okay.

Speaker 1 ([01:09:32](#)):

But I would say something like that. Go, Hey I, you know, I mean that's the attitude is there plenty of clients? And when you raise your rates guys, you actually kind of want to lose some clients.

Speaker 11 ([01:09:47](#)):

I just love

Speaker 1 ([01:09:48](#)):

Them. Of course you do Emma, but they love you Emma. Bet no one will even say that. And you just say, guys, I'm so embarrassed, you're gonna think I'm the worst person in the world. I just hired this epic business coach and I realized I'm still undercharging. So guess what? I gotta raise my rights another \$20. Sorry, are we breaking up or are we moving on? And I bet your clients will be like, shut up \$20. I spend that. I pee that out in Starbucks every three days. Like it's no big deal. You know what I mean?

Speaker 11 ([01:10:12](#)):

Yeah. Can I ask you one quick other question? <laugh> Is it to close your, would you recommend closing your books to new clients? Does that hurt a

Speaker 1 ([01:10:20](#)):

Business? No. Oh my gosh. No.

Speaker 11 ([01:10:23](#)):

No. What? No. Close them

Speaker 1 ([01:10:25](#)):

To new clients. Sorry. Does it hurt your business? No, it does not hurt business. No, no, no, no. Absolutely close your books to new clients. I'm not accepting new clients. Guys, let me ask you something. If you're a fan of the arcade fire and I know you are, okay? If you're a fan of a band, those are my second cousins by the way. And fun trivia fact, okay, Winn and Will Butler are my cousins. Um, if you, are you gonna just pick up the phone and ask him to come perform at your 50th birthday party? Do you guys know how much it costs to get Elton John tickets right now for his farewell tour? It's ungodly

amounts of money for like the nose bleed section. Like you want front row seats or you, I mean it's like a lot of money. Exclusivity is what creates value.

Speaker 1 ([01:11:08](#)):

You don't just get a front, you don't get to just call up arcade fire and be like, Hey can you perform at my daughter's birthday? No, they go, yeah, for like a million dollars. Somebody here in Utah recently got a private concert with Maroon five for literally probably 5 million. It was Moderna millions of dollars. You can hire maroon five for your corporate party. Exclusivity drives up value. You don't get to have you anymore. Guess what? Your rates are gonna go through the roof and your demand will go through the roof. Cuz people be like, dude, have you heard about this guru? Her name is Sam Weisner, she's the bomb. She charges like \$400 an hour. She's amazing <laugh>. But

Speaker 11 ([01:11:45](#)):

Your, but the books are, if the books are closed to those people

Speaker 1 ([01:11:48](#)):

Have a waiting list,

Speaker 11 ([01:11:50](#)):

Um,

Speaker 1 ([01:11:51](#)):

You have a waiting list. I waited seven months to get my eyebrows microbladed by a woman who does beautiful. Do you like my eyebrows guys? I mean they look totally natural. I love 'em. I waited seven months. She's the best in the state of Utah. Cool, I'll wait seven months. She could've charged me double. I would've paid it because she's amazing and this is my face. Okay? So think about that. Like when we're talking about owning your value, you guys get connected to the awesomeness that you do. You don't just push bodies around you work miracles. A lot of you do amazing stuff, amazing healing work. You're not just a massage technician or something. You are healers and I want you to act like one, think like one price. Like one you put that velvet rope around your practice Sam and you say, yeah, I'm not accepting new clients and I'm raising my rates to 175 an hour.

Speaker 1 ([01:12:43](#)):

You're now a rockstar. You're a Nicki. Is scandal rockstar? Like I'm not kidding, I call you guys rock stars because you're like that. People are like throwing money just to spend time with you. They pay for your time, they cancel last minute, they pay anyway. It's like you got your own fan club going on and that's cool in this industry because what you want are loyal clients. What you want are clients who value you. Not Groupon clients. You want clients that'll pay for your time cuz they value it and they'll pay whatever you're asking because you are worth it. They know it and you know it and you're totally dialed in with your business practices so that you're actually running a really smooth, tight, legit operation where they go, this person knows what they're doing and they trust you. They love, they trust me, you guys, people out there want that. Mediocre massage therapists are a dime a dozen. Don't be that. Okay, raise the bar. All right. Does that help Sam?

Speaker 11 ([01:13:40](#)):

Yeah.

Speaker 1 ([01:13:41](#)):

Okay, cool. Awesome. Okay, we got like maybe one more question, Justin. I said I had to, I have to pause a little earlier. We can take question to seven 30, otherwise I go over. So a couple things I wanna talk to you guys about. So maybe we'll get one more question in Justin. Could we do that?

