

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

And welcome you today, two of this edition of Heart-Centered Selling. So I'm curious, how many of you did the bonus assignment last night? Yeah. Okay. Hands up. It was to identify the most, um, common money objection that you might hear or anticipate hearing in your practice. And possible ways of, of handling that or responding to it. Because we've talked about that as step five of the five step sales process, right? There's always an often going to be some kind of objection. And for you guys, it's mostly going to be a financial one. Okay? So, uh, does anybody wanna share about or ask any questions about what, uh, what you discovered, what opened up for you out of doing that assignment? Or maybe you just got stuck and you, and you need some help. I mean, wherever you're at is just fine. Just kind of wanna do a quick little go around of whoever wants to share. Does anybody wanna share?

Speaker 1 ([00:01:04](#)):

Heather <laugh>, you learned your chicken sh to promote yourself. <laugh> tell more Heather, what do you mean? I told you everybody's afraid of promoting themselves. Everybody's afraid of promoting themselves. Anything else you wanna say about that? Heather? You have to un you'd have to unmute yourself, you guys. Okay. And speaking of, um, just as a recap, I'd prefer as for as many of you as possible to have your cameras on if you guys have a blank screen. It's like you're just listening in. I can't really see you and it's hard to feel connected to you. Of course. It's totally optional. But my request is if at all possible that you have your camera on so we can interact that way. Hey. Okay. Last call. Heather, did you wanna say anything about that? I don't see Heather like raising her hand or chiming. Oh, she's driving. Okay. It's all good. Thank you. Okay. Awesome. And Melissa had the best day, did have three meetings set up with potential practice champions this's, so Awesome. Good for you. I love that. Okay. Anybody else wanna share just what opened up outta doing the assignment? Yeah, Amanda, go for it.

Speaker 2 ([00:02:14](#)):

Um, oh gosh. Okay. Um, well, <laugh>, I'm trying to mitigate, I'm trying to like lessen like what it's gonna be like to like be rejected. Hmm. So I am rolling everything into my website and I thought the best thing to do maybe is to kind of design my homepage or even just like my sessions page or whatever in a way of like the five steps.

Speaker 1 ([00:02:41](#)):

Mm-hmm. <affirmative>. Yeah. I like that. It's a good way of thinking about how to lead a person from interested in your services to participating in your services.

Speaker 2 ([00:02:50](#)):

Yeah. And I thought that, you know, they're already in the conversation if they've read my website and they've been attracted to me, you know, and has has, you know, clicked, you know, clicked green light go to be in front of me. So then having that conversation would be almost like a recap in some way or a deeper conversation into, you know, into the possibility of, you know, of working with me and, and you know, and spending some cash with me.

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

Yeah, exactly. I think it's a good, I love that. It's a good way of thinking about it. It may not be exactly how I would coach somebody to do it, but I love that you're thinking about how to implement some of

those strategies already. One thing I wanted, can I say something about websites just real quick since you brought it up? Mm-hmm. <affirmative>, your websites don't sell your services. You do.

Speaker 2 ([00:03:41](#)):

Yeah.

Speaker 1 ([00:03:41](#)):

Right? Like, I wanna make sure everybody's clear about that. Cuz some of you spend so much time making your website totally beautiful and perfect and it may not, people might spend three seconds on it. Mm-hmm. <affirmative>, they're not gonna read every single word and every single page of your website. And so put enough information on there for them to make a decision. Cuz the purpose of a marketing, I dunno if I said this last night, I didn't say this last night. So Mark, well, I did say marketing. What marketing is is making noise about your business. Whereas sales is acquiring clients, sales is booking appointments, sales is a transaction, right? Where money is exchanged. Um, but the purpose of marketing is to capture someone's attention and to drive the next decision. Mm-hmm. <affirmative>, hopefully a buying decision. Okay. Does that make sense? So it's not just, uh, it's a decision to stay on the page and keep clicking.

Speaker 1 ([00:04:39](#)):

It's a decision to read more. It's a decision to check you out on your Instagram page. It's a decision to actually send you a message and say, Hey, I have some questions. Right? But your website can't ask questions. Your website cannot gather information and connect with your clients. At best. It's gonna be a tool to make you discoverable and visible. And it's, and if you really are doing it right, like the way I teach my students to, you'll have every opportunity to turn those clicks into clients. Okay. Now speaking of the five step sales process, and speaking of selling, remember how I said yesterday, one of the worst things that you can do is vomit all your information on people.

Speaker 1 ([00:05:20](#)):

We'll take a look at your website. Is it a big ass brochure about everything, you know, every course you've ever taken, all of the modalities that you offer and all the types of sessions that you offer. If so, it may not be the most effective kind of website that you could possibly have. Okay? So you can start to, like Amanda did, start to look through this lens of maybe what part of the five step sales process does the website support for me? You know what it would be, well, I don't know, what do you guys think of the five steps of the five step sales process? What step do you think your website best serves? Come on cupcake points for whoever wants to sit number four, Diane. Okay. Which would, by the way, I'm gonna put the five steps, um, in the, in the chat for you guys. Okay. Just as a recap. Oh, let's see here. What to do. Keep hitting.

