

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

Welcome to this, this edition of Heart-Centered Selling. Super excited to have you guys here. Um, and if, uh, my team can just confirm we're all good with the livestream and everything like that, that would be awesome. Okay. And the Heart-Centered Selling Facebook group. And then guys, if you could also just keep an eye on if anybody's having a hard time joining and all of those different groups in ways that people might be communicating with us. We, we upped our Zoom plan because we had hundreds of people register, so we wanna make sure that we have room for everybody. Okay? So I wanna know, um, gosh, looking in the chat, I love seeing you guys. I'll connecting. We've got some people that have done f So raise your hand if you've done free live events with me or you've been following me on social media. Okay?

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

And then, um, thank you. And then raise your hand if you're in our jumpstart program, that would be awesome to know those of you that are in our, our, uh, our kind of starter program. And then those of you that have done rock Your Massage Practice academy and beyond. Yeah. Good to see you guys. Allison, what's up, Melissa? Danny, yeah. <inaudible>. Good to see you guys, Jennifer. Ok, awesome. So pumped to see you guys. And then we also have, uh, members of my stellar team that are here. We've got Jodi, Sarah, there's Justin. I saw Nikki. So if you guys are members of my team, will you maybe rename yourself or something's put, uh, you know, team Rebecca <laugh> or something behind your name, just so that people know. So excited to be here with you guys. Listen, here's the, um, here's the deal. This workshop is all about heart-centered selling.

Speaker 1 ([00:01:32](#)):

And why I called it Heart-Centered Selling is because I think that if you're, like most massage therapists, you hate the idea of sales. Yeah, honey, you guys are just like, you either hate it or you're not good at it. You downright suck at it, it makes you wanna puke. You could use some fine tuning on it, maybe <laugh>. Okay? There's always more to learn in the area of selling. And this whole workshop is built around a little hypothesis that I've been building, which is, uh, well, a couple things. Number one, you're a body worker, not a salesperson, right? You have great skills at helping people to heal and helping people come home with their bodies. And I don't know a single person that got into the massage therapy industry because they're great at sales. Like, I don't know anybody that, that was their motive for coming into this profession, right?

Speaker 1 ([00:02:24](#)):

If anybody is the exception to that, please let me know. Okay? You'll be the first person, and then I can tell my story a little bit differently from here on out <laugh>, okay? But nobody decided to become a massage therapist because they were a good salesperson. And yet, if you are self-employed or you want to be self-employed as a massage therapist, guess what your primary occupation is? Sales and marketing, because sales is oxygen to your business. If your business is struggling in any way, put, raise your physical hand. If your business is struggling in any way, or just not where you'd like it to be, hasn't quite reached the levels of success that you always have dreamed of, or you haven't even gotten started yet. I'm gonna assert that what you could benefit from the most is a deep dive into the whole selling process, the sales cycle, what's going on with your sales and marketing and your business.

Speaker 1 ([00:03:21](#)):

Okay? And that's why we're here, right? Is there anybody that had a different expectation of that? That's what we advertised. So I'm really committed to delivering on what we promised. Okay? So, very good. All right. Now, um, for those of you that don't know me, um, I know lots of you do. We've either met in person or we've worked together. I've coached you, you know, we've done all kinds of things together. Um, but just in case people don't know who I am, I'm a, I'm a massage therapist in Salt Lake City, Utah. I got licensed in 1995 when I was four. Feels like it. I was 18 years old when I got my license, and, um, was absolutely called to this field. Absolutely didn't wanna do anything else. And I kind of got my dad on board by saying, dad, it's really just so I can pay for medical school, right?

Speaker 1 ([00:04:15](#)):

I'm gonna be a massage therapist. He is like, why? Why Rebecca? Why? I may as well have been telling him I wanted to be a prostitute or something, right? He was like, well, you're, you could do so much more. And I said, oh, it's just so I couldn't pay for medical school, dad. Anyway, I never went to medical school, but, um, I was really passionate about healing and I had no idea how to run a business. And so I struggled for a long time and made no money and could barely support myself. And then I had to throw in the towel and get a real job, right? To get a real job in corporate America so that I could pay my bills. And long story short, several years later, I came back to the field in 2009 and I had learned a lot about business in the meantime.

Speaker 1 ([00:04:59](#)):

And I relaunched my massage therapy practice, and it was almost immediately successful because I learned the business side of things, and I understood marketing, and I understood selling. And I had just figured some things out that combined with my passion for what I did and my passion for my niche with the selling and business skills, boom, it was just amazing. And the results were incredible. And you've all probably heard that story <laugh> in some iteration. So I sold that practice in 2018 to a former employee and full-time. Now I coach massage therapists and healers and body workers all over the globe to build thriving practices of their own. Now, yes, it's true. I have also coached some clinic owners and some people who employ massage therapists. But really what my passion is, is for the solo practitioner, right? How many of you guys are solo practitioners?

Speaker 1 ([00:05:54](#)):

Or you wanna be a solo practitioner? Exactly. Okay, because I really know what it's like to be in your shoes. I've been there and I've been there and beyond, and that's why I'm totally confident that I can help you. So, when I started coaching and my program, uh, was just immediately, uh, successful and in the last six years, we've, we now have students in six different countries. I think almost all of the United States, 49 maybe, of the United States. And, um, just incredible, incredible result results. And I'm really happy to, to know that we've cracked the code on how to get through the most common limiters on your massage practice. Okay? So tonight we're just gonna focus in on selling. So free workshop. Some of you guys have even done this before. Some of you guys did it back in June, and those of you that are in my coaching programs, you already have access to like the full blown eight hour training that we did.

Speaker 1 ([00:06:42](#)):

So I love that you're back here for a, uh, for a refresher, okay? And again, if you're not a, you know, if you're not a massage therapist, you might be a physical therapist. We sometimes have athletic trainers or even personal trainers or people that are in the service industry, but mostly who we serve as massage therapists and body workers, people that are doing some kind of, uh, manual therapy with people.

Okay? So really, really great. Really, really great to see you guys and great to have you here. Okay? So, um, let's see. I gotta re kind of reorient myself cuz my notes were over here. And I gotta just, uh, maybe see if I can pull this up over here on my laptop. Okay? So we are going to dive right in, and the first thing I wanna do is just let out lay out a couple of, uh, ground rules just for the event, okay?

Speaker 1 ([00:07:34](#)):

Just really quick. Um, number one is you're not allowed to record this workshop in any way, shape, or form, okay? It's proprietary information and it's confidential who participates in these? Okay? So, um, if you wanna purchase the recordings, however you can, uh, I think we still have the early bird thing going on. Yeah, Sarah, maybe we could, uh, you wanna drop the links there if people haven't purchased the recordings and they want to, you'll get the replays of this workshop as well as, um, robot generated transcripts. So it's always a little funny to read those, but I think you'll still get the gist. So if you, uh, would like to purchase them, you still can, and Sarah can drop that, um, link, Sarah, make sure it's the one for this workshop, not the, you might have to dig for it for a minute anyway. Okay.

Speaker 1 ([00:08:18](#)):

So Sarah will put that in the chat. Um, and then also just respect the confidentiality of the other participants here. If you want to remain anonymous, just change your screen name. I'll call you whatever your screen name says, okay? Um, and then also another request. I, I actually don't like the raise hand feature in Zoom. You guys know when you hit that little thing and it puts your hand up in the corner, I'd rather you not use that just because it rearranges my screen every single time somebody raises their hand and it confuses me, <laugh>. So, um, so if you could just, when we have questions or you have something to say or to ask, just put that in the chat. Just say, I have a question, or even put your question in the chat, or you could say, can you please repeat that? Something like that.

Speaker 1 ([00:08:58](#)):

And my team will keep an eye on that and they can flag me down if we need to backtrack a little bit. Um, if you do have a question, just hang on to it and I will open it up for q and a. Maybe just jot it down. Okay? I hope you have something to write with. You guys have something to write with. Take notes. Okay, we're gonna cover a lot of ground here, so write down your questions and then we will open it up for q and a. Um, unless it's an immediate, like, can you repeat that type of question? Of course. And just please don't have side conversations in the chat. Um, just so that we, everybody can just stay focused on the conversation that we're having. We're gonna have a really important conversation. So the promises, this workshop is all about identifying the selling processes that you already have.

Speaker 1 ([00:09:40](#)):

You guys all know you already have selling processes, whether you're aware of it or not. You do have a sales process and we gotta define what's not working so that you can fix it. We're also gonna talk about and give you some strategies for how to sell your services without feeling salesy. What a concept. How many of you guys resist rebooking or asking for bookings or talking to people? Because you don't wanna come across as like cheesy or aggressive or pushy. Yeah, exactly. So gonna give you some shifts on that and, uh, coach you how to clearly and comfortably communicate your value. Uh, we also wanna touch on how to charge what you're worth and feel good about it, cuz it's a really important cornerstone when it comes to offering your services. We also promise to, uh, give you some strategies for, that'll help you to fill your calendar with perfect clients and really get people coming to you, uh, retain more clients.

Speaker 1 ([00:10:26](#)):

And I really, my end game here is I want you to get a whole new view of sales. I want you to experience a paradigm shift because again, most people don't like sales. They avoid it at all costs. And I, I really would love to deliver information and insights and viewpoints such that you feel more powerful in that area of your business. Okay? So that's what we promised, and you're definitely in the right place. Again, if you struggle at all with self-promotion, with marketing, with talking about your business, um, and whether you have been in business for 35 years or you haven't even started your own business, this is all we're gonna cover all of that. This is all relevant and it's all for you. Okay? Okay. So we're gonna just dive right in, you guys, if that's all right with you. Anybody have any questions just about the logistics so far?

Speaker 1 ([00:11:22](#)):

Oh, I also didn't mention we're here for two hours tonight for, so 6:00 PM to 8:00 PM Mountain time tonight. And then tomorrow, again, the same thing. And what we're gonna do is a little bit of lecture. I'm gonna teach you some things, ask you some questions, and then, uh, towards the end of each segment, we will open it up for q and a and please keep your questions focused on what we talked about tonight, okay? Because if you have a question about something we didn't talk about, chances are I'm gonna cover it tomorrow, okay? So keep it focused on whatever we're talking about tonight, if that's all right. Cool. Okay. So any logistical questions about any of that that we've covered so far? Will it be the same Zoom link? Yes, Sarah. In fact, it's actually always the same Zoom link for all of our workshops. <laugh>.

Speaker 1 ([00:12:04](#)):

Okay. It's the same one. Cool. Nice to see you. Yeah, yeah, it'll be the same Zoom link tomorrow. Then we're also broadcasting this in the mapping, or sorry, in the Heart-Centered Selling Workshop Facebook group. So Sarah, uh, could you put the link to that? Everybody makes sure, unless you're in my other programs. Okay. You have access to other things if you're, if you're in, uh, rock, if you're in Rock and Massage Practice Academy or Backstage Pass or any of the other things. But we really do wanna have all of you in the ma um, the <laugh>, sorry, the right workshop, Sarah, help me, the Heart-Centered Selling Facebook group, because we are broadcasting live in that group, and we will post the link in there. So we really use that group for real-time communication, um, to catch all of your, your questions. And then we will leave these broadcasts up, um, today, tomorrow, probably even Friday.

Speaker 1 ([00:12:59](#)):

Okay? So if you wanted to go back and watch some of the replays, it that'll be available for a limited time, but again, you can purchase the replays for life, uh, using that early bird link that Sarah posted there, that it's like, I think it's still \$97 if you just wanna purchase the whole thing. Okay? We will remove the replays, um, by, by the time we're done here, probably by Friday or something like that. Okay? Cool. Okay. Any other logistical questions about what we're doing and the timeline of things and all of that stuff? You could just put it in the chat if you have a question. Okay.

Speaker 1 ([00:13:30](#)):

Okay, cool. Where do we log into replays down the road if we purchased? Okay, so when you purchased the replays, you will receive an email that says, save this email. This is the link for your replays, okay? You're not gonna get one after the workshops. We send it out immediately when you purchase. And what happens is once all of the videos have been transcribed and uploaded, that link becomes active, okay? So if you click on the link now, there's nothing there. It'll say replace coming soon, but, so save that. Just know that we're not gonna send it out after, if you purchase it immediately, you'll get an email

that says, congratulations, you purchased this, save this email and bookmark it and visit this later. That's where you will find those replaces. It's the only place you're gonna see it. Okay. That make sense? Appreciate that. Okay, cool. Okay. Awesome. Any other logistical questions about any of that stuff before we dive into the content?

Speaker 1 ([00:14:30](#)):

Okay, guys, one thing you should know about me is I'm extremely passionate about all the things that I teach. Sometimes I talk really fast and I get really intense <laugh>. I'm really gonna try to just breathe and slow it down. And, uh, but, you know, if I'm, if I'm going off the rails and somebody like, whoa, slow down, flag me down. Okay? Just really wanna really wanna let you guys know, I know that about me. All right? So, okay. So we're gonna talk about the, the kind of this first thing, uh, today is really about healing your relationship to selling, which means, um, that, like we said, if you're, if you're in the business of massage and body work, then really what your primary occupation is is selling because you have to know how to sell your services in order to have clients. Okay? So I gotta just rearrange my screen here so I'm not looking away from you guys.