Speaker 2 ([01:13:56](#)):

Yeah. Suzanne Sig says, but into business but need to work part-time to earn money. I had an interview with another massage studio. Should I work for someone else while I'm getting my own clients?

Speaker 1 ([01:14:07](#)):

Absolutely. Yeah. Remember we said you need to have a source of income while you're building your business. You can't just have no money coming in and expect to succeed. So absolutely work part-time for someone, something like that. We've talked about that even on this call, it's totally fine, but we also wanna make sure you do have a plan moving forward for how you're gonna get out of that job at some point if that's, uh, your goal as well. A lot of people like having other jobs cuz it just gives 'em another social circle. Like it's, it's not like a bad thing. It's out, it's a part of a strategy. Have money coming in while you're building your business. Just make sure you're not signing like a non-compete or you know, don't sign your life away to an employer. Um, yeah and there you go. Okay,

Speaker 12 ([01:14:49](#)):

Rebecca, I, I just, um, cause I had the interview this afternoon and she, this woman, I felt like I could learn a lot from her just doing massage, but I came away feeling like my own massage wasn't good enough cuz she was sh she was, uh, very strong woman. Very, she just, she was incredible. Yeah. And I thought it was a good place to learn, but I don't know if that's a reason,

Speaker 1 ([01:15:24](#)):

That's a reason Suzanne, but the biggest reason to take a job, consistent income, right? That's what you need from a job is not a new guru or like learn some new skills. It sounds like why you would take that job is for consistent income and often, um, a lot of body workers or even employers, they can't guarantee that you're basically kind of, sort of on call every day and they hope you get bookings. So just consider that, that's why franchises can be a great stop gap for a lot of you even though you're like, oh, we're gonna franchise. Maybe it's not your favorite place to be or it's a lot of work, but you're gonna get consistent booking six hours a day if it's like a massage addict or hand in stone or Massage Envy or something like that, right? That's what you need is consistent income, not just um, a good massage person, a massage therapist to learn from.

Speaker 1 ([01:16:21](#)):

Okay? Does that make sense? That's the goal, isn't it? Okay t so good. You guys have so many uh, questions and great ideas and packages and selling from the heart and all of this. Good. Oh you guys such good questions. Okay, so here's what I want you to do, um, take your question and I want you to post it in the Facebook group underneath this and I'm gonna do an extra Facebook live tomorrow, okay? And I will an, I will address those questions and I we won't be able to interact, but I do wanna answer those questions. Kelly, you've got a great question, Haley, you've got great question. I'm seeing just a lot

of stuff in there and so will you guys do that? Can you, I don't know if you can copy and paste it, but could you just retype it underneath in the Facebook group for mapping out your six figure massage practice?

Speaker 1 ([01:17:09](#)):

Make sure you're a member of that group. We sent that out to you in all the emails when you registered. But Sheri can also pop it in the chat for you too about um, uh, joining the mapping out your six figure practice massage or six figure massage practice Facebook group. Make sure all members of that cuz that's where I can catch up with you in our bonus time. Okay? So you guys do that and I'll, I will do a Facebook live for you tomorrow to answer those questions. Maybe I'll give you a heads up, maybe not, but make sure your notifications are on for that group so that you get notified that I'm live and it'll pop up on your Facebook feed. Okay? Um, yeah, so sure you put it there. Make sure you join mapping out your six figure massage practice Facebook group. We also have a couple of other links there to my YouTube channel Instagram, and then you can still purchase the replays of the workshop if you'd like to.

Speaker 1 ([01:17:55](#)):

Okay? Should we put those in there? Okay, so you guys, I wanna wrap up for tonight cuz here's, here's what I want to make sure that you guys all know about. I know we've touched about on, touched on this before, um, but my invitation for you is to book in a 60 minute discovery call with our team. If you are serious, this is not for everyone, okay? This is if you are self-employed or you wanna be successfully self-employed, if your practice is stalled out, I don't care if you've never run a business or you've been doing this for 30 years, the people that we wanna help are people that are serious about, remember the quality traits we talked about last night? Committed and decis, decisive, coachable, and resourceful. Those are the people that we know we can help, okay? If you're the kind of person that just wants to run around and get free information all the time and not really put any skin in the game, I'm just gonna tell you not much is gonna work for you.