Speaker 2 ([00:06:27](#)):

I would definitely say number one would be like a good possibility.

Speaker 1 ([00:06:34](#)):

Okay. Number one,

Speaker 2 ([00:06:36](#)):

Rapport. Yeah. Who I am, what I do and, and, um, what, you know, services I offer.

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

Yep. I think, I think how many guys see that that actually makes sense. The purpose of the website is to connect with people and showcase your credibility and build trust. A k a rapport.

Speaker 2 ([00:06:55](#)):

Yeah. Maybe find a need. I mean, you know, you can kind of like maybe stimulate like, you know, like them to think deeper about their, you know, their pain or their issue that they're, they're trying to resolve

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

It. It could be speaking to their need.

Speaker 2 ([00:07:09](#)):

Speaking. Okay. But

Speaker 1 ([00:07:10](#)):

You can't find a need because you can't ask them

Speaker 2 ([00:07:14](#)):

Questions. Yeah. Okay. Speaking to the need. Okay.

Speaker 1 ([00:07:17](#)):

Okay. Right. Like the website isn't gonna do that. You guys get that. But you could pattern, pattern what's on your website in order to verify for people that they're in the right place. Verify for people like, oh wow, I really think that Natalie can help me. Or, you know what, wow. Anna Anna is a chronic pain relief specialist. Or Wow, Sam's a esthetician and a massage therapist. That's amazing. Or whatever. I, of course I'm just calling on you guys and making things up. Okay. But do you see how it could potentially serve that purpose for you? Okay. Really good. Kate, what else? What other sharing just from yesterday, any ahas, insights, um, that, that, that came up for you? Um, let's see. Brooke. Brooke Gibbs. Do you wanted to, to share? I don't, is this a question or is this sharing Brooke?

Speaker 3 ([00:08:08](#)):

Um, it's a little bit of both. Okay. Let's, it's a bit of both. Um, we'll take a chance. <laugh>. So, um, I actually had a meeting with a couple of women that I share space with. One of 'em has gone through your program. Amy. Hi Amy. If you're watching. Hi <laugh>. And, uh, anyway, so I, we were talking, Amy and I were talking about the seminar and talking, you know, how I was excited to see what was gonna happen for the next part. Mm-hmm. And uh, and I told her, I'm like, well, you know, a couple of things that I thought about later on were, um, people losing their jobs. Mm-hmm. <affirmative>, because where we live, Intel is here. Mm-hmm. <affirmative>. So a lot of people are getting like a 5% or so cut rate, cut in pay. Okay. I don't have many tell clients, but, you know, and, and or people, some people are losing their jobs. And then the other thing was, um, about not taking insurance. I have a, a stock answer for the insurance part. I tell them I can give you the paperwork, you know, or give you like a whatever, a receipt or whatever that insurance will take. And you can turn that into them. And most people like, no

thanks. Okay. Um, but I also take HSA cards and so that's, it's been hit or miss with that. Um, but anyway, Amy had come up with some pretty good comments. Like, well, they can't afford you. They're not your people.

Speaker 1 ([00:09:30](#)):

Uhhuh

Speaker 3 ([00:09:30](#)):

<affirmative>, fair enough. <laugh>. Yep. And, uh, I agree.

Speaker 1 ([00:09:34](#)):

She's probably heard that from me,

Speaker 3 ([00:09:36](#)):

<laugh>. Oh yeah, yeah, yeah. And, uh, then second of all was, um, about the insurance that unless it's really, really, really something I wanna do, it's just such a hassle and to try to avoid it. And again, if these people don't think that they would prefer insurance, paint, choosing insurance to pay for their, their service versus getting a massage from me, you know, there's nothing I can do about that. I'm not gonna be, I'm not gonna be pushy, but I do at least ask the question and do offer, uh, somewhat of a solution. Okay. So I just wanted to hear what you or others might, if they could add to that, if you could add to that. Absolutely.

Speaker 1 ([00:10:24](#)):

Because one of the things that we, I, that I promised to deliver on out of this is, um, is a whole new view of sales. And we also identified that what's often in the way for people is limiting beliefs about money. And I mean all money, I mean, not just the money that you manage or the money you believe you deserve or the money you are charging for your services, but also other people's money. And one I, this is, uh, Byron Katie quote about climbing into other people's wallets. It's not your business how much money people make or what's going on with their jobs or what they can afford or what their insurance pays and what it doesn't cl trying to figure out or even worrying about what other people can afford is none your business. It's not your business. And it will stress you out and you'll turn into a pretzel trying to solve everyone else's problems that aren't yours. Another thing I said, I think Nick even made a quote card and posted it, said other people's financial situation is not your responsibility.