Speaker 1 ([00:15:21](#)):

Gimme one second. I've gotta fix this here. Okay, here we go. Okay. All right. So obviously the skill that you're selling is massage and body work, but every business has to have a way to actually get clients. So marketing your business and making sales are the oxygen of your business. Now, I just recorded a little thing for my Instagram, um, account today that I wanna reiterate today, which is, if you are unwilling to master sales and marketing, you should not be self-employed. I'm gonna just say that again. Okay? If you're unwilling to master this skill or, or at least train up on this skill, I guess mastery is kind of a lifelong thing. But if you are just like, absolutely no way, I don't wanna do this. I hate talking to people, I just wanna work on a dark room all day with one person at a time and hopefully never have to talk, then, then you should not be self-employed.

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

You will hate it. You'll be miserable. Okay? Now, I also know that most massage therapists are introverts, but selling is a skill, and it is a skill that can be learned. If you're extroverted, it doesn't mean you're gonna be good at sales. Just so you know, selling is a skill in and of itself that is, uh, anybody can learn if they're willing to, and they take the steps to learn it. Okay? Is that fair enough to say? Because without clients, you don't have a business. If you go work for someone else, trust me, they have a sales and marketing department, and they have people that love that and people that are good at that, and they do that. But you are the sales and marketing department of your business. You have to do that. You have to learn how to do it. And my goal is to make it fun for you at least, at least less, less painful <laugh>, right?

Speaker 1 ([00:16:58](#)):

Right. Allison, less painful. <laugh>. Would that be nice? Okay. Very good. All right, so, um, to be clear, just a quick definition. Marketing and sales, what's the difference? Marketing is generally making noise. Marketing is all the activity that you engage in that lead people to your service and your business. It's about putting your name out there. It's about do people know about you? Are they hearing about you? Alright? So that's like awareness of who you are and what you do. And without the awareness of what you do and who you serve, you will be invisible to your perspective clients. So marketing and sales really do go hand in hand. And sales is the process of converting people that are interested in you to becoming

clients. It's getting bookings. That's a, that's sales getting bookings, that's booking appointments is sales to a massage practice. All right? And again, one of the biggest obstacles for massage therapists, especially all you introverts, is that when you're operating your own practice, you're essentially promoting yourself.

Speaker 1 ([00:18:04](#)):

And we know self-promotion does not come naturally to most of us, and most people actually don't even do it well, okay? So the key has defined ways of speaking about your work and your vision, the problems you solve, and the people you serve. And to do that in a way that is attractive, and I don't mean looks good. I mean literally attractive, okay? Like, it's gonna pull people towards you that's attractive to your prospective clients. And and I really do have to emphasize this and feels authentic to you. How many of you guys have an idea that selling is some kind of bs selling is some kind of like, I have to adopt some persona, I have to become more or less of something that I am, right? No, I really want this to become a self-expression for you, where you have the tools and skills to feel totally authentic in your selling process.

Speaker 1 ([00:18:56](#)):

There's no convincing, there's no manipulating, there's no pretending. You have it all together and you know what to say when you don't. Authenticity is really very, very important to me. Okay? Okay. So for how many of you guys, the thought of having to sell your services kind of makes you queasy, nervous, anxious, jittery? Yeah. Okay. Very good. And again, you're not alone. Most people feel that way. And, uh, why is that? Why do you think it is that you get a little bit weird about selling your services? Why do you guys think that is? You could put it in the chat would be really great. You feel pushy.

Speaker 1 ([00:19:33](#)):

Okay. What else? Rejection. Yeah, for sure. A fear of rejection. Lisa, I totally get that. So why out? Why do you feel yucky about selling? Not confidence. Okay. Self-worth. Thank you joy. Sales people seem fake or smarmy. Yep. Most people have had bad experiences in the past. I have P T S D from a recent timeshare presentation in Mexico. I'm not kidding. <laugh>, okay. I'm not kidding about the P T S D part, but, um, it, it was, I mean, I'm a salesperson and I train people in selling and I should know better going into a timeshare presentation in, in Mexico, and I am shocked at how I was treated. Shocked, right? So most of us, how many guys have had a bad experience with sales? You've, you've feel like you were sold. You feel like somebody pushed you into doing something that you don't wanna do.

Speaker 1 ([00:20:30](#)):

Yeah. So a lot of us have had that experience, right? Where you feel pressured into buying something and you're like, ah, you have buyer's, ORs. Yeah. All of those things, okay? And we feel how bad that that can feel, but, and we don't wanna be that to others, but if you really get clients easily and effortlessly and consistently, you have to first have a powerful relationship to sales and you have to be facile with the sales process. Okay? So let's first take a, before we can really help you get powerful with selling, we have to identify what's already there for you. When I say the word selling, so tell, put put that in the chat. What comes up for you? When I say selling or sales, what's the immediate feeling? What's the immediate, um, just what, what comes to mind when I say the word sales or selling?

Speaker 1 ([00:21:25](#)):

Okay, ick. Thank you. What else? Fake pushy money. Trying to get something from you. Not authentic, pressure. Intrusive. Mm-hmm. <affirmative>. Yep. Especially phone sales. Yeah. Guys get those calls. Hey? And you're like, whoa, I am not in a place where I wanna hear a sales pitch right now. It's just like you answer the phone cuz you think it's the, your child's school calling or something and somebody's trying to, trying to do something. Yep. Exactly. High pressure, money. Limited belief pressure. Pushy, scary hustler. I love that. Um, pressure. Dawn. Hi Dawn. Are you my friend Dawn that's here. My, my longtime friend. Dawn. Hey, what up <laugh>?

Speaker 1 ([00:22:16](#)):

I known her forever. We're gonna have to chat after Dawn. <laugh>. So good to see you. Okay. So yeah, pressure. And then how do I deliver what they want? Exactly. Like, how many of you guys almost feel like you've promised something, then you don't know how to deliver it, right? Or you've over promised because you wanted to, uh, have something happen, uh, and you wanted to get the client or something there. You're like, oh crap, I don't really, I don't really know how to do that. I totally get it. Not confident in it. Fumble with your words. Manipulate. Okay, so that's a whole host of negativity there, right? Uh, there's nobody said anything that feels good in there. If you notice that list, you could just scroll through. Fumbling with the wording, feeling stupid, bargaining, manipulation, coercion. There's are some things on my list, right? Trying to get someone to do something they don't wanna do, right? Making a deal, bargaining, bartering, lowering your rates. Awkward. Okay. All right. Now that could also notice that that included negative emotions. That list includes negative emotions and ideas and images from the past, um, and fears. Okay? So I think that that's really important. So now let me, let me ask you specifically, what are the fears that you specifically have when it comes to selling your services? Okay? So number one we already hear is, I don't wanna come across as pushy. Okay? What do you have?

Speaker 1 ([00:23:40](#)):

Rejection, failure. I will lose my clients. Okay. What about if I ask my clients to rebook, they'll think I'm greedy. Anybody have a thing about that? You've got a thing about like, oh, it's like they're gonna think I'm just in it for the money. Uhhuh <affirmative>. Yeah. They can get too attached to me. Uhhuh, <affirmative> give the wrong impression. I'm not organized enough. Takes away from the experience. Oh yeah, that's right. They're like in Massage Zen and you're like, money <laugh> rebooking. Right? That it somehow doesn't, doesn't, uh, fit. Okay. Um, what about, um, how, how many of you guys have the belief, um, that you're somehow taking away from people when you take money from them? Or you have some version of that, like, oh, it's gonna hurt. Oh, they can't afford this. Oh, I'm just gonna hurt them. Something like that. Okay. Um, how many of you guys have the belief I should be able to help everyone so my prices should be affordable? How many of you guys have that belief?

Speaker 1 ([00:24:38](#)):

Yep. Used to Uhhuh <affirmative>. I mean, if you guys have been following me anywhere on social media, then hopefully I've hammered that message in, uh, a lot. Yeah, exactly, Melissa. Exactly. All right, what about this one? I need people to really understand what I do first. Like, think about that. How many of you guys spend a lot of time trying to educate people about how awesome body work is? Or educate them about your new fled modalities? Okay, but that's, that's could be part of a selling process, but for some people it's actually an aversion to selling. Well, let me just educate you about everything in hopes that you'll buy. Or maybe not. Let's just talk about how awesome body work is. But there's, you're avoiding actually having a sales conversation. Connor says, I as a man, I have a fear with selling cuz I fear people thinking, why is this guy being so pushy about getting his hands on me?

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

Oh, I so appreciate that perspective from a man in a female dominated industry. Um, yeah, I totally get that and thank you for that Connor. That's kind of a new one for me that like, men have this idea of like, why is he wanting to get his hands on me? I totally makes sense. Okay, I tr you try, but they don't understand. Okay, very, very good. Okay, so write some of those down for yourself. You can also steal the ones that are in the chat and I want you to really highlight or circle the ones that really have the most energy around them for you. Cuz those are the ones that you're really gonna want to go to work on and that you should definitely ask me about when we're in this, in our time, uh, together here, okay? But I want you to just first take inventory of where are you now?

Speaker 1 ([00:26:10](#)):

What is happening? Where are you getting stuck in your selling processes, which includes talking about what you do, okay? Also, how many of you guys really struggle to even explain what you do? You have no idea. Like, right? You fumble over it. If, especially if you don't do something straightforward like Swedish massage or sports massage, right? Maybe you are trained in some amazing energy reposing or some fascial alignment, you know, some something that's different from what the public understands as massage therapy and you really find yourself straining to even explain what on earth, what on earth you actually do. Okay? That can definitely be a barrier. Okay? So everybody write down whatever those limiting beliefs are, whatever those negative yucky feelings are, and make sure that you have circled the ones that really hold the most energy for you, okay?

Speaker 1 ([00:27:12](#)):

Okay. Now the bad news is that whatever you believe about selling is what you will project on your clients. So in other words, how many of you notice that if you're worried about pressuring your clients, your clients are gonna actually feel pressure cuz you're being weird. You guys notice that? Okay? And so also like, if you think your clients won't pay your rates, guess what? They're likely gonna actually, um, dispute your rates a lot or try to negotiate you down or say things like, oh, that's, I don't know, that's a lot of money. That's way more than I thought it would be. Have you guys noticed that? Okay. And also, if you think people can't afford your services, guess what? You're gonna be talking to a lot of broke people. It'll just happen. It just happens that way. It's kind of spooky, but it really has to do with a principle called perception is projection, which has to do with how our subconscious mind works. But there's also a principle in neuroscience about mirror neurons, which means, um, would you believe it if I told you we have more than five senses? I read a paper recently that says we have 17 senses.

Speaker 1 ([00:28:20](#)):

I couldn't name the other <laugh>, I couldn't, I couldn't name the other 12 off the top of my head. I have eyes, ears, mouth, and no other visual, auditory, kinesthetic, olfactory and gustatory. But, but think about that. We have other ways of sensing what's going on with another person. And mirror neurons is one of these, uh, principles that, that neuroscientists have contributed to us, which is that we tend to subconsciously pick up whatever is going on in that other person. We tend to see in the other person what's actually going on with us. It's a really interesting subconscious communication, uh, phenomenon. Okay? Now the, the way out of this is that you have to have absolutely clean energy around this if you wanna be a magnet for the clients that you can best serve, okay? So it really is in your best interest to spend some time working through those limiting beliefs. How many of you guys know? How many of you guys don't know what I mean when I say working through those limiting beliefs?



Speaker 1 ([00:29:18](#)):

Perception is projection, Sandra is what I said. Okay? So let me just talk about this for a second. Do you know, are you open to the idea of things aren't always what you think they are? In other words, you could have a belief called no one can afford my services. And you know what? That's not necessarily true, but your believing that like it's true will only serve up evidence that supports. It's true cuz one thing with people and in coaching people and education to how the mind work, uh, it really is true that our mind's job is to believe whatever it thinks. Does it matter if it's true or not? Doesn't matter if it's true or false, if it's grounded in reality. Human beings have this incredible way of finding evidence for whatever they believe, even if it's totally wrong. How many of you guys have ever had a experience where you really thought somebody maybe had one out for you?

Speaker 1 ([00:30:31](#)):

You really thought, gosh, you know, this coworker or this person just like totally hates my guts or what, whatever that is. And you found out, I don't know through some way that you were totally wrong about what they thought about you, but their behavior towards you. You interpreted it through this filter of you hate my guts. And so you, you are imagining this and then you were taking that idea into every interaction with that person and you just collected more and more evidence. It's a well-documented phenomenon, not only in psychology but in various business and consulting frames and interpersonal relationship and negotiation and, and, uh, strategies is that we tend to only see evidence for whatever we believe is true. It doesn't mean it's true, but the way our brains are wired is to recognize patterns. That's how we survive. We're hardwired and we also learn patterns.