Speaker 1 ([01:18:45](#)):

I'm just gonna be honest with you. But I do have all kinds of free stuff out there. YouTube, Instagram, my ma, my art of building a successful massage practice Facebook group. There's a ton of value. Uh, we, we put out good stuff on my mailing list on my newsletter that you'll be a part of. You know, once this event is over, you can opt out. If you don't like it, that's fine. I'm not offended. Um, so just tons of, and tons of ways to serve you. But I wanted us repeat briefly what I said last night. I think what is hurting the industry most is people believing that they can just do this on their own. It's very expensive to learn how to run a massage practice. It's very expensive to learn how to overcome the mindset, obstacles and the hurdles. It's very expensive to be faced with situations in business and have no idea how you're gonna solve those problems and then lay awake at night trying to figure it out or getting on, you know, Google trying to figure all that stuff out on your own.

Speaker 1 ([01:19:43](#)):

And I'm on a mission to elevate this industry. I've been a therapist since 1995 when I was 18 years old. I'm about to turn 46. More than half my life, I have been a body worker. This is what I know. I live and die for this industry for healing and for what's possible. And what I know is that your businesses need healing. You should be making all the money you want, having all of the fun in the world, taking all the time off that you need to being available for your loved ones. When that hap when, when you need to do that. I don't want you missing anymore dance recitals or soccer games. I don't want you missing, you

know, uh, bereavement periods or funerals for loved ones because you're working your butts off. You can make amazing money. You truly can make six figures easily in solo practice seeing 20 ish clients a week if you do it the right way.

Speaker 1 ([01:20:42](#)):

And we have proven our systems and our methodologies over and over and over again. I am a confident kick ass CEO of a multiple six figure prenatal massage practice, which I sold. And I am directly responsible for doubling, tripling, quadrupling many massage therapists income and changing their lives in a very, very compressed period of time. Cuz we just get in and get it done. You know, like those home remodeling shows where it's like they, it's like the family moves out and they get it done in like, what, three days or something crazy, right? It's cuz they have it down to a science, they get in and they get it done. And it would just be my honor and my privilege if you feel like this vibe's with you, if you're like, okay, this is cool, but what's the next level stuff? How do I really, really get help?

Speaker 1 ([01:21:30](#)):

I wanna make sure that you absolutely know how to get help. It just drives me crazy when people do these events and things like that. And I actually have no idea about the other programs and things that we offer where you could hire us to help you build a six figure practice and solve my promise. When you work with us in Rock Massage Practice Academy, my promise is you will solve all of your current problems. Write 'em out, every single one of 'em, bring it on. We will solve all of your current problems in your practice and you will have implemented solutions to all of those problems. You'll know exactly what to do. You won't be guessing, wondering, hoping those sleepless nights will be gone. You'll sleep better, you'll better relationships, better health, that's byproduct of all that. But I promise you all your current problems you will have solved or implemented solutions to and you'll also have massive forward momentum in your practice, whether that's just starting out or getting to the next level.

Speaker 1 ([01:22:26](#)):

I promise you like Matt, I've had people literally make 12,000 extra dollars in eight weeks. I've had people go from no practice to keys in hand and fully booked in eight weeks. It's crazy. It's amazing when you have the power of team, the power of a tribe and proven strategies and a fearless leader who can help you get exactly where it is that you wanna go. I'm not joking when I say those things. I have to say results not typical cuz my attorney makes me say that. But seriously, you guys, the sky's the limit in terms of what you want and we're gonna run as fast as you wanna run. Okay? Now again, again, it's not for everyone. Building a practice and being successful as a practice owner is very, very challenging. I think I compared it to natural childbirth yesterday. It's very, very challenging.

Speaker 1 ([01:23:11](#)):

So please know, we will only invite people in to work with us when we are totally confident that it will serve you totally confident. Now you'll be scared shitless. Just so you know, people wanna vomit sometimes when we tell them what the investment is and how much time it's gonna take and what we're gonna ask them to do in a short period of time. People get really, really scared. But my invitation is don't let fear make, don't let fear call the shots in your business. You're more powerful than any circumstance you're facing. Whether it be money, whether it be time, whether it be life challenges, divorce loss, recovering from two years of pandemic, you know, all of that stuff. We, we can help you. I am a hundred percent confident that if we invite you to the program, it's gonna work for you if you show up and do the work and you'll be far better off for doing it.

Speaker 1 ([01:24:00](#)):

Okay? So just know that, again, I'd like to just be honest, it's not for everybody, but if you're just like, Hey, this is really resonating with me. I like your vibe. I like what you're we're talking about here, then that might benefit you and we are happy to look with you and see what your next steps are so that you can get clarity whether you work with us or not. We want you to have clarity. That's my gift to you. Okay? Now I do have to warn you, we only have like a couple of calls left between now and next Thursday, which is a holiday. They're gonna fill up really quick, so just keep checking back more slots will open up. I think I've even talked Justin and Sheree into opening up even some extra time over the weekend just so that they could accommodate some of those calls.