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

We tend, again, I know there's exceptions to this, okay? I know there's exceptions to this, but because a good chunk of massage therapists engage habitually in codependent behavior because they're a child of an addict or a narcissist or an otherwise dysfunctional parent and you became the caretaker of the family in order to be seen and get love and be validated. Okay, how many of you are you like, oh shit, it's like she knows my family history. Okay, sorry, shoot. I'm gonna really try not to curse in these public events. <laugh>, it's okay. Okay. There's a large percentage, um, statistically significant percentage of massage therapists that I've discovered out of interviewing thousands of them that what is at the root of their limiting behavior around money is a self-worth issue.

Speaker 1 ([00:12:30](#)):

Okay? So usually if that's the case, you would be someone who struggles with money, who struggles to make money, who struggles to manage money. Cuz money is tied up with other things. You can't be prosperous when you believe you are not important and your needs are not important. Did you hear him at what I'm saying? Okay. You can't prosper when you are absolutely setting your own needs aside and invalidating yourself and putting other people first. And I'm sorry Brooke, I didn't prepare you to bring a box of tissues for that comment. Okay? I know that really resonates with a lot of people and that's why I bring it up. Because if we don't get to the real root of what's going on in your business, we're just handing out band-aids for gunshot wounds and it's not gonna fix anything. And I want you guys to be free.

Speaker 1 ([00:13:25](#)):

I want you to get to the truth of what's really holding you back so that you can actually do something about it. That's why I say what you need as transformation, not information, because you can run around getting all kinds of tips and tricks and strategies and marketing techniques, but if, if what is actually stopping you is you believe other people's needs are way more important than yours, your business will never thrive. Cause you don't have, I just have all these platitudes in my head now, but it really, these are like all my little quotes, all my things I put on repeat. Okay? You don't have, many of you don't have business problems. You have personal problems that are impacting your business because you are the one running your business and you're the one serving your clients and you're the one offering the services. So it would behoove you to take a look at or work with a coach to look at what are those blind spots that are really running the show.

Speaker 1 ([00:14:16](#)):

Because until you identify those blind spots, spots, you are limited in your power. Power. You're limited in your ability to produce results. You just keep hitting your head on that invisible ceiling and you're just so frustrated you don't know why you can't get past that. You guys know what I'm talking about. Do you see patterns in your practice where you're like, why do I keep attracting this kind of jerky client? Or why do I keep having clients that are great and then they explode on me? Or why do I al oh, never make more than \$20,000 a year? So anywhere where you're noticing those kinds of patterns is where you wanna put on your bloodhound nose and really start to dig deeper to peel back, what is this really about? It is not about business. And I say that not, not as a way for you to then tear yourself apart or beat yourself up.

Speaker 1 ([00:15:05](#)):

Okay? You're not allowed to do that. It's a way of compassionately holding space for yourself and saying, what am I missing? That if I were to really peel that back and identify it and go to work on that, then everything would change. It's what I call, you know, the, the mistake a lot of therapists make is working on the fridge when it's really the stove that's not working. You're spending all of this time, you know, working on your website when that's really not what you need to be doing, right? Or you're putting all of this marketing out there and you're wondering, why is it not working? Well then stop and let's look together and let's see if we can pinpoint what that is that's holding you back. Cuz it is blind for many people. It's blind to them. They d they can't see it, they see the symptoms of it and uh, but they're running around again working on the fridge when it's really the stove that, that needs the help.

Speaker 1 ([00:15:56](#)):

Okay? You've gotta be able to figure that out for yourself. Okay? Okay. So back to what Brooke was saying, just to kind of address that a little more succinctly, Brooke, cuz it's a really great thing that you bring up. If you guys just take on that you're not responsible for other people's financial situation, it makes it so much easier. Who's re whose financial situation are you responsible for yours? And you're not doing any world a a service by struggling with money. You're not doing, you can't help people the way you would like to help people when you're freaked out about money during every session or in the background going, crap, I really need this client to rebook. Do you see what I mean? Like, those kinds of things can just eat up so much of your emotional and energetic and psychic bandwidth that you can't even be fully present with people.

Speaker 1 ([00:16:43](#)):

And please remember that we also will tend to project our, our lack onto other people and just know, uh, there are a lot of people that are doing absolutely fine financially that don't live paycheck to paycheck, that have a trust fund, that have amassed wealth, that have plenty of money, or an emergency fund or savings or a big fat line of credit or a, a spouse or a partner that like, do you know what I mean? Like, you just literally do not know and stop trying to figure out what other people's financial situation is. It's literally none of your business. Keep your, you know, your attention on what's your financial business and what do you need to do in order to better yourself and your business should really give you all of that. If you've do, if you're doing this right, your business should give you the life that you want.