Speaker 1 ([00:31:28](#)):

Language is a pattern. Uh, the the healing work that you do is pat and those of you guys that are really good at what you do, like super intuitive and super skilled, it's cause you've recognized all those patterns for years and years and years and you just identify it unconsciously and you go to town on it. You don't even know how you do what you do. Okay? So when I say identifying and working on limiting beliefs, you first have to understand that you are the steward of your thoughts, your thoughts, aren't you? You have thoughts going through your head about 80,000 different thoughts a day. And what you wanna start to get keen on is identifying the ones that are stressful, the ones that are limiting. That's why we call them limiting beliefs. The thoughts were that I can't do this, I can't make enough money.

Speaker 1 ([00:32:11](#)):

People are gonna think I'm pushy, da da da, da, I'm a bad person. I suck. I don't deserve this. I mean like all of those things that kind of float through our heads, uh, from time to time, <laugh> like 17 times a minute for at least for most 50 times a minute for most people, okay? Where you have to start, you have to find ways of working through that. Now, I teach that in my programs. I i 80, I wouldn't say 80%. I don't know. Jodi, Nikki, what would you say? What percentage, Christine, those of you guys have done my part, what percentage of the work that we do to get you rocking in your practices is mindset work? What would you guys say? 80%. Christine says 90%. Jody, what do you think weigh in Mama? 85 for Melissa. 85 for Danny. Okay, cool. What do you think, Jody? I was gonna say, I was gonna say 85. Okay, 80 to 90% looks like the Sarah. What do you think? Sarah's a coach in our program. So what do you think, Sarah? What would you say? 98? <laugh>,

Speaker 1 ([00:33:13](#)):

From our perspective, all we're doing is shovel and manure in people's heads all day, right? That's the best results that we get. So there's really a massive amount of leverage in doing some inner work. It's not just executing marketing strategies. It's not just what to post on Facebook or how to design my logo, right? It's not just external business strategies. It's who are you in the face of stress? Who are you in the face of failure? Where does your head go when you go to put your heart and soul out on the line and it's not well received. So that's what I mean, Connor and the others that are wondering is you've really gotta, uh, get some tools for identifying and working through, in other words, poking holes in these beliefs that you hold to be true, that are strangling the life out of you in different aspects of your business and your self-expression and your courage and your communication.

Speaker 1 ([00:34:11](#)):

And actually, um, take those all the way down to the ground to realize that just because you think it doesn't mean it's true and that there are lots of other possibilities that exist. Okay? So there's ways, if there's like energy work, how many of you guys do tapping e f p things? Okay, there's other, there's other processes. There's like, you know, the work of Byron Katie, it's one of my favorites. There's, um, there's uh, there's N L P processes, there's different like emotional kind of clearing types of, of techniques and things like that. Okay? So that's, um, that's what I mean. It's really behooves you to, to do the work on whatever those limiting beliefs are, to clear them out because it will be running the show. Your subconscious mind and your subconscious beliefs will always win out over what your mouth is saying. You could say, oh, I wanna make tons of money, but your inner, your subconscious belief says, I can't make more than \$20,000 a year.

Speaker 1 ([00:35:03](#)):

Guess what's gonna win out? The latter. Okay? So you have to get, you have to be, you have to get the rider of the horse both going <laugh> the same direction. Okay? You have to, there's so many metaphors for that in eastern thought and uh, there's just so many metaphors for that, okay? Your subconscious mind is like a giant elephant and your conscious mind is the low rider on top. And if, you know, an, an elephant can stomp a car, an elephant can crash through a brick wall, right? So, and it's the rider that really has to reign in what is going on and, and where the elephant is going. Okay? So it's very, very important and feel free to, you know, bring up any of those. I'm happy to in the q and a to see if we have, if I could quickly reframe some of those limiting beliefs for you.

Speaker 1 ([00:35:47](#)):

Okay. Alright. So that's, that's kind of a little step one there is just to identify. We feel yucky about sales. We don't like it for the most part, and we really have a hard time awkward at best for many people in terms of conveying who we are and what we do. But here's what I wanna, uh, shift to is that I, as a new paradigm of sales, okay? So first of all, are you guys willing to set aside that that's just your view of sales, that's just your view and it's giving you a particular type of result, right? Aren't your results completely consistent with it? Your results are always gonna be completely consistent with whatever your view is of selling and marketing yourself. So are you willing to just set that aside for a minute and just try on a new way of looking at sales?

Speaker 1 ([00:36:33](#)):

I'm gonna let, I'm gonna let you into my world about this because this really was one of the key components that made the determining that the, the, it was a determining factor that really created the difference between a decade of total struggle in my practice to a decade of total success in my practice.

Okay? So you're willing to set aside what's already there for you about sales, about selling, about marketing and all that stuff and just kind of try something on for a little bit and see what it's like. Who's willing to do that? Yeah. Okay. Rock and roll. Alright. To me, selling a service and how many of you guys love to serve people? I think all of you do. <laugh>, okay? This whole business is about service. Selling is service. It's really exciting to me. Um, it's advocacy, it is a process by which I get to discover things about people and then I help them make educated decisions about what they should do next because it's my area of expertise.

Speaker 1 ([00:37:38](#)):

Now, this is true in massage and anything else that you've ever sold or embedded in the business of, just think about it. Okay? So it's a process by which you get to discover things about people and then help them make educated decisions about what to do next. Sales is also leadership, okay? Sales is also leadership. Think about that. You are leading people in a process to help them find the opportunities that they want, okay? So it's also clarity, it's also advocacy. I mean, cuz listen, how many of you guys really wanna sell people stuff that they don't need?

Speaker 1 ([00:38:23](#)):

How many of you guys get up in the morning to do that? You'll live for that. Yeah, I really wanna sell people things they don't need. I really wanna take money from people that when they don't need the thing that I'm offering, nobody does. And yet, isn't that what we just talked about? Isn't that everybody kind of feels like that's what selling already is? So I think it's really about advocacy for people and it's helping them make a choice that's best for them. Even if that choice is not me or what I offer, I'm gonna say that again. It's helping people make a choice that is best for who them, it's best for them, even if that choice is not me or my services that I'm offering. Now, that might seem a little counterintuitive because right? When you're in business for yourself, at the end of the day, we need clients, we need money, we need revenue to keep our business going and to live our lives.

Speaker 1 ([00:39:18](#)):

All right? So it's a, it's kind of a little bit of a paradigm shift. Now, this is also very key point that I want you to write down. Sales is communication. Sales is a communication skill. It's a type of communication, it's a type of, um, it's a, it's a, you know, just like in writing, there's lots of different purposes for writing, right? You could do persuasive writing, you could do autobiographical writing, you could do technical writing. There's lots of different purposes for writing. So communication has lots of different purposes too, right? There could be communication for destruction, there could be communication for peacemaking, there could be communication for romantic relations, there, par parenting relations, there's business, right? All of that. So selling is a type of communication and it's really about being a powerful communicator. I really believe there's an art to communicating your value, your value in a way that other people understand.

Speaker 1 ([00:40:19](#)):

Okay? Because clarity is in the receiver, not the speaker. You wanna write that one down too. The clarity of a message is in the receiver, not the deliverer, not the sender. What does that mean? Well, that means it's your job to make sure the message landed for them. The message was clear to the listener, not that you spewed out your 10 years of technical knowledge working with the cranial sacral system. They don't care. That doesn't mean anything to them, okay? So it's really about communicating your

value in a way that other people understand whether they're gonna be a client of yours or not, kind of is irrelevant because 100% of the clients that I had in my thriving practice came through other people.

Speaker 1 ([00:41:14](#)):

I had a massive word of mouth kind of engine that we had built. I'd never, I, I think I paid for advertising like twice just to test out an ad in a, in a kind of new agey magazine that circulated in my area. Okay? I, I placed two, I think I spent \$700 on advertising in my entire practice. Okay? So if people know, hey, Rebecca is like the queen of prenatal massage, all things pregnancy, birth, and babies, then guess what? Whether they're pregnant or not, they're, they still know that I'm a resource for the people in their life that are pregnant. Does that make sense? I mean, my mom sent me a ton of clients. My, my neighbors, my, my friends, my midwives, <laugh>, you know, where it's like they knew so clearly what I do and who I serve. That it didn't matter who was hearing about me, because whoever heard about me remembered, oh, she's a resource for that kind of person.

Speaker 1 ([00:42:16](#)):

And that was one of the massive secrets to my success was get everybody else talking about what I do and creating this amazing referral engine. Okay? All right, but can you guys see that that's a totally different view of sales from where we started and what selling is. And remember, it is a skill that you can learn and you must learn. It's a skill that you can learn, like sign language. Anybody can learn sign language. You just learn sign language, you take the time to sit down and learn it and to use it, and you'll get good at it. You can learn Spanish too, right? Nikki <laugh>, sorry, as some inside jokes with my peeps, you guys, I hope you can just tolerate me here. I'd like to, I'd like to jolt them a little bit, make sure that they're listening <laugh> okay? But it's a skill that you can learn and that you have to learn if you wanna succeed.

Speaker 1 ([00:43:12](#)):

Okay? Okay. So I wanna just pause for a minute and I just wanna hear from a couple of you just, what are you hearing so far? What is opening up for you? Um, not questions yet, but just a little bit of, of sharing. What are you noticing in terms of, uh, where you might be stuck, where you might be struggling, what's important to you? Okay. Does anybody wanna share at this point? You could just put, uh, in the chat that you wanna share and then, and then you can unmute yourself. Okay. Is this landing, is this making sense? Am I going too slow? Am I going too fast? What's happening over there? We need some feedback from you guys. Sandra, your situation is different as a clinic owner. Okay, good. We'll, hang tight. Okay, because it's still, so tell me about that. Just real quick, Sandra, do you wanna chat with me?

Speaker 2 ([00:44:06](#)):

Sure.

Speaker 1 ([00:44:07](#)):

Okay.

Speaker 2 ([00:44:07](#)):

Um,

Speaker 1 ([00:44:09](#)):

Oh, I've talked with you before, haven't I? Yeah. How are you? You're in Canada, right?

Speaker 2 ([00:44:12](#)):

We have, yes.

Speaker 1 ([00:44:13](#)):

Hungry. Okay, cool. Awesome, awesome.

Speaker 2 ([00:44:16](#)):

Everything that you've said resonates. I hear it. Selling is communicating, it's recognizing a need, helping your clients understand what their needs are and bringing that your service together to meet that. Mm-hmm. <affirmative>, we put out tons of all marketing and promos and specials and it just seems to fall flat.

Speaker 1 ([00:44:38](#)):

Yeah. And you haven't diagnosed y yet, right? Right.

Speaker 2 ([00:44:42](#)):

The the feedback we get one or two bookings. Yeah. One or two referrals.

Speaker 1 ([00:44:47](#)):

Yeah. Okay, good. Hang, hang tight. Okay. I totally get that and hang tight. Yeah. Okay. Because what the key is to diagnose why that is and what's actually happening. We're gonna get to that in just a minute, I think. And if not, let me know. Okay. <laugh>. Okay. All right, good. Let's see. Uh, realizing Eunice says Eunice, do you wanna unmute yourself and share that out loud? Maybe, maybe not. Okay, so Eunice says, realizing that we have to do everything as a big company does with many departments. Exactly. That's why I say it is not enough to have magic hands. It is not enough to be skilled at body. Some of you guys could raise the dead. I some of you guys are so skilled. I, I'm sorry. I don't mean to <laugh>, I don't mean to be like sacrilegious there. I mean, some of you guys have mad amazing healing skills and you're struggling in business, okay?

Speaker 1 ([00:45:54](#)):

It's not enough to just be a great body worker. You do have to be a good body worker. You can't sell something that's bad, okay? But it's not enough, so Absolutely. Okay, Melissa. I feel like people value money more than me. Okay. Got it. Okay. Good pace. So let's see what else here resonates? Okay, awesome. Okay, Alicia, as I struggle when I see a client who may need other providers as well, how do I prioritize massage for them without feeling like I'm being dishonest? That is a really good question. And save that for the q and a. Okay. Yeah. Okay, good. It's making sense, Anna says, but I need to know what to say. Okay, we're gonna get to that. I don't know how to communi. Okay, we're gonna get to all of that. Okay. Connor, go ahead. You can unmute yourself.

Speaker 3 ([00:46:37](#)):

Yeah, so, hey Rebecca, uh, we'll see you. Uh, I'm doing the jumpstart program and I'm wondering if I already know the answer to my question. Um, I haven't made it all the way through. I've only done the mindset stuff, which sounds like we're doing a lot of right now. Mm-hmm. <affirmative>, um, you have been talking a lot about the pipeline and um, I dunno if this is the right place for it, but I'm wondering if there's like a place where the rubber is not meeting the road. Cuz people are, people are sharing about me all the time, apparently, like my name has been praised to probably hundreds of people at this point, and then there's mm-hmm. <affirmative> like that. Le I wonder if the answer is niche and I don't know if this is the right, it could be time to be an asking this question, but you were just bringing up that word of mouth pipeline.