Speaker 1 ([01:24:40](#)):

So go grab them before they're gone. Um, Sheree put the, put it in the chat right there. It says book in your free 60 minute discovery call. Just click the link and just fill out the application, pick a time that works for you and, and then Shari or Justin will call you at the time that we've scheduled and have just an awesome conversation one on one with you about your unique concerns and your unique, your unique goals. Okay? That's my gift to you. How many of you guys are gonna take a up on that? I'd like to know. Okay, awesome. So go do that and just go grab that. Now here's the other thing. If that's not for you, you're like, thanks, no thanks, whatever. You know, I totally get that. We do these workshops on a regular basis. You're always invited back, you just have to reregister every time so that you get the details.

Speaker 1 ([01:25:22](#)):

But as long as you're in the mapping out your six figure practice Facebook group, usually you'll see my posts and notifications when I say, Hey, we're doing another workshop. The next one is in January. It's not open for registration yet, but I'll tell you what the dates are. We're gonna get together, we're gonna do it slightly different next time it's January 19th and tw, no, January 12th and 13th. Okay, January 12th and 13th. And here's what's different. Next time I'm gonna teach all four sessions quickly live, and then we're gonna do q and a. So I'm gonna go back over the stuff that we covered in the trainings. I'm just gonna teach it live, okay? So gonna, I always teach it differently. So who knows what surprises I have up my sleeve for you guys. So that's available to you Again, please join the Art of Building a successful massage practice Facebook group.

Speaker 1 ([01:26:09](#)):

Please go to my website, it's rock your massage practice.com. There's another free training you can grab called four Shifts Recreating a successful Massage Practice. Um, guys, there's just so much stuff, so I just wanna make sure that, you know, you're invited to play with us on whatever level resonates with you, whatever, whatever makes sense for you. We just have, you know, so many things and I just wanna make sure that you're able to take whatever next step feels right for you. Okay? Awesome you guys. And then, so who's gonna, did you guys go post your questions? I'm gonna be watching for those. I'll probably do a Facebook Live in the morning. I don't know, midday, we'll just see Fridays. I kind of, it's Friday fun with my six year old daughter. So I try not to work too much on Fridays, but I promise I'll pop in there and do your Facebook live and answer your questions for you guys.

Speaker 1 ([01:26:57](#)):

Okay? Okay. How much fun did you have? How much value did you get outta being here on a scale of one to 10? Hold up your fingers. I wanna see 10 was like, this was awesome. Thank you. One would be

like, you know, I'd rather have my eyeballs poked out with ice picks or something like that. Okay. I hope it wasn't a one. If it was, I'm, this is probably more you than it was me. Okay, <laugh>, I'm just kidding. Awesome you guys, thank you so much. I appreciate your feedback. I hope to see you again. Um, you know, stick around. Also coming, you're gonna see our full page ads in Massage Magazine next month. Anybody subscribe to Massage magazine? I'd love it if you'd, you know, take a selfie with it and be like, Hey, I know that lady, you know, whatever, post it. We'd love to see that.

Speaker 1 ([01:27:38](#)):

Um, cuz we're just committed to taking industry by storm and raising, being the tide that raises all the boats. All right, we hope to see you guys again. Okay, awesome. Thanks you guys have a great evening. Take care. Bye. And then Shere, if you wouldn't mind, just repost that in the underneath the Facebook live, the link, just all those links. Okay. We'll just repost them or you could just even do it in a post. Hey, great call tonight everybody, and then just post all the links there so that anybody can grab those who needs them. Okay. Awesome. Thanks you guys. Thanks Nick. Thanks. Joe,

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

You mentioned, you mentioned something last night, I just want a yes or no answer. Okay. Did you, you mentioned that you also coach within your coaching people who want to be transformational healing coaches too.

Speaker 1 ([01:28:24](#)):

Yeah, I did. Yeah. That program, it that go to I heal, i heal institute.com. That's my, that's what I,

Speaker 11 ([01:28:33](#)):

That's what I was looking for. I heal,

Speaker 1 ([01:28:35](#)):

I heal institute.com. I think she's, hold on, I'll put it in there. But yeah, that's, um, that's my Transformational Healing Coach, um, program. We have two people of that. And I also, most people start out with hypnotherapy certification for body workers. So that's a good place to start. And that's, you know, we do those once a quarter and all that. But just, you just reach out, you can just reply to any of the emails that you've gotten. Okay. Take care of you. We'll make sure you get all the information.

Speaker 11 ([01:29:00](#)):

Thanks.

Speaker 1 ([01:29:00](#)):

You have a good night. Bye.