Speaker 1 ([00:17:33](#)):

We're like, you know, Nikki's done some Facebook Lives in our, our, we call it the big group, but it's called the Art of building a successful massage practice. Um, it's got like almost, almost 16,000 members in it, which blows my mind. It's amazing. I remember when I was celebrating like, holy cow, there's 400 members <laugh>. It's like, it's incredible, right? Nikki's talked about this. Decide the life you want and build your business to get it. Decide what you want. You wanna go on five vacations a year? Awesome. What's that gonna take financially and time wise and engineer the bricks and uh, and mortar of your business in order to give you the life that you want? Doing anything other than that is crazy. You got one shot, one opportunity in this life. You've got to seize everything you ever wanted. <laugh>, okay? You, you and I really mean it.

Speaker 1 ([00:18:22](#)):

I know I'm laughing cuz it's, you guys know I'm quoting Eminem. It's like my favorite song in the whole world, right? But I really mean it when I say you have gifts to give you were born to shine. The world needs healing now more than ever. And you're not doing the world any favors by dimming your light. It's your duty to shine. And in this arena, what we offer is healing, right? If for short, I know a lot of people go ew at that word, but we all work in the realm of healing, helping people to heal, facilitating healing, offering healing types of services. It's the healing arts industry, right? We all do that. And you can't help people if you're not visible, if your prices are too low, if you suck at sales, if you have no idea how to tell people what you really do without going off on chakras and energy fields and cranial sacral systems and blah blah blah and fascia and all of things that we do, right?

Speaker 1 ([00:19:14](#)):

Like you, it's, this is, this was the biggest shift that I made that tipped me over from struggling broke and quitting massage therapy altogether to coming back and building an empire. The difference was, oh, I

need to know business. Oh wow, <laugh>, wow. I need to get really good at sales and marketing. I need to understand the websites of the world. And now that was even before and I built my practice. It was even before Facebook. Well that was a baby on Facebook. I didn't use it for marketing, that was for sure I was posting pictures of my home births, <laugh> on Facebook for my friends who wanted to, who were into that kind of thing, right? So, so truly how we are gonna change this industry is by first of all getting you connected to your greatness.

Speaker 1 ([00:20:15](#)):

Um, Rebecca, you're admins, you can't mute all cuz it will mute me. <laugh>, just mute the people that are talking that are unmuted, okay? Um, is how we do that is by getting you reconnected to your greatness and to your purpose, which often coincidentally lines up with your niche. Often, not always, but often. Okay? Really getting you back empowered, getting you connected to your awesomeness, your light, your absolute ability, your courage, your stamina, your resourcefulness, all of those things so that you can take action on the second piece, which is training you how to be a confident kick ass c e o of your own business. Cuz you all are CEOs of your own business, but you're not acting like it. Many of you aren't. Don't act like it. You're like, oh, I'm a mom with a runaway hobby, or I'm a I'm, you know, just a guy who, who likes to do a massage.

Speaker 1 ([00:21:12](#)):

You know, right? Like, we're not taking ourselves seriously and we're not certainly training ourselves to think like a c e o, but the minute I put those two things together, that was it. That was it. My practice, when I launched it, I instantly, like day one had 12 clients, like literally 12 clients on my books, immediately grew from there steadily. And I never paid for advertising. I got other people talking about me in ways that I coached my clients to do. And it still works to this day, 14 years later still works because it's not based on fricking Facebook algorithms and social media trends which go, come and go faster than, you know, I don't insert whatever metaphor there. But, um, but truthfully, uh, and then, and then because I was taking myself seriously and my business seriously and I also had a real need to make money, you know, I was a mom with an underemployed unemployed husband who had been sucker punched by the real estate collapse of 2008 cuz he was in real estate.

Speaker 1 ([00:22:30](#)):

And I had a breastfeeding five month old and a two and a half year old and a mortgage and my husband was supposed to support us and that didn't work out. And I had to do something about it because I had like \$47 in my bank account and two kids to feed and couldn't afford diapers. And my mom showed up one day with a case of Pampers and my dad maybe paid our mortgage one month and he said, you guys need to figure this out. My dad's, I'm one of 10 children <laugh>. Yeah. So my parents just wanted us to figure stuff out. They weren't gonna give handouts and stuff like that. And even though they were in a position to help us, they didn't, cuz my dad said, I wanna raise independent resilient children. My goal is that my children need nothing from me.

Speaker 1 ([00:23:25](#)):

And so when the going got tough, he's like, you guys would better get going. You're, you're adults and your parents and you have children, you'd better figure this out. Oh dad, dad, I'm so afraid I'm gonna lose my house. He's like, yeah, you might, so you'd better go figure it out. I know, right? <laugh>, I love slash hate my dad for that, right? So that's the, that's that's what I just, again, just wanna reiterate that for me was the tipping point when I realized I have got to figure out money and I have got to figure out

business. Otherwise it's crazy to be running a business, not looking at what does it take to actually be successful in business. And that's why we're here. That's why we're doing this, right? That's why everything I do, it's your, so you can be a confident, like unleash your inner badass, confident you all of that.