Speaker 1 ([00:47:20](#)):

Yeah. Yeah. So that's a good question to bring to the, to the q and a part, but I love what I'm hearing you say is like you're really putting it all together and seeing like, okay, do you guys, do you guys get this as a system? Do you get that? Building a business is a system and it is engineered, it's designed, it's all put together and every single piece of it needs maintenance. We had my, my son who's 16 and his friend was over last night and he was saying, yeah, um, <laugh>, you know, 16 year olds are new drivers. He says, yeah, uh, my, my oil light is on. I think I need to add some oil to my engine. And my fiance says, Evan, you need to go straight to the gas station on the corner and get a cord of oil and immediately put it in your car.

Speaker 1 ([00:48:11](#)):

And he is like, yeah, I'll, I'll do that at some point. He's like, no, Evan, you don't understand. You need to put oil in your car immediately. <laugh>, right? Have you ever heard of a seized? Anybody ever seize an engine? Come on. Some of you have. I'm sure somebody's done that at some point, right? You can't just think, oh, car equals key and gas tank and maybe the tires, right? There's so many more components to a car that you have to pay attention to. We tried driving in a snowstorm and your wiper blades are bad, good luck, it's not gonna work. It doesn't work. I tried it last week, it doesn't work. <laugh>, how to pull over and be iced my wiper blades because you cannot see. All right? So it really is a system and it's like that and the, the the, if we really wanna get like top down, that's what I want you to start doing is approaching your business like it's a system.

Speaker 1 ([00:49:03](#)):

And if you're not getting the output that you want, you've got to tweak the system. And sometimes you need to test and tinker. Maybe it's the niche, Connor, maybe it's not. Maybe it's that you're getting a lot of objections and you don't know how to overcome those, right? Maybe it's something off putting in your sales cycle where people are hearing about you, but they're not coming out through the other end of the funnel. Does that make sense? This is a huge, huge system. We try to, you know, it's, my goal is to make this simple for you and everything that I do and teach, whether it's these free events, whether it's our paid programs, whether it's that high level mentorship and those types of things that we offer, um, it's, that is right. I mean, how many of you guys that are in my backstage pass course, you've heard me say these things a million times and then finally on the 47th time, you're like, oh, oh my gosh, it makes so much sense.

Speaker 1 ([00:49:52](#)):

Exactly, Melissa. Okay, Jennifer, it's you guys nodding your heads, okay. It really is a whole system. I think running a business is like going to medical school. Like you really have to learn all of the parts and

pieces and how they all come together. Okay? So really good. All right. Yeah, very good light bulb moment. I love it. Okay, so let's, uh, let me, um, what I wanna talk about is, um, just to, just to kind of wrap up that, that sec that section in this particular paradigm that's selling a service, can you see, there's no pressure, there's no pressure. There's actually a lot of listening, there's a lot of deep listening to understand, there's connecting the dots, putting the pieces together for the client and doing it from a place of caring and concern and love for the other person. And also, this is a business that you need to run and you do need to make money.

Speaker 1 ([00:50:47](#)):

Okay? One of the problems I see is everyone is just so totally caring and concerned that they sell out on themselves when it's time to make a sale. If I can use that kind of course language, like, oh, you're so giving. This is what I, this is what I used to do, right? My clients would come in to, uh, to my office. By the way, Dawn, it was the office I shared with Troy <laugh> just for history, okay? <laugh>, um, 25 years ago. And I used to let people walk out without pain. I literally would do an awesome body work session and I would just be like, Hey, bye. Because I was so on the other side of I'm so giving and, and I'm so caring that I just wanna make sure that you get the body work you need. It was so weird. I don't even understand why people wouldn't say anything to me.

Speaker 1 ([00:51:36](#)):

They probably felt so freaking awkward too. They were just like, okay. She does, I guess she, I, I guess Rebecca just really wants to give massages. She doesn't need to make any money. It's so weird. All right? So it really is a balance and there's owning your value and then there's the skill of conveying that value again in a language that the client understands. So the takeaway here is this, sales is another expression of loving and serving people, and you already know how to do that, right? And it is a skill that you need to learn and practice and develop and master. It is actually the most important skill to master, okay? Remember, sales is oxygen your business. So if you want your business to go, you gotta get really comfortable with the idea that selling is fun. It's high vibe, it's a service. You get to lead, you're the leader.

Speaker 1 ([00:52:18](#)):

You can learn this, you get to decide who to do business with, you get to work with the bus people. You get to determine who's a good fit and who's not. And if not, you get to refer them out. And most importantly, you get to own your worth. And it's your job to convey the value of what you offer to those people that are interested in your services. We're gonna break all this down for you. Okay? So, so what I actually want to do is, um, I'm gonna do this a little bit different. I'm gonna skip way ahead to what I was gonna say for tomorrow because, um, I wanna give you like where we're going and then we can start to fill in some of the details. Will that be okay? I just decided, I made an executive decision on the fly. I'm gonna do this a little bit differently.

Speaker 1 ([00:52:56](#)):

I wanna map out the five step sales process for you. Okay? Every business has a sales process. You think it's just people see me online and they book, that's not it, that's part of it, okay? Or people hear about me and they call, people hear about me and they send me a DM or a text or something like that, okay? So I wanna really open this up and give you some different ways of thinking about this so that you can begin to sleep on this tonight and we can talk more about it tomorrow as well. Okay? So the five step sales process. Number one is establishing rapport. Okay? I'm gonna put this in, um, I'm gonna put

this in the chat for you guys, okay? This is a sales process. Now don't confuse this with a sales cycle or a sales funnel that's different, and I can talk to you about this, but this is the steps for you in communicating with people about who you are and what you do and offering your services.

Speaker 1 ([00:53:56](#)):

And I'm gonna be honest with you, this is probably way more information than you need to know, but I figure if I can give you the broadest strokes possible, then you can pair it down to what's gonna work best for you. Fair enough? Okay, so step one is establishing rapport. Step two is asking questions. Step three is find a need. Step four is link the need or value to your product or service. And then step five is the close, or asking for the sale and handling objections. So there's a couple pieces wrapped in that. I just wanted to keep it to five <laugh>. Okay? So this has to do with every conversation you have about your services.

Speaker 1 ([00:54:46](#)):

So let's define conversations. What conversations are you having about your business? Cuz remember that's marketing. Marketing is making noise about your business. Okay? So in what ways class, in what ways? This is where I actually want you to answer this question. Do you have conversations about what you do? What would you consider a conversation? Okay? The obvious thing is face-to-face, hawk to people about what you do. But what else? What other ways are you having conversations about your business? You could put in the chat, you could unmute yourself and shout it out. Whatever you guys want in an email. Yes, Eunice, that is a conversation. Putting something out in an email, social media, website. Uhhuh, <affirmative>. Yes. Networking groups. Yes. Yes. Instagram out doing business, networking, talking to people, uh, an info dump about fascial trains and breathing. Yeah. Okay. Exactly. So any in through, any medium that is a conversation that you could consider is a conversation, rather.

Speaker 1 ([00:55:49](#)):

Yeah. Wherever you are, Sandra, pretty much you are a walking conversation about your business. Okay? Everything that you do. So this is the process and these are just the different pillars that I want you to be thinking from in navigating those conversations. Now, let's also talk about what types of, uh, what, what, how do I wanna say this? Um, what, at what point do you, are you <laugh>? I'm trying to, trying to get the question worded just right. Really what I wanna say is you have conversations, ab sales conversations at a lot of different points along the way. Yeah, you are having a sales conversation when you're acquiring a client, but also isn't rebooking a sales conversation?

Speaker 1 ([00:56:41](#)):

Yes. No. What do you guys think? Isn't rebooking a sales conversation? It totally is. Okay. What about re-engaging a, a past client that's dropped off? Isn't that a sales conversation? Following up with people, you know, re re resurrecting people that you haven't seen in a year or 90 days or something along those lines? Yeah. Okay. What about your conversations with people in sessions, during sessions immediately before, during, and after the session? I also want you to consider that that's a sales conversation. So when are you not selling? Do you think your headshot and on your website is a sales conversation? Yes, it is. Because a picture's worth a thousand words. So what is that picture saying? Okay, how you present yourself, how you show up to networking meetings. How you like, like you are a living, breathing, walking, three-dimensional sales conversation about your business. And there's two questions that everybody wants to have answered before they even think about getting naked for you. <laugh>, I could say that in here, right? You guys get what I'm talking about. Okay? It's number one, can I trust you?



Speaker 1 ([00:58:04](#)):

And even actually before that is, are you credible? Like, do you know your stuff? Are you credible? And can I trust you? Are you the real deal? And can I trust you? What do you guys think about that? That is the question floating around in everybody's minds. They're gonna get naked for you. They are. Hi, I just met you. Get naked. Get on the table. What? Yep, everything off. Whoa, you, you know what I mean? Maybe they've never had a massage before. Maybe they've never had this kind of massage before. Maybe they've never, I don't know, maybe they're pregnant or they just have surgery or they, I have an injury that they are waiting sur for surgery. Like you are going to get in the most intimate spaces with people. And I don't mean sexually intimate, obviously. I mean intimate, like close encounters. You're gonna see the malls, the scars, the tattoos, the good ones and the bad ones.

Speaker 1 ([00:59:05](#)):

My favorite response, I'd say to my clients, I'd say, tell me about your tattoo. And they'd say, oh, I was 18 <laugh>. Okay, tell me about that tramp stamp on your lower back. No, I would just say, tell me about your tattoo <laugh>. Tattoo jokes. Okay? It's all about trust. It's all about can I trust you? And do you know what you're talking about? Now in a sales conversation also, when it comes to money, the only thing people wanna know is, is it worth it? And, and do I believe, is it gonna work for me? And is it worth it? Which really begs the question, what the bleep are you actually selling?

Speaker 1 ([00:59:47](#)):

What are you actually offering people? It's not massages. I'm just gonna say massages, even though I know you guys all do different kinds of things. Okay? Can I just say massages for like what you do in a session? Okay? You're not selling massages. And if you think you are, then that's probably the first place you should start working on. You are not selling massages. Please don't say things like, oh, you should come try me. Oh, I give the best massages in the world, right? You're not selling massages. What are you selling? Okay, so tell me, talk to me people mostly, listen, if you're already my students and you know the answers, be quiet and let other people play. Okay? <laugh>, I already know that. You guys are amazing students. You're jedis in training and it's amazing. Okay? What are you selling Diane Health? Cheryl is selling hope.

Speaker 1 ([01:00:39](#)):

Okay, it's okay. Charity <laugh> time. So good wellbeing. Now we should also talk about time. You're not selling your time. I know you deliver your sessions in like 90 minute increments, right? Or, or whatever. I get that stress relief. I'm selling freedom. Hope to feel better. Totally help with the problem. Oh good. It's like you guys have listened to everything I've ever said about having a niche cuz this is so important. Backtracking, how many of you guys have heard me beat the drum about you need to have a niche. You need to have a niche. You need to have a niche. Okay, so let's just recap this really quick. A niche is a problem you solve or a population you serve that has a problem you solve. Yeah, okay. I don't mean a demographic, I don't mean people over 60 who make \$200,000 a year or more. It's not a demographic, it's pregnant women athletes, CrossFitters, people who are post-surgical, people who have body dysmorphia, people who whatever, okay? It's a, a, a population that has pain or a specific type of pain, okay? And when you really get the styled in this can, this is the cornerstone of your business. You can't sell anything if you don't know what you're actually selling. And if you don't know what people actually want to buy, and it's not massages, okay? <laugh>.

Speaker 1 ([01:02:03](#)):

Okay? So healing, relaxation, a simple act of touch. The only touch a client gets, but Kelly, what does that mean to them? It's beyond that. And you're not selling shsu, you're not selling myofascial release, you're not selling your modalities cuz your prospects have no freaking clue what that even is. I even hear of modalities sometimes though. I'm like, what is that <laugh>? I've never heard, I've never heard of that. What is that? It's some new thing. The melt method or you know, all these, like, my students are telling me what they do and I'm like, oh, okay, cool. If I don't know what that is as a body worker, I guarantee you making a brochure about it in your office or putting it on a billboard or your website isn't gonna do anything for your clients. They don't need to know about your modalities. Okay? Yeah.

Speaker 1 ([01:02:53](#)):

What you're selling is the outcome or the benefit of working with you. It's like your unique selling proposition, okay? It's why should they choose you in a, in a sea of how many of you guys are surrounded by competition? Like there's tons of massage therapists around you. Okay? Yeah, exactly. Why should they choose you? You have to answer that question, not, oh, because I've been doing this for 25 years and I'm awesome. It's what makes you special? What makes you stand out from the crowd? When I could go down here to this franchise and get a massage for \$59, what, what's the difference? Right? Does that make sense? That's the fir that's one of the main core questions that you guys have to answer for yourselves is what are you actually selling? And then you'll have a lot more clarity on exactly how to sell it and what makes the most sense and what's the most congruent and authentic ways of selling your services.

Speaker 1 ([01:03:44](#)):

Okay? Is this making sense? Yeah. Okay, good. Yeah. Acceptance, hope, pain-free life for some of you guys. Just pain management. It's respite, it's a relief from pain. It's uh, it's uh, increasing your personal records. It's getting back in the game faster. It's being less miserable when you're pregnant. That was what I did. Yeah, you know what I did? I sold feel good for once sleep better and hurt less cuz that's all pregnant women want. I wasn't selling prenatal massages. That was the vehicle through which I delivered what I offered, yeah, get on my table. But what every pregnant woman wanted was to feel good, hurt less, and sleep better. Cuz if you've ever been pregnant and miserable, then I don't have to explain what I'm even talking about. You just know like, my body hurts all the time. My pelvis is gonna break into my back hurts, I can't sleep, I'm tossing and turning, blah blah blah.