Speaker 1 ([00:24:10](#)):

Good, good inner work, okay? Confidence, clarity, certainty, all of those things. But also be thinking like a business owner. And in this workshop we're segmenting that down into the sales and marketing part of what is it gonna take to really get you out there and get your business thriving. Okay? So, so good. So acknowledge yourselves for the work that you did last night. If you said you would do it and you did it, awesome. If you said you would do it and you didn't, that's fine too. But just, you know, acknowledge yourself, pack yourself on the back, give yourself a hug that you participated, you're showing up and you're moving forward with all those things. And Nikki just posted the, um, posted the link to join the art of building a successful massage practice. If you're not a member of that group, most of you probably are, but if you're not, you should get in there.

Speaker 1 ([00:24:54](#)):

So, okay, I'm gonna read. Cheryl's had a realization after yesterday. We're handling objections all the time, including our own objections if we are on the growth path. Oh Cheryl, this is so good. Any good habit change involves overcoming our own objections. It's just part of life that often requires a coach to get to identify like for sure, right? Um, for me with that perspective, even that dissipates the fear of overcoming objections from others. So that's really deep, amazing wisdom Cheryl, thank you so much for that. And there were some that, let's see, uh, Melissa, was it you that posted in Backstage Pass about your Melissa, Clemson? Where are you? Who was it that posted today about? And I said, that's exactly right about isolating objections. Was that you Melissa? I

Speaker 4 ([00:25:40](#)):

Saw, uh, I posted today. Yeah. It was because when I got down to like, when the question you were supposed to ask was like the thing you hear the most and that's like you're charged too much.

Speaker 1 ([00:25:51](#)):

Yeah.

Speaker 4 ([00:25:52](#)):

And then when I was trying to explain to him, cause my husband's like, well what would you say? And I'm like, well, it kind of depends cuz like if they're asking about their benefits, I could redirect to a different level. Yeah. If they're comparing me to a different therapist, then I'm gonna respond to that differently. Yeah. And then if it's like, what's special about you, I'm gonna answer that differently. So I have to actually ask, well why do you think my rates are too expensive? Because then I can lead the conversation to answer the question that they're actually asking me, which is why do you charge as much, but like, what part of this pool are you asking about? Yeah. So, and then Rebecca, I did three practice champion calls with zero anxiety. Yeah. And rocked a like the badass businesswoman.

Speaker 1 ([00:26:39](#)):

I've been coaching her for two weeks on this and she's just like, oh good,

Speaker 4 ([00:26:44](#)):

I just, something about doing that assignment last night just unlocked everything. And I was just like, oh. So thank you, thank you, thank you. Oh, thank I. My husband said to me, he goes like, I was so excited to get on another call and my husband's like, never in a million years did I ever think I'd hear you are excited to get on a phone call. So I cannot thank you enough, honestly. Oh, it's on the bottom of my heart.

Speaker 1 ([00:27:08](#)):

Unleash in your inner bath all day long, Melissa. I love it. And there's this huge gold nugget that I wanted her to share. Um, or that I wanted to, I wanted her to share so I could underline something. Okay. About objection handling. And then we'll move on into the rest of the, uh, training that we have for you tonight. Just to wrap up from yesterday, do you even know what people mean when they say whatever they say with their money? Objection. So Melissa pointed that out. Oh, that's too expensive. So how many of you worked with some kind of objection that was like that, oh, that's too much money. Oh, that's more than I wanna spend. It's too expensive. I ask you to ask yourself, do you even know what the heck they're talking about? Okay. Because linguistically speaking that word, just let's write this down, it's too expensive. There is a massive deletion in that sentence. Anybody know what it is?

Speaker 1 ([00:28:09](#)):

It's called a comparative deletion. When you have a word like two more, not enough. The question is always as compared to what? Do you get it? Because when they say it's too much money, how many of you guys are like it? It's too much mo Like, like you're so convinced of the value of what you do and how it's a fricking bargain for what people are getting. How many of you guys genuinely I wanna know, you genuinely feel that way. You're like, dude, I could be charging a thousand dollars for the work that I do and I only charge 200, I only charge one 50, I only charge 85. And that people are going boohoo at that. It makes your head wanna explode and you wanna go scorched earth on them because you're like, are you freaking kidding me right now? Okay. Yeah. Exactly. So, and and by the way, if you don't feel that way, how many of you guys on the other hand are kind of uncertain and squeamish and squabble wobbly about your rates?