Speaker 1 ([01:04:43](#)):

I can't get comfortable cause I have an alien inhabiting my body. You know, like all of that stuff. So your niche is really that, you know that population so well and you are so versed in what it is like to be them that you are the obvious choice. So you wanna begin to think about what, how would you say that if you haven't already? And many of you have, cuz I've worked with you. You're in jumpstart, you've done, uh, you know, things like that. But if this is the beginning of our journey together or this is the first time that we've been together in this capacity first workshop that you've done, then that would be a really good way to spend your time and really think about what do I actually offer my clients. It's not massages, it's not 90 minutes and it's not Bowen technique, it's not any of that stuff.

Speaker 1 ([01:05:29](#)):

What is it that they're really, really buying? And it's usually to get away from something they don't want or to get towards something that they really, really desire. Like a good night's sleep. Like get off of my opioids. Like, right? Like ensure that my swelling post-surgery doesn't mess with my, my scars or my

stitches or, you know, whatever it is that you guys do. Okay? And then the key, the second key is what I call a fifth grade rule, is that you have to explain that in terms that your client understands. You have to re and, and this takes, um, a lot of dialing in. I'm still doing this in new ways in my business. It like in this bus like coaching massage therapist. I'm constantly dialing in how to really say what we do. What are people really, really, really looking for? Not like, hey, I'm a business coach for a massage therapist.

Speaker 1 ([01:06:26](#)):

I mean like, yeah, of course I am. Right? Of course you guys are all massage therapists. You do some kind of pain relief. It's like obvious. It's like what dentist and I work with people's teeth. It's like, okay captain obvious, but that doesn't separate you from everybody else out there. That's pedaling massage therapy services, trying to get anybody with a pulse on their table. Okay? So that's one thing I want you to think about tonight. When we come back tomorrow we talk more about that. Like you've gotta have a niche, you've gotta be able to explain it in simple, simple terms that clients can understand. Do not talk over their heads. Do not start giving your new fled super educated anatomical nomenclature technician speak and start lecturing people about all the specifics of their fascial systems or their right. Like all those things. Fifth grade rule, you gotta explain it so simply that a fifth grader could totally understand it.

Speaker 1 ([01:07:24](#)):

Okay? <laugh>, you feel attacked <laugh>, right? I'm gonna call you guys out just so you know. And I do it with total love. I'm not shaming, just I've been doing this a long time and um, sometimes I just get impatient and I'm like, stop calling your business. Things like whatever. Okay. Massage by Betty, you know, like, don't do things like that. Okay. Alright. So five step sales process, establishing rapport, asking questions, finding a need link the need or value to the product or service. And then the close, you know, asking for the sale, like doing, doing business, getting the booking, getting the rebooking, and then also handling any objections. So can you see that you're always engaging in some form of that at all stages of your business? Yeah. Can you guys find specific examples of that or do you have any questions about that? Do you have any objections to that? Like, no, I really don't see, when am I ever doing this? I want you to think about it for a minute. <laugh>

Speaker 1 ([01:08:26](#)):

Lee used to go to motorcycle events, a dry erase board that said, tell me what hurts and that got you money. Yeah, exactly. Cuz if you're a riding on a motorcycle all day or depending on what kind of motorcycle, if we're talking dirt bikes versus street bikes or something like that, yeah, it's pain. Instead of 15 minute massage, a dollar a minute <laugh>. Okay, instead of tell me what hurts. Do you see? That's a very great, I love that you said that, Lee, that's a really good and simple and kind of punchy example of getting right to the point about what is the val value that you can provide for people.

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

Okay. So I want to um, I want to pause there in terms of teaching and I wanna now answer any questions to either coach you or clarify some of the principles that we've talked about. Knowing that we are gonna expand this a lot more tomorrow, we're gonna go into some of these details. We're gonna talk about scripts and dialogues and all of the things. Okay? So if you have a question, go ahead and just put that in the, in the chat and I'm gonna ask that we just try and be as succinct as possible. I'm asking that of myself too, cuz succinct is, brevity is not what I'm known for, but, um, to be like succinct, just so we can answer as many questions as possible. Okay? So the questions would be about anything so far. It

might be clarification of like, wait, help me understand how this applies to my situation, or anything that relevant to what we've talked about. Okay. So Connor, you're up first.

Speaker 3 ([01:09:58](#)):

Hey, so, uh, when you were talking about the mindset stuff earlier, it seems as though a lot of the keywords that you were hitting triggered for me, uh, related back to spiritual concepts. Okay? And I know that you, I figure that you have a spiritual life. Are there any sort of spiritual, uh, toolkits, uh, like maybe some sort of resources, maybe books that you might recommend that it could seem like you might draw some of your inspiration from some of that?

Speaker 1 ([01:10:23](#)):

Totally. So, um, I, yeah. All kinds of things. And, and I would say, um, first of all, for everybody work with whatever you have. A lot of you guys are religious and you've got your sacred texts, please refer to those. You have processes for letting go or processes for asking for divine intervention and things like that. That's just as good too. If you got a freaking quartz crystal and you need to go put all that energy to do that too. Use whatever works for you. Um, but in terms of, yeah, I, I have a lot of, um, yeah, I've got a ton of books and resources, but there's, uh, in terms of practices, I'm really a fan of practices, not concepts. I'm a fan of. What can I do that when I do the process at the end, I'll be in a different state or I'll have a paradigm shift.

Speaker 1 ([01:11:13](#)):

Okay? So, um, I love ho oppo opo, somebody can put that in the chat. Um, there's a a, a book by Joe Vitali who talks about this kind of this Hawaiian shaman thing that's basically, I love you. I'm sorry. Please forgive me. Thank you. It's kind of like a mantra. Okay. Um, again, I love the work of Byron Katie. I got trained in that about 16 years ago, and I had an entire coaching practice where I just facilitated people in the work of Byron Katie and I do talk about that a little bit in your jumpstart lessons. I think in week two, Connor. Okay. You'll, I think it's week two or module two, you'll get into that. Okay. Um, there's, um, there's also affirmations, there's hypnotherapy, there's self hypnosis, there's N L P techniques a bunch. There's just a body of like, just coaching techniques.

Speaker 1 ([01:12:03](#)):

Um, I'm just trying to, I mean, help me out class students, clients of mine. I don't know. What are some of the tools that we put out there? The law of attraction I think is a really important thing to just kind of like wrap your head around if that's new for you. Some of these are really spiritual new ag principles and things like that, but, um, I find that they are universal laws. So the law of attraction is great. Um, gra yeah, practices of gratitude, like a gratitude journal. But if we're talking specifically about taking a limiting belief and, um, seeing it in a different light, probably my favorite tool is the work of Byron Katie. So you'll learn more about that. Uh, her first book is called Loving What Is, and that would be a really great place to start. I would recommend starting with that for sure.

Speaker 1 ([01:12:52](#)):

Okay. And, um, yeah, also just paying attention to the way, like charity said, paying attention to the way that you say things. So, um, I'm a, I'm a master N L P trainer and coach and N L P is called short for neurolinguistic programming, which is really about how what we do in our minds through language actually shapes our results in the world. So I just as a baby practice of starting to pay attention to what are you actually saying and why are you saying it that way? Because if you say, oh gosh, this is so hard,

then guess what? You're gonna feel it. You're gonna create resistance, you're gonna expect challenges, you're gonna subconsciously create hard because in your mind it has to be, some of you have a belief like something doesn't have value unless I have to sacrifice for it, I have to work really hard for it.

Speaker 1 ([01:13:35](#)):

Right? So you'll subconsciously create more and more challenges. So just paying attention to what are you saying to yourself when you're talking to yourself would be good. Um, what else? I'm just trying to think what other, what other tools, but yeah, tons of mindset training within my academy and my curriculum and stuff like that. But I would say start with the work at Byron Katie. E f t is also a pretty accessible thing. Um, tapping, is that what it's called? E F T Tapping Emotional Freedom Technique. And you can get on YouTube and watch videos about how to do that or some, some quick fixes. Okay. Does that help? Okay. Awesome. Okay. Uh, let's see. Question. Alicia. Alicia, Alicia, okay. Is up next. All right, how do we sell our services but know that the client needs other services too? Okay, awesome.

Speaker 4 ([01:14:27](#)):

Yeah. So I'm going, I'm going through this a lot. Um, maybe because I'm using all these other services too. Like I'm in physical therapy, I'm in chiropractic, like I need these things just to stay a body worker. Um, cuz I'm starting to feel the effects of my own <laugh> profession. Yeah. But um, you know, like I've had a few, I've, I've got an enormous amount of clients right now with sciatic pain.

Speaker 1 ([01:14:53](#)):

Okay.

Speaker 4 ([01:14:53](#)):

And there's a lot of people that will post on the community page in my kind of small city slash town, um, saying, Hey, does anybody know good therapist, you know, for sciatica? And then you start getting everybody coming in going sciatic is, you know, sciatica is not a condition. It's, you know, this and it's that. And it just, it's a lot. But anyway, kind of the point being, you know, like I have a client who comes in and I know just from my own physical therapy and what's happening that they need strengthening. Like they need exercises to strengthen certain glute muscles to help, you know, the abductors and abductors, right. Be more flexible. Right? Right. Like we we're lo they're losing strength in like glute medias or glute, you know, so, you know, again, I can only get you so far with massage. Like I can help you relax those muscles, but I'm not going to get you to increase maybe your lateral movements without strengthening those muscles that are being inhibited.

Speaker 4 ([01:15:54](#)):

Right? Right. So I know enough to be dangerous, right? Because I've been there, right? But, and the same goes for like chiropractic. When I have the client that comes in all the time, why does the left side of my neck always hurt? And I'm sitting there going like, well I follow Nuca, like I follow neuro upper circle chiropractic love and I am a huge fan. And while I don't believe that any one thing is all encompassing, it's a good tool. It turns out to be a lot of money and a lot of appointments and a lot of professionals. So how do I prioritize massage when I'm constantly dealing with the same, you know, left shoulder pain, but I think it's your neck. And I do refer them to the Cairo.

Speaker 1 ([01:16:33](#)):

Yeah. Yeah.

Speaker 4 ([01:16:34](#)):

But then sometimes if they go, I lose them completely

Speaker 1 ([01:16:37](#)):

<laugh>. Yes. Now I love this and my question is, how is that a problem? Just think for I really honest, I'm not saying it shouldn't be. I really want you to answer that question. How is that a problem that you've refer? Referred them out to Nuka chiropractor, which by the way, guys I love nuka changed my life and got rid of like, so much of my chronic pain. Same. Go

Speaker 4 ([01:16:58](#)):

Check

Speaker 1 ([01:16:58](#)):

It out. <laugh> N U C C A. Anyway, um, I refer a ton of my clients to Nuka chiropractors and I still do refer people to my Nuka chiropractor. So, okay. But the point is really how I want you to honestly, honestly answer, how is it a problem that if you send somebody to a chiropractor and it totally resolves their pain and their issue and you lose that person as a pain relief client, how is that a problem? Is it because you don't have enough bookings? Is it because you don't have enough new clients? Is it because like really think about that guys. If you really know how to market your business and how to bring in new clients and get and fill those slots, then it doesn't matter if you lose clients.

Speaker 4 ([01:17:39](#)):

I don't think it's as much a concern for me about losing the client Okay. As it is about making sure that clients getting what they need to resolve their pain. Okay. And maybe me not fully believing that, like, because I don't, because I don't, that massage is going to be the one, the be all end all like that. They need complimentary services. So how do you sell them on? Well, I still think you need to come back to me and I can still, you know, loosen those muscles and keep those glutes flexible. But I really do think you need strengthening and I can't do that. You need to go to a c a PT and you know Yeah. I think, and then I think the client's head kind of goes like, right,

Speaker 1 ([01:18:16](#)):

You know? Right. Okay, so you're ready for the answer. The question is, how do you sell them on the, on massage when what you really think they need is PT, chiro, whatever. You ready for the answer you guys? Yeah.

Speaker 4 ([01:18:26](#)):

Or, or all three <laugh>?

Speaker 1 ([01:18:28](#)):

Yes. Okay. But the first one was if they need other things.

Speaker 4 ([01:18:32](#)):

Okay.

Speaker 1 ([01:18:32](#)):

Okay. If you're clear that really what's gonna help this person is something that you don't do, then you don't sell them on massage services.

Speaker 4 ([01:18:42](#)):

Exactly. Yeah.

Speaker 1 ([01:18:43](#)):

That's called integrity.