Speaker 1 ([00:29:19](#)):

You're like, I don't know. I do actually kind of feel like that's a lot of money and I'm not really sure if anybody would pay it. Yeah. So your assignment is what I call a 50 belief stack. And what that means is you need to write down 50 reasons. Yes, five, zero. Do not stop until you're done. It could take you five days to do it. You could write some and walk away, but come back to it until you've reached at least 50 reasons why you can and should charge what you charge. And people will pay it all day long. Okay? So it's to really b, build up the evidence and the belief that you absolutely can charge that. And you should, can I give you guys a quick example? My students have already heard this a little bit, so bear, bear with me. Okay?

Speaker 1 ([00:30:06](#)):

Some of you guys know, and you may have even read things from haters who have actually never even worked with me, <laugh>. That my coaching services are not cheap, right? They're not. I'm probably one of the, in terms of the investment to do work with me, I don't know of anyone else that charges less. I mean, excuse me, that charges more. Okay? And I have no problem with that because I just got a post from Hadassa who lives in New York, who's an orthodox Jewish woman with three children under the

age of seven who did my program two years ago, who works very, very part-time and said, I made \$47,000 this year. Like, she's not the breadwinner for her family. And as a woman in an orthodox religion who has three children under seven who made \$47,000 on the side while raising her kids, that's a big freaking return on the investment.

Speaker 1 ([00:31:07](#)):

A big one, right? So I know the value of what I do. So when people go, oh, it's expensive, I'm just like, yeah, okay. You know, and we, and I can, I definitely know how to handle those objections, okay? As, as evidenced by the amazing students that we have in our programs and that are just getting amazing results and all of that good stuff. But let me give you a couple of examples that you could put on yours. So who's gonna take on doing a 50 belief stack? Like you realize, you know what, I really need to, I need to be congruent. Okay, very good. Now I, I'm actually out of Kleenex here, damnit, I got another Kleenex box behind me. Okay? But here's the thing, okay, here's why I charge what I charge. And it's the same for massage therapy services. But as many of you know, I sold my practice, I'm just gonna talk about what's relevant. But I think you'll see there's some crossovers. Okay? First of all, do you know what it cost me to learn what I now turn around and gift and teach to my clients? Hundreds of thousands of dollars. Literally I could show you the receipts. Hundreds of thousands of dollars in coaching, training, education. Okay? Volunteer hours, the school of hard knocks, okay? I've also building my business cost me my marriage.

Speaker 1 ([00:32:21](#)):

Put a price on that. It cost me my relationship with my children. I wasn't there for Ryan's first steps. I was working my ass off to put a roof over our heads because you know, hubby got sucker punched, like I said, right? He decided to stay home and be with the kids and I decided to go hustle and build up an empire and he was like, turns out you're really good at that. You should probably just keep doing it and I'll stay home with the kids <laugh>, which is great cuz it's what we needed to survive. But that wasn't what I wanted as a woman who also was raised in a very conservative religion with very traditional gender roles. I was supposed to be the stay-at-home mom with a husband who provided and I was gonna pop out babies and he was gonna buy me a six bedroom house in Draper, Utah and buy me an Escalade. And I was gonna get fake boobies after I had all my kids. And right Don's laughing cuz she knows all my Utah people. You guys know what it's like <laugh>.

Speaker 1 ([00:33:17](#)):

I was supposed to be that Mormon housewife, you know, my husband was gonna be like the bishop, he was probably gonna be a doctor, you know, and all that. I said, boy, that didn't work out my life did not go anyway <laugh>. Anyway, I thought it was my mom got married at 19 and proceeded to have nine children. So that was what was modeled for me, right? Boy, totally failed. I totally failed at that, right? Okay. So it cost me my marriage, it cost me my relationship with my best friend because she ended up coming to work for me and then we had a big falling out and she hasn't spoken to me in like seven years. That's really painful. Um, cost me not being there for my sons for steps. It cost me all kinds of things. And it literally cost me hundreds of thousands of dollars in mistakes, in, in relationships, in money that I lost, in money that I left on the table. Um, also I count in there the 52 births that I have attended as a doula. Cuz you know what those taught me a lot. Those taught me a lot. I injured my neck. I had one client I was in labor with for 52 hours and her husband left her. So it was me and her having that baby, okay? And that took time away from my little children, from my family. I look at every hour that I was working. I wasn't with my babies.

Speaker 1 ([00:34:32](#)):

And you better believe I'm gonna put a high price on that cuz I will never get that time back. I will never get that back. And so the way I look at business is this is how I'm gonna give my gifts to the world and this is how I'm gonna make the biggest difference with this little amount of time that we have here. Okay? Everything, everything that I did and everything that I lost, I pour that into my coaching clients because I don't want you to make the mistakes that I made. You don't have to, it would be stupid too, be like trying to build a house on your own. You could just hire a general contractor. Like, that's so dumb. Don't try to build a house on your own. Hire a general contractor, right? So I want you to think about that, okay? Not only your education include that your education, right?

Speaker 1 ([00:35:21](#)):

What did massage school cost you? What does your membership in your professional organization cost you? What does it cost you to run your business every year? The time away from your family, the time away from your children, the, the money you're leaving. Like all of those things. You, I put my blood, sweat and tears on the line. And also in my prenatal massage practice. Why I charge so much? Cuz you know what? I gave birth at home. I felt every freaking sensation of childbirth. I screamed, I cried. One of 'em was pretty zen. One of 'em was pretty crazy. I you better believe I was one of the highest priced doulas in Utah cuz I'm a freaking badass when it comes to natural birth. Oh, I can totally coach you through that. And my clients would say, oh gosh, that's a lot. I found another doula that would charge 400. And I was like, well I charge 800 because a c-section unnecessary. And all the trauma that you have with that is gonna cost you way more than a thousand dollars. And I promise you, with my advocacy on your side, that is not gonna happen.

Speaker 1 ([00:36:22](#)):

If it's preventable, we're gonna prevent it. If it's an emergency, like a 9 1 1 emergency, I'm gonna tell you cuz you're gonna be in no position to like make that call when you're lost in labor land mama. And I'm gonna be there with you and I'm gonna be there the whole time. I promise you're gonna get through and you're gonna have a fighting chance at a birth experience that is ecstatic, not traumatic because you deserve that. How's that for a unique selling proposition? How's that for overcoming price objections? And I say that and can you guys feel the certainty? I mean like, some people are just like, dude, you're so cocky, <laugh>. Okay, I get that. Sometimes I can come across as a little overconfident. But the number one person that needs to be convinced of your value and your services is who?

Speaker 1 ([00:37:10](#)):

You, you need to own it. And then you need to find the best ways of communicating that. Sometimes I get a little like mm with people because sometimes I'm wanna shake 'em. I'm like, really? You're walking away from the opportunity of your lifetime or you know, I'm so, or I'm so totally confident I can help make your life easier, right? And so I want you guys to have unshakeable faith and confidence in your own self so that when it comes to marketing your own self, that you are absolutely keeping your soul intact and you're not worrying about dumbing yourself down so that other people won't reject you or selling yourself short because you think other people can't afford you. That's just crazy to me. It's just so crazy. Okay? Yeah. Passionate. Yeah. Thank you Anna. I try, sometimes people just think I'm like mad. I'm like, I'm not mad. I'm just really, really p I really, really care about your success and your pain relief and your, all of those things. Okay? So that's a 50 belief stack. All right? So take that on. Include all of those things, not just the monetary cost and the tangible cost, but all of those things. It's very, very important. Okay, <laugh>.

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

Okay. So let's talk a little bit more about the five step sales process. Um, because, uh, we talked about how selling is communication and I wanna just again, walk, walk you through and have you think about what some of these things might actually look like. Okay? So we talked about everything in your business is selling, finding clients is selling, getting a person on the table is selling, following up after a session is selling and rebooking a session is selling. And then following up with clients you haven't seen in a long time is selling your personal appearance and how you present yourself is selling how you, your website is selling, your social media presence is selling all of those things. Okay? So let's just recap this framework here. I put it in the chat and I'll put it in the chat one more time for you just with the five step sales process.

Speaker 1 ([00:39:15](#)):

Cuz I want you to really wrap your head around this and then I'll give you guys some time to ask question. Sure. Okay. Okay. Oops, sorry, Becky, I didn't mean to ask you to unmute. I was trying to unmute you. Okay, cool. Okay, so establishing rapport, what do we mean by that? In short, we like people that are like us. So finding, uh, finding points of connection we talked about yesterday, just kind of just that feeling of warmth, that feeling of being in sync, that feeling of connection. Now there are actual steps that one could follow to create rapport. Most of them you already do. You already do it unconsciously. How many of you guys breathe with your clients when they're on the table? You match and mirror their breathing? Yeah. That is one way to actually create rapport is to breathe with your clients even when they're on the table, but also when you're talking to them.

Speaker 1 ([00:40:03](#)):

So if somebody's talking to you, they're exhaling. Okay? Kind of an interesting thing. How many of you guys also find yourself kind of subconsciously, like not overtly, but subtly matching people's body language, right? Like if somebody's maybe leaning over on a chair talking like this, or they kind of have their hip popped out and their legs are crossed, you kind of find yourself like two minutes later doing the same thing and you didn't even quite realize it. All right? So those are some of those things that actually we do that get us in rapport with people. And you, we do it outside of our conscious awareness. What about also just using similar words that they use. Have you ever had somebody that uses, like, they say, oh man, it's so epic, or something like that, and you find yourself saying, oh, it's totally epic, you know, but not parroting them, not like being obnoxious, but we just find ourselves kind of becoming, becoming similar.

Speaker 1 ([00:40:58](#)):

Or have you ever slipped into somebody's foreign accent and you didn't really mean to, when you're talking to somebody with like a British accent and you start speaking, you're like, oops, sorry. Well, didn't mean to copycat you, right? Those kinds of things. All right, so that's just a brief tour de force of like rapport is really just about getting in sync, uh, with people now asking questions. This is really important. So think about the questions that you would ask before you ever book a client and think about the questions that you would ask before you rebook a client.