Speaker 4 ([01:18:44](#)):

No. And that's what I've been doing. It's just

Speaker 1 ([01:18:47](#)):

<laugh>. Yeah, exactly. So now, now, but again, you, it's, it's kind of unique because some of you are just gonna devalue yourselves all day long and give away your services to other people. Okay, so this is really <laugh> this is really, that's why I say that's an art as much as, as a science. So here's how I would frame it. Here's how I would frame it. Let's just, I'll just give you an example and then you could maybe model your own response after this. Something like that. Okay. I'd say, listen, here's the thing, Alicia, you've got problems that I don't solve. I really think that you would benefit from going and seeing my NUCO chiropractor because I really think that this is about your C1 vertebrae and that's why you're having chronic low back pain. Okay? Your body is never imbalance. You're always gonna have this asymmetry.

Speaker 1 ([01:19:34](#)):

You've got this zigzag pain that is a telltale sign that your atlas needs to be adjusted. Now I have a great doctor that does that all day long. I would love for you to get over there and see what kind of results you get. Now here's the cool thing. As much as I'd love to be your massage therapist and get you outta pain every week, that's not my goal. My goal is that you're outta pain for the rest of your life. So if this really works for you, I think that would be amazing. And then, you know what? You can just come back and get massages because they feel good. You can come back and get massages because you love them. You can come back for any reason. But wouldn't that be amazing to just see if we could get you totally out of pain?

Speaker 1 ([01:20:06](#)):

So I'm gonna be honest with you, you know, we're gonna, we've gone as far as we can go here and I think you need a different type of intervention, something like that. Okay? And do you see how that's honest? Do you see how that's authentic? That's Integris. You're not like, oh crap, I really don't wanna lose a client. I'd better tell them, well, but you gotta come back and see me every week cuz maybe they don't need you. And I learned this in my prenatal massage practice. My clients always left. 99% of my clients did not come back after they gave birth. So I got really good at pulling in new clients all day long because I had to fill my pipeline. I lost clients. I lost as many clients every month as I gained because they gave birth and they didn't come back until they were pregnant again if and until they were pregnant again.

Speaker 1 ([01:20:54](#)):

As much as I really postpartum, like, you know, I tried to like get them on board. Now what we did was prenatal massage. We didn't, we weren't a postpartum massage clinic. We did prenatal. And so people would justify it during this period of time. Then they'd give birth and they'd go on maternity leave and they can't justify getting massages anymore and blah, blah blah. And I had to accept that I fought it, I fought it so bad and I had to just accept that. And the antidote to that is get very good at attracting new clients on a very regular basis. And you'll never be hungry. We had over 50 new clients a month coming into the clinic, 50 new clients a month, like new visits. So we'd, we'd, we'd get as many visits out of these women as we could. I know that sounds so gross, but you guys and Fred, I'm just speaking from like a sales perspective.

Speaker 1 ([01:21:41](#)):

Like we'd see, we have an opportunity to serve this person. We would serve them as much and as often as as we could as time scheduling budget and all those things would allow knowing that we had one shot with them and then they were gonna go. And it's okay to let those people go because, you know, you've got a steady stream of, in my case it was pregnant clients, you know, uh, coming in and, and hearing about my business. Okay? So you can afford to lose clients if you know how to replace 'em. It's not a problem. And maybe,

Speaker 4 ([01:22:12](#)):

Maybe an alternative too would be like setting like a mi you know, just saying like, let's do three massage sessions one a week. Yep. See what kind of progress you've made.

Speaker 1 ([01:22:23](#)):

Exactly.

Speaker 4 ([01:22:24](#)):

And then if we're not, you know, if you're not where you think you wanna be or feeling that much better, then let's look for, you know, complimentary services.

Speaker 1 ([01:22:31](#)):

Exactly. And guys know your limitations. No, your strengths nothing. You're right. Not, not one thing works for all things with everyone all the time. We're not machines, we're human beings and we can't separate the brain, the psyche, organs, emotions, spirit. We can't separate those things. So we can't pretend that, that we can treat people like a cookie cutter approach, you know? So yeah, I think that's great. Take a try it and see approach. I did that a lot. Let's try this and see how it works. Okay, we did three sessions. You're still in pain. Clearly I can't help you. <laugh>. Let's go to the next level. Okay. Such a good question. I love it. Okay, Jill, what do you mean by handling objections while closing? Ah, great question. Alright, when do people object? Give me examples of objections. When do clients object or prospective clients Object.

Speaker 1 ([01:23:19](#)):

And what? Give me examples of objections. This is where my students can talk <laugh>. Okay. Cause I've coached you on these things. What do people, what do objections sound like? Too much money. Say, um, I need to go home and look at my calendar first. That's an objection. Mm-hmm. <affirmative>.



Exactly. Read booking. Oh, it's too much money. Cost too much. I don't have enough time. Oh, I have to go look at my calendar. I can't afford it. I gotta go ask my husband. Exactly. Or my spouse. Uh, I need to see my schedule. Oh, I gotta check with whatever an objection is. Anything that they say that is not a Yeah, let's go. It's a reason to not take action. Anything that they throw. Yeah. I live too far away. All I'm gonna fixed income. Exactly. I don't have a babysitter. All of that stuff. Okay. There could also be other objections to like, well I don't, I don't like massages or Massages don't work for me.

Speaker 1 ([01:24:16](#)):

In which case you should just move on. Don't try to sell something to somebody that when they don't, you know, oh, I hate massages. Like, you must not have ever had a good one. I just don't like being touched. Okay. Next. Like, don't try to, to offer something to people when they're just not even open to the idea of it. Okay. Okay. You're too far away from my house. Yeah, exactly. Okay. So does that answer the question? Um, uh, sorry, I scrolled way too far away and now I don't know where my questions are. Um, this is where I can use some help from maybe Nikki or Jody or somebody just like, tell me who's next with questions. <laugh>. Okay. <laugh>. Okay. So let's see. I scrolled way too far back. There we go. Okay. So that's what an example is of, is of an objection. And for mostly for you guys it's time and money.

Speaker 1 ([01:25:08](#)):

And sometimes it's, I don't believe you, I don't think this will work for me. Okay. Okay. So that was, now I'm getting Jill's question. Thank you Jill. Okay. Robert is, um, yeah, what is, what is your question, Robert? Asking questions and establishing rapport. Finding the need. Were you asking me to recap what the five steps were? Cuz I'm gonna, I'm gonna expound on them tomorrow. Okay. But I'm not sure what your question, uh, was. Robert, do you wanna unmute yourself and tell me what you were asking Robert Kelly going once. Okay. We'll move on there. Okay. Um, sorry. Now I still have to scroll. Maybe just, you know what, Justin, why don't you be the official question keeper. Okay. If I can ask you if you're, if he's still here, is he still here? I think maybe he had to go <affirmative>. Okay. Okay. I see Amanda's question.

Speaker 1 ([01:26:07](#)):

I have considered putting together a massage program that maps out a series of sessions and what a client can benefit from a series of sessions. Would this be a good way to engage a client in a sales conversation? And then Rachel said like, uh, sorry. Uh, like how they can benefit from different styles at different stages in their healing process. Yeah. Amanda, that can be great. And it, uh, can you unmute yourself, Amanda, and with let's chat about it. Okay. You'll have to start talking so we can Oh, there you are. Okay. I see you. I'm gonna, um, spotlight her on the screen so we can see Amanda. Okay. Okay. So to be able to, uh, yes. A program for a lot of you, it depends on your niche, it depends on your style and all of that stuff. It can be very beneficial to do that because what you're doing is you're selling an experience, not a session.

Speaker 1 ([01:26:55](#)):

You're saying, Hey, this is honestly the best way that I work. I know you, you come in here and you kind of, you've been scheduling kind of random, but really for the type of chronic pain that you have and the kind of skills that I have, really what I would recommend is this type of approach. And that's when you sell them your program, you present your program and in a very comprehensive way that doesn't overwhelm them and, and helps them to make that decision about opting into the program or not. Mm-hmm. <affirmative>. Okay. Yeah. Very good. That's a and that's a, now remember it's different selling a

thousand dollars program than it is a hundred dollars massage. Okay? But lots of reasons why many of you would benefit from doing something like that if it's really the best way that you can serve people. Okay.

Speaker 5 ([01:27:39](#)):

Yeah. Okay. Um, yeah, I just threw, I just threw together, um, a a few series, like over the past two days and it just kind of came to me like, maybe this is a easier way to really have a, a conversation about their pain. Because to sell one session, I feel like it's just kinda like a fleeting experience, you know? Yeah. I can't rub my my head around that for some weird reason.

Speaker 1 ([01:28:07](#)):

Yeah. Well that's where you have to get honest with yourself, which is like, is how I'm structuring my offer, really serving my clients. And I think that whatever you're offering, your pricing and your recommendations for future treatment should always be what you absolutely believe is the best thing for that client to get the results that, you know, you could help them get.

Speaker 5 ([01:28:29](#)):

Got it. Yeah. Um, I, I have one question. Uh, while I was writing, um, you know, all, all of this out, I, um, I didn't want to treat them as massage packages. I'm so sick and tired of the massage package thing. Mm-hmm. <affirmative>. Mm-hmm. <affirmative>. Um, and that's why I, I chose massage program,

Speaker 1 ([01:28:48](#)):

Uhhuh, <affirmative>

Speaker 5 ([01:28:49](#)):

For the name of them. And I, you know, as we know that ma massage pack, um, packages, usually they're discounted mm-hmm. <affirmative>, but I also wanna, you know, say it's like, well you, they're spending quite a bit of money and so they, you know, they're wanting a little skin in the game here. Um, so what I did was, um, if you, if you purchased like, you know, a series of like six mm-hmm. <affirmative>, then what I do is I add on like 30 minute session to the, um, the end, the last session. And then I give them an opportunity to roll that session over to a new package. Or if they wanna actually gift it to somebody, you know, to come in to my, um, my, my practice to try me out. They have that, that 30, you know, minute session to be able to be added on to like, you know, an hour session or something of the sort.

Speaker 1 ([01:29:43](#)):

Okay.

Speaker 5 ([01:29:44](#)):

So I thought, you know, is that a good way of, of, you know, should I be, should I be offering these like little discounts kind of, you know, like peppered in there or without saying discount?

Speaker 1 ([01:29:56](#)):

Well, it depends. I mean, is it working? Do you feel com I, is it,

Speaker 5 ([01:30:01](#)):

I haven't launched everything. I, I redid my whole website. I redid my whole, everything from the last, you know, um, few live sessions that um, you know, I did, I did with you mm-hmm. <affirmative> mm-hmm. <affirmative>. So I don't know yet. <laugh>.

Speaker 1 ([01:30:15](#)):

Yeah. You don't know yet. Okay. So the short answer is, uh, I want, well I want you to consider, you don't have to give away anything. You don't have to discount anything.

Speaker 5 ([01:30:27](#)):

Yeah.

Speaker 1 ([01:30:27](#)):

Because a program is different from a package. A package is like, I'm gonna prepay for 10 sessions and get 5% off. The only benefit of buying the 10 sessions is cause you get 5% off. And that's a benefit to you as a business owner because you get to use that money before you've earned it. Technically you could if you needed to, right? Like you get to, you could invest that money, I don't know. And you know, whatever. You could put that in a low yield savings account, at least you know, you could use that money before you've actually earned it. Mm-hmm. <affirmative>. And it's an incentive for them to go, look, I'm gonna give you all this money anyway. I may as well save on it. I mean, trust me, I do this with my software subscriptions anywhere I can't, one of my software providers, I use a lot of different software in my business and they said, well you 30% off if you just pay for the whole year.

Speaker 1 ([01:31:08](#)):

I'm like, damn, 30% off. That's huge. So I'd rather pay all that money up front cuz I'm going to, as a subscriber, I'm going to pay all that money anyway. I, and I'm in a position where I can just pay the lump sum upfront to save me 30%. That's huge. Now, I don't want you discounting anything. 30% are you guys hearing me do not discount? That's way too much. 5% like max, maybe 10% if you wanna go crazy. But that's assuming you've set your rates appropriately and you're never going lower than whatever that calculation is that we spat out when we set your rates. If you followed my knowing your numbers, you know, if you did my knowing your numbers training, we could drop that in the chat for those of you that haven't done it. But please know that's for informational purposes only. I do not recommend you implement things without, do not give birth without a midwife. Okay. Like that's the thing, right? <laugh> <laugh>. So I don't, it's like at your own risk, don't implement the things that I publicly teach cuz you're not getting the whole formula. Okay. But that's, um, does that answer your question? Like you, you could structure it. I don't really like buy 10 sessions in advance. You're in debt to the client.

Speaker 5 ([01:32:15](#)):

Yeah, I know. And this

Speaker 1 ([01:32:17](#)):

Happens where they come back and go, just kidding, I want my money back. Or I'm moving to Alabama and you're like, oh shoot, I already spent all that money and then yeah, I

Speaker 5 ([01:32:24](#)):

Just, I just don't like packages cuz I feel like I'm working for free

Speaker 1 ([01:32:29](#)):

<laugh>. Yeah. Well, well there's ways around that. There's ways around that has to do with how you set up your accounting. Yeah. But um, but yeah, that says short of it is you don't have to discount it. And if you wanna put together a program, then that's a whole different way of selling your services to your clients. And sometimes I do recommend that to people. It just totally depends. Okay. Okay. And your other question you said was, I have clients ask me how often they should be coming in for massage. How do you sell to someone asking this question? That's actually part of being a leader in your business. You should always be making recommendations about when your clients should be coming back. Always. If you're not, yeah.

Speaker 5 ([01:33:01](#)):

It's just a, it feels really strange to me. I'm almost like deer, deer in a headlight when they ask. It's like, oh, oh. Kinda like taken back. I don't know. It's like a, maybe it's just a personal thing. Like wow, you

Speaker 1 ([01:33:14](#)):

Know? Yeah. I think that's a limiting belief and you really need to be prepared for that. Because if I said to my dentist, how often need do I, do I need to come in to get my teeth cleaned? He's not gonna be like, oh, I don't know whenever you want. Yeah. It'd be like every six months and I now go three months cuz I like to have my teeth cleaned every three months because I've decided to do that. But the dentist is always going to say, this is the recommendation. Now we are not health well in Canada. I know it's different, but we know for, we don't necessarily have like, we're not ruled by the AMA or you know, like this is the, the way we do things. So you as an expert in what you all do, you should have in your mind, here's how often, here's what I think you need based on your situation. Here's what I would recommend. Like you should always present recommendations to your clients about future treatment. Always. And that's part of the selling process, which we'll talk about tomorrow. Okay. Uh, more tomorrow, obviously <laugh>. Okay. Okay. All right. Let's see. Um, what do you say to good objections? And then Sarah also says, what about the objection of will you come to my house when I'm not in mobile clinic or have a studio? Do you have a good response to that? Oh, that's easy. Sarah. You say no, <laugh>, I'm not. You say I'm not a mobile practice.

Speaker 1 ([01:34:25](#)):

That's pretty easy. And then what I want you guys to deal with is whatever comes up between your head, your two ears about what a bad mean person you are or something like that. Like what's the worst that's gonna happen when you say no, I don't do calls. Okay. And why, why would you say anything other than, uh, no, I don't provide alcohol services unless you do. I told my clients when I, when I at my massage clinic, and this was actually largely after I stopped seeing clients because I was managing the clinic, people would say, oh, oh, oh, I want an alcohol, I want an alcohol. I say, okay, it's \$450 for 90 minutes. I will happily pack my stuff up and go to your house for \$450 for 90 minutes. That's what makes it worth my time. Nowadays it'd be like way more than that.

Speaker 1 ([01:35:14](#)):

Right? But it was just, oh yes, I, yes happily do an out call 90 minute prenatal massage wherever you are, it's \$450. And they'd be like, okay, nevermind, I'll come to the office. And I was like, yes, because I really just wanted them to come to the office. Mm-hmm. <affirmative>. Okay. So my pricing just made it like a

no-brainer. Like no, no, I guess I'll just come to the office. Okay. Works for me cuz I don't like alcohols. Okay. All right then Jill said, what do you say to good objections? And then, um, I, I don't know if I missed anything above. So if any, if my team could like tell, flag me down before I go to the next question if I missed something above. Okay, but what do you say to good objections we're gonna cover, uh, we're gonna, we can cover that in more details tomorrow, but here's the short answer you should know before they even ask what your answer is to that kind of objection.

Speaker 1 ([01:36:04](#)):

Salespeople memorize scripts, you are no exception. You should absolutely know exactly what to say when somebody says, oh, well I could get a massage at, at this and such franchise for only \$59. Or, wow, you're booked three weeks out. Well, what happens if I'm in pain? You know, well I need to get in on Friday at 11:30 PM you know what I mean? When clients are kind of like trying to get you to do things you don't do or Yeah, you, this is, there's, trust me, there's so much power in thinking that stuff through before it happens and deciding what you're gonna say when it does come up. Okay? I could give you an example if you'd like, but I, that's the short answers. I'd like you to just think about. Everybody pick, let's just go with money. Objection. Okay, let's just go with that's too much.

Speaker 1 ([01:36:57](#)):

Or I can get it cheaper. Or, oh, I'm on a fixed income or Oh, I can't afford your services. Whatever your favorite, most scariest version of that is for you. Let's do that. Come back tomorrow having written out. And it doesn't matter if it's crappy, it doesn't matter if you're like, I don't know, I would just say F off <laugh>, like whatever. Just like, what would you say? And then we can coach you and it from there. Okay. What would you say if, and what do you currently say if somebody says, you know, that's really, um, I mean I really only came in, came in here because it was a Groupon. It's only \$45 for massage and I can't afford your real rates. Like how would you communicate about that while maintaining your integrity, while maintaining your value, and also with the intention of really serving that client? How would you do that? Okay, so we'll, we'll issue some cupcake points tomorrow for those of you who, who can come back with a, um, good. Those are only redeemable if you live in Salt Lake City, Utah. Okay. <laugh>, I'm sorry they're not digital cupcake points, but you can feel good about having gone the extra for it. Okay. All right. So there you go.

Speaker 1 ([01:38:10](#)):

And we could talk about tomorrow. Fair enough. Think it would really help you. Okay then what do we say to ask for ire booking? Okay. Really, really good question. This is always gonna be scripted guys. And there's a way that I teach my clients how to do this, but the framework of it is I want you to think about, um, you're never, okay, actually let's put this up to the five step sales process, even though I haven't fully unpacked it. So what do you say for rebooking? Step one of the sales process is what? Rapport. Well, what does that mean? If it's after a session, what? So rapport in general means you're in sync with that person. Now there's, there are a way, there's a pro whole process to that. We'll talk about that tomorrow. Okay? But what that means is you're homies, you're good, you like each other, things are, it's a good first date so far, okay? There's nothing weird. There's nothing like, you know, there's nothing this, you're, you're good. You're, you're, you're, you're in unity, energetically aligned and feeling groovy. Okay? So if that's not there, do you ask for the rebooking?

Speaker 1 ([01:39:34](#)):

So what step of the sailing sale sailing [inaudible] What step of the sales process is asking for a rebooking? What step is it? You have to unmute yourselves cuz I'm afraid to scroll because I don't wanna miss the questions. <laugh> step two step ask question questions. No, it's, it's actually no. Yeah. It's step five. Yeah, it's step five. Okay. Step five. Yeah. Really, really good. Okay. Because the kinds of questions, it is a question. It's just not the types of questions that we gonna, that we're going to ask and stuff too. Okay. So what would rapport look like post session? Say you're feeling groovy, things are good. They come out and they're just like, oh my gosh, that was amazing. I feel so much better. You have hands from heaven. Okay. Like, they're, they're clearly happy. Okay, let's just say, let's just check the rapport box. Okay? What questions would you wanna ask? Um, whoever's unmuted, go ahead and keep talking. <laugh>, what questions would you wanna ask? Amanda has her hand up, so go for it. You unmuted your, you're there. Unmute yourself. Okay, what questions, everybody just think about this. What questions would you wanna ask after a session? And what's the purpose of asking the questions?

Speaker 5 ([01:41:03](#)):

Oh, hello? Yeah. Okay. Um, I naturally, I've been doing this for 14 years now. It's like an automatic, but I don't know, stop it. I don't know. Um, I come in and I, I always say, how so how are you feeling now?

Speaker 1 ([01:41:18](#)):

Okay, great. That's a great possible question. Yeah, you wanna find out if they're not just raving and going, oh my gosh, your miracle, my migraine is gone, blah, blah, blah, blah. Like you wa you wanna ask questions that find out about this session? Yeah. Yeah, exactly. Okay. Cupcake points to Amanda. All right. Comfort. Yes. Go for it. Do you feel better now than you did before you walked in my door? That is a possible question. I would like to coach you on it cuz you don't wanna lead the witness. Okay? This is where I totally disagree with traditional styles of selling. No assumptions. We don't make assumptions here on, on questions cuz we need to get information, we need to get honest information at this point. So if you say, do you feel better now, and I'm not saying you would do this, I'm exaggerating it.

Speaker 1 ([01:42:04](#)):

Okay? But how many you guys do stuff like, so how do you feel and what's the client gonna do? Oh yeah, I feel great. Even if they don't, because clearly you have an agenda, which is say something else, even if it's not true, I always want the truth from people I wanna know. So I would ask a a non-leading question, okay? Which would be for example, so how are you feeling when you came in? Your pain was a nine. Has it changed or is it the same? Do you see how it's equal? It's like, has it changed? Maybe it got worse. Wouldn't you wanna know if their pain was now worse? Wouldn't you wanna know if it was the same? Wouldn't you wanna know if it was less? Now that's all just feedback. It doesn't mean anything. You're not responsible for how their body responds to your work. But you do wanna know because you need to get better and better and better and better at working on that body. And you can't just do what you always do with everybody on every body and get the same results. It doesn't work that way. Okay? So really good questions about how you're feeling, pain assessment, all of that stuff. Okay, good. Any other ideas of what questions you would ask?

Speaker 1 ([01:43:22](#)):

I don't see any other hands up, but I only see one third of you at a time because my screen isn't so small. <laugh>. Okay? Okay. But that's where you would ask questions. Now the close would be about rebooking. So to just make this really quick, just for the sake of time, and again, like I said, tomorrow we, we can unpack this much more. So step one would be rapport. Let's assume you have rapport. Step two

would be asking questions. Okay? Which would to establish a need, right? The questions are really about finding out what does this person actually need. That's the purpose cuz step three is to find the need. Okay? And then you link that to the value of the product or service and then you make a close. So I'll just demonstrate it and then we'll move on. We come unpack it tomorrow. Okay? So let's see here. Who do I wanna pick on? Gail? Gail, will you unmute yourself? Okay, I'm gonna pick on you Gail. Let's do a quick little conversation here. Okay? Yes. Okay. Hi, how's it going? Hi, good to see you. Okay, so I'm the therapist, you're the client. All right. And just we're gonna pretend you're pregnant cuz that was, that was my business. Okay. <laugh>, I'm gonna go with the, we're gonna go with the pregnancy massage model here.

Speaker 6 ([01:44:30](#)):

It's been a while, but I'll try. It's

Speaker 1 ([01:44:31](#)):

Been a while. Okay. Alright, so, um, so Gail, how are you doing?

Speaker 6 ([01:44:36](#)):

Great.

Speaker 1 ([01:44:37](#)):

Yeah? Mm-hmm. <affirmative> is there, do you have any feedback for me? Is there, you know, anything that really worked for you? Anything that didn't work for you?

Speaker 6 ([01:44:46](#)):

Well, you know, I, I enjoyed the sideline with the pillows. Um,

Speaker 1 ([01:44:54](#)):

<laugh>, those of you who know know I wanna die right now cause I don't do sideline with, oh,

Speaker 6 ([01:45:00](#)):

Your

Speaker 1 ([01:45:02](#)):

So good. Okay, carry. Sorry. Staying in character here. Te you love the sideline with the pillows. Okay, good. I love that. Okay.

Speaker 6 ([01:45:11](#)):

Um, I, I still have some pain in my back though, in my lower back.

Speaker 1 ([01:45:16](#)):

Yeah. Okay. All right. Tell me about that. Is that, is that the, the pain that you came in with, is it the same or

Speaker 6 ([01:45:23](#)):

It's better? It's better's better. It's

Speaker 1 ([01:45:25](#)):

Definitely better. Okay. But I still

Speaker 6 ([01:45:27](#)):

Feel

Speaker 1 ([01:45:27](#)):

It. Okay. Got it. Thank you. Mm-hmm. <affirmative>. So, uh, can I say something about that? That's absolutely, that's pretty normal. Okay. Cuz you're pregnant. And so our goal here, just so you know, I would be lying to you if I said I could get every pregnant woman outta pain. My goal is to just help you get less miserable because your pain is only, your discomfort is only gonna grow as your belly grows and as you progress in your pregnancy. Fair enough. Okay. That being said, I always love that feedback cause I need you to tell me how your body is responding to massage therapy so that we can adjust things. And it could be maybe we don't wanna put you on your side next time. Maybe we want you to try my amazing body cushion so you can lie face down

Speaker 6 ([01:46:07](#)):

<laugh>. Okay?

Speaker 1 ([01:46:08](#)):

And I can really, really get into your low back and I think you would love it. Okay? And if you have any concerns about that, we can talk about that. I assure you it's completely safe.

Speaker 6 ([01:46:18](#)):

Okay? Yeah. Like I wouldn't wanna crush my baby.

Speaker 1 ([01:46:20](#)):

Oh yeah. You will not trust me. You will not. Okay. So, alright. So low back. Is there anything else?

Speaker 6 ([01:46:28](#)):

Uh, the pain in my neck.

Speaker 1 ([01:46:30](#)):

Your neck? Okay. And so when you came in, you said the issue with your neck was like a seven. What, what, where would you rate it now? Is it worse? Is it the same? Is it better?

Speaker 6 ([01:46:38](#)):

Um, it's, it's pretty much the same.

Speaker 1 ([01:46:41](#)):

Pretty much the same. Okay, good to know. And so here's, okay, so would it be all right if I made a couple of, now let's just assume I took enough time to answer again. I'll, I would've, I do wanna ask her



more questions, but for the sake of time, I am not going to. So, so, uh, Gail, would it be all right if I made a couple recommendations for where should we go from here?

Speaker 6 ([01:47:01](#)):

Absolutely. I'd appreciate

Speaker 1 ([01:47:02](#)):

It. Okay. So it seems like really what you needed. We, we could, I would really recommend trying different positioning next time. I really, and I, and I want you to test drive it before we actually get you on the table. I want you to see how comfortable it is and I can assure you you're not gonna smooch your baby okay? But I think it'd be worth a try. Cause then I can really get into your low back, your hips. It's really hard for me to do that side laying. It's just I'll do my best, but it's just gonna be clunky. Okay? And then same thing with your neck. I'd like to get you in a position where you can just really relax and we can do some amazing work on your neck and your low back next time. The other thing is, uh, with 60 minutes, we really have time to just kind of say hello to all of the major muscle groups, but we don't have a ton of time to like really get into the areas that need it most. And it seems like you could benefit from more time and focus on your lower back and on your necks. I'd recommend next time you come in, we do at least 75 minutes so that we have time to, to do that. How does that sound to you?

Speaker 6 ([01:47:52](#)):

I would love that.

Speaker 1 ([01:47:53](#)):

Awesome. Okay. And then also you're 36 weeks pregnant, so we're really like coming down to <laugh>, the most uncomfortable part of your pregnancy. I, most of my clients in your shoes, they come every single week until they deliver. So that would be my recommendation. It's totally up to you. Some even come twice a week at this point, but it's really just about your time, your budget and those types of things. Okay? So that's what I would recommend at least once a week from here on out and go with the 75 minute session. And if you, uh, if it feels good to you, then let's go ahead and get you booked for next week. And let's just kind of see how do you feel between now and then. Maybe you wanna come every, you know, five days, not seven or 10 like he did last time. Okay? So that's what I would recommend. 75 minutes, come back in the next seven days. Let's see where you're at. What would you like to do?

Speaker 6 ([01:48:37](#)):

Well, do you have, I'm, I'm a little concerned with my budget. So do you have like a program where you, do you discount on some of those if I come that often?

Speaker 1 ([01:48:46](#)):

Uh, we actually do have our, our program where I'm trying to remember what the heck we did, cuz we actually did have a program. Um, we, what we do what we do, I'm just gonna make something up, okay? And I wouldn't recommend this, but here's what I say. So here's the thing. If you go ahead and just book out the next four weeks, then what we'll do is we'll give you a complimentary aromatherapy upgrade on your next appointments, which is awesome. I think you'd, I know you love essential oils. I really, I use them with my birthing clients. I think it would be really amazing for you and just be a nice, uh, touch to

deepen your massage. That's, that's really what we offer. If you just book 'em for the next four weeks out, then we'll just give you a complimentary aromatherapy upgrade. How does that sound?

Speaker 6 ([01:49:26](#)):

Amazing.

Speaker 1 ([01:49:27](#)):

Okay. And the 75 minute session. So then for today it's 1 59, how would you like to pay for that

Speaker 6 ([01:49:32](#)):

Credit card?

Speaker 1 ([01:49:33](#)):

Okay, cool. Ding, ding, ding. All right. And then I've got, next Friday I've got a 10:00 AM or I've got an 1130. Is there a spot that works better for you?

Speaker 6 ([01:49:41](#)):

10:00 AM

Speaker 1 ([01:49:42](#)):

10:00 AM Okay, cool. Got you booked for next Friday at 10:00 AM you'll get all the reminders, make sure you, make sure you confirm your appointments or you're gonna be hearing from us. And, um, and then as, uh, always give us at least 48 hours notice to cancel or reschedule your appointment. Okay? Awesome. I look forward to seeing you next week. Okay. That's how it goes. Okay. Now what if she says, oh, it's so expensive. That would be an objection. And I would say, okay, well let's, and I would have different ways of handling that, but that's what I want you guys to think about. I want you to think about, what would I say if a person said, oh, it's \$159. Oh, that's gonna be, wow, \$700 in the next month. Hmm. I'm gonna have to go think about that. Like, what would you say to that?

Speaker 1 ([01:50:26](#)):

If I know I can help this person, I know she's benefiting from the work I know she's just getting, getting to know she's been in once before. It's the second time I really wanna put her face down cuz that's what I'm best at. You know, like you, you see how there's a relationship that's being built here and how you communicate is far more important than the skills you actually deliver. Do you guys realize that how you communicate with people is, is more important than the skills you deliver? Cuz what if she came out and said, I don't know, I know I kind of feel more sore and my body doesn't feel any better than I did when I started. I would've had a totally different response to that and I still am confident that I could have had a chance to, to win that client, to keep that client on my books.

Speaker 1 ([01:51:07](#)):

Okay? So it's fun. All right. Okay, let me see. I don't even know, did we even answer that question? It was about, it was about objections and it was about rebooking. Okay, but do you see what I did there was I demonstrated the entire five step process right there. Did you guys catch that? Okay. And I would never come right out and go, do you wanna rebook? Stop doing that. Okay. If you've been doing that, you're forgiven and never do it again. Okay? You have to start with rapport. You have to start with

asking questions, link the need, da da da da. It'll, it'll make it a lot easier for you in your thinking. Okay? Okay, let's see what else? Eunice, did we miss your question? I know we're coming up at the end of our time together, you guys, so lemme just grab Eunice's question if I could find it. Eunice, what was it? Can you unmute yourself and just tell me

Speaker 7 ([01:52:00](#)):

Rebecca, the timestamp is 8 21 if you wanna look for it.

Speaker 1 ([01:52:04](#)):

Oh, okay. On Eunice's question if, okay, my time zone. Uh, well it can't be 8 21 cuz it's not even, it's eight o'clock right now, so I don't know what time zone we're speaking in. Okay, Eunice, can you unmute yourself or somebody? Just tell me the question. If you know what it is, please tell me. <laugh>, Jodi, do you have it? Maybe it's 7 21, but just

Speaker 8 ([01:52:26](#)):

To work my mind, as your team mentioned, 80 to 95%, what do you suggest? Because to clean those impregnated ideas, I believe is a constant work, right? How to do it is what it says,

Speaker 1 ([01:52:41](#)):

Rebecca? Yes. Oh, okay. Got it. So we're talking about how to do mindset work. Okay? The, this is the short, you guys are gonna be like, wa wa really? Did you just say that? Yes. It's with a coach because you cannot easily identify your own blind spots, right? You, you are wearing, when you're wearing glasses, you're seeing through them. You can't turn around fast enough to see your glasses. It doesn't work like that. Okay? This is the view you have. And when you're looking at life through this, you don't see anything else. It's actually very hard to see anything else because it's the way it is. Other people can see she's wearing glasses, right? That's why we have 20/20 vision for other people. We can totally see other people's problems with great clarity. We can see their limitations all day long. But when it comes to our own stuff, we're like, oh no, but you don't know what a jerk my ex, my ex-husband is.

Speaker 1 ([01:53:34](#)):

He just really is a jerk. Okay? If you knew him, you would totally agree with me. You're like, you have a view that your ex-husband is a jerk and you're like, oh no, he just is. Do you see the difference? Okay. So that's one of the best benefits of working with a coach, a mindset coach. I happen to know a really good one and have lots of really good ones on staff. So the, the, the, you know, specific to those issues. So when you say I can't make money doing massage, guess what? That's a belief. You can't. Nikki works less. Nikki takes more vacation than she actually works and makes six figures with her own two hands. Okay? It's totally possible. She's like one of my poster children for that. I always pick on her when she shows up because it's true. It's true. All right.

Speaker 1 ([01:54:17](#)):

So to have this belief of a limitation is, it looks true to you, but it doesn't mean it's true for everybody. Okay? These glasses will not fit and will not work for everybody who tries them on. It's my unique prescription. It fits me. Okay? All right. So just know that and yes, it is a lifelong, it is a constant work. I'm on mindset work. It's not like, oh, I did this weekend training. My life is perfect. Oh, I learned, I read some amazing at cart tole book. Now I know everything about everything and my life is awesome,

trust me. Okay? But it's really a practice of making friends with your mind. It's a practice of, uh, setting yourself free as quickly as you know you're stuck. It is not about perfection, it's about power in the face of whatever is rearing its ugly head in your life at any given time.

Speaker 1 ([01:55:03](#)):

Cuz I really do believe that we're more powerful than our circumstances. I believe we can have a say, we can have power in the face of anything. I've, you know, I think that that's, that's, to me that's true. That's a belief, but it's an empowering belief so I'm not gonna change it <laugh>. Okay? Okay. One other quick thing. Uh, so I wanna know who's coming back tomorrow? Are you guys all planning on being here tomorrow? Okay. Cuz I have some really good things that I wanna share with you tonight, but I wanna be respectful of our time. So I'll share them with you tomorrow. As long as you're gonna be here, you can always communicate with us in the Facebook group. Make sure you are, are in there. Make sure you're in the mapping out. Sorry, no Rebecca, wrong event. Make sure that you are in the heart-centered selling for massage therapist Facebook group.

Speaker 1 ([01:55:52](#)):

I know Sarah posted that earlier. I just put it in the chat. Also, if you happen to jump in on this training without actually registering for it because you were just like in the group in the past, but we want you to register for it. It's right there just so that we know that you attended this particular workshop. Okay? And then we also have a couple of other things I'll just put here for you real quick. You can grab these links, they'll disappear after the meeting closes, so click on them all so that they open up for you. That's where you can get replays. There's my other free Facebook group, my YouTube, my Instagram. And then, um, if you're not clear on what you should be charging for your massage therapy services, this is the free tutorial that is available for you to opt into.

Speaker 1 ([01:56:37](#)):

And then you'll get access to it through email where I'll walk you through what you should be, um, what you should be charging, okay? Alright, so there's that. And then, and I, you know, I'm gonna just put this in here too. Um, we have, that's one of the things I'm gonna tell you tomorrow, but I'm just gonna tell you right now, for those of you that have been around for a while and you wanna take a next step into our introductory coaching program, it's actually a di it's kind of a DIY program, but we are doing some coaching in it right now cause we love ya. It's called Jumpstart Your Massage Practice, the one that Connor was saying, it's normally discounted to 997. We're taking it all the way down to 500 bucks for you. So if you wanna jump in on that, there's the coupon code.

Speaker 1 ([01:57:20](#)):

You just go to jumpstart your massage practice.com. The coupon code is fresh 500 and it will take it down to only 500 bucks. And what it is, is a, well it's all on the Jumpstart website. You can take a look at that, okay? If you're interested in that. But I'll just put that out there cuz I know there's always at least one person that's like, okay, I need some help here and we wanna point you in the right direction. Jumpstart your massage practice.com, that's the website for that if you wanna check that out and take advantage of that during this event. Okay? So just a couple of other resources to point you into. But you do have homework tonight, right? What's your homework? Your homework is to come up with how would you respond to your favorite flavor of price? Objection. Okay? And if you're already good with price objections, then pick another one that you're, that you fumble with that you're not super clear at.

Speaker 1 ([01:58:10](#)):

Okay? All right. So that would be that. And then like I said, this replay is up in the Heart-centered selling Facebook group. So if you wanna go back and revisit any sections of it, you must certainly can. And then to purchase the replays for eternity, or as long as we exist here, then that link is in the chat for you as well. Okay? So if you need anything, just reach out. If we didn't get to your questions, bring them tomorrow and we will get to them, I promise. Sound good? Okay. All right. How awesome was this for you guys? On a scale of one to 10, one to one being totally sucked, why did I waste my time? 10 being, that was pretty awesome. Five being, it was okay, you know, I mean whatever guys, just be honest. We wanna hear in the chat what that was for you and super excited to hear your, your feedback and mostly what I want you to feel is my love.

Speaker 1 ([01:58:56](#)):

What I want you to know is I totally believe in you. And that might sound weird cuz I don't know all of you, but I always get little tears in my eyes when I think about, I know what it is like to have a big dream and not know how to get it out there in the world or not know how to get it over that hump or what it is. And it really is my, uh, my passion and my calling to support you in whatever way I can. Whether you become a, a paying client of ours or not, <laugh>, like my nose is really right in this lighting. My eyes started watering. Um, whether you become a paying client or not, or whether you just attend these free events or you hang out in our free, uh, Facebook groups and all that stuff, I just, that's the, at the end of the day, I want you to know the world needs your gifts, the world needs your light, and whatever we can do to help you pull out those gifts and get them out there to the world, I truly, truly believe that you can absolutely make a living doing something that you love that makes a big difference for people.

Speaker 1 ([01:59:50](#)):

And that's, that's what we're here to support you in. Okay? So there you go. And I'm sorry, and it, it, uh, if I talked too fast and got too hyper about things, <laugh> all right. We got a lot of good stuff to cover tomorrow. So I'll see you guys back here tomorrow, same time, 6:00 PM Mountain time until 8:00 PM Um, and can't wait to hear what you've come up with your, for your objections. And then we'll dive into the rest of the curriculum and then we'll end the evening answering questions as well. Okay? All right, you guys, have a great night. We'll see you tomorrow. Bye. See you Andre. Bye-bye. Thanks guys. See you. Have a good night.