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

Okay? So let me give you, uh, let me talk, let's talk about asking questions and let's just put this in the context of finding clients, okay? Just for the sake of time. So remember, the purpose of asking questions of your clients is to establish a need and link that need to your product or services. We're leading into

step two, okay? We're trying to find out enough about this person to see are they a good fit for us? Can we help them? I mean, what guys, if you ever, uh, somebody call and they need an appointment like that day and you're booked out for a month, you can't help them. So if you're like, oh, yeah, yeah, and you're like starting to on, oh, sure, yeah, we can get you, yeah, I wanna book a massage. Okay? And you just launch into onboarding them and then they, they go, well, do you have anything today?

Speaker 1 ([00:42:13](#)):

And you're like, no. Right? So even circumstantial things might lead to the discovery that you just can't help that person. All right? So when you're talking to a prospective client, or even again even discussing rebooking op, um, options, regardless, you'll have greater chances of success when you fully understand what their needs are. Or when you understand more than just the average phone call or text message or DM or email might allow. How many of you guys and somebody new reaches out and says, I need a book, an appointment. And you say, okay, I have Friday at 10. How many of you guys do that? You just go right into the close. Some people do that, it doesn't work. Or, hi, my name is Miranda. I was referred to you by my friend Josephine. Can I get in for an appointment on Saturday? And you say, yes, sure.

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

Do you see how you went from rapport to the close? And I'm telling you, there's nothing wrong with that. It's just that I want you to be thorough because this is one of the ways that you will attract the best clients into your practice that are a perfect fit and how you can truly serve people and also you'll avoid the most common problems that people have in their massage practices. Okay? Just nobody likes persnickety clients, right? Nobody likes clients that are a pain in the rear. And this is how you really get selective about who you work with. And when you do that, it also conveys the value that you're not available for everybody who wants you. Do you know what I call that prostitution <laugh>. Okay. You have to hold that value. You've got that velvet rope around you, which is, yes, I am a massage therapist and no, I'm not available for higher on demand because somebody needs me.

Speaker 1 ([00:43:59](#)):

I have standards too. Okay? And that's might feel mean to some of you that are used to being taken advantage of or being a doormat for other people that might feel mean like, oh my gosh, can I actually have boundaries? Yes, you can't. And it will hurt for those of you that are co-dependent, it will hurt. You'll feel like it's mean, it's not. It's actually self-love and self-care, which is foreign when you're in the trenches of codependent types of behavior. And trust me, I say that you guys have been there. I am a recovering codependent. Absolutely. Okay. All right. So once you have what their need is, then you'll be able to fill it or not. And what happens? If not, what do you do?

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

What do you do if you can't help that person? You refer them out. Exactly. Send them, send them elsewhere. This is also one of the ways that we shift the culture of our industry to one of cooperation instead of competition. Hey, there's enough clients for everybody. Hey, you know what? I don't do prenatal massage, but my friend Chris de Meyer, she's amazing. Well, you know what? I totally hear you got the hamstring injury from your mountain bike race in Europe two weeks ago. But you know what Lisa does? Athletic injury and recovery. I mean, I do, I'm best suited to work with people that are going through postpartum depression. That's really what I'm good at. That's what my practice is built around, is postpartum, uh, depression and just services and support for new moms to get them through a massive life adjustment period. So I'd love for you to call my friend Lisa. She's amazing with sports

injuries. Do you guys see that? How cool that is? And then you're just getting the best clients from each other. Okay? So another reason why you want to ask questions is a little known overlooked ninja communications secret. The person who asks the questions steers the conversation. The person who asks the questions steers the conversation.

Speaker 1 ([00:46:07](#)):

You're in the driver's seat. And that's really important. Why is that important? What's the number one thing you fear and hate when it happens in your massage practice with clients? Come on. What is it? What is it? What's the worst case scenario you could ever have in a massage practice? That everybody dreads an inappropriate client? Okay, A creepy client, yes, A creepy, inappropriate client. This will weed them out. This will weed them out. Along with a couple other things like we've talked about, having a niche, having the right pricing, you know, just a lot of other things. Yeah, exactly. Creeps, you guys got it? Okay. So that's why you wanna ask questions to guide the conversation. It's also, so here's a skill I want you to take on. It's what I call the doctor patient frame. Now, I'm not saying you're an actual doctor, cuz most of you probably are not, and we know they aren't patients unless you're in Canada and you're part of the healthcare system, okay?

Speaker 1 ([00:47:16](#)):

But for most people, um, most people who's running your businesses at your clients, who's actually calling the shots in your businesses, your clients? How do I know that? Well, some of you give the clients whatever discount they think they should get. Some of your clients, some of you bend over backwards to accommodate the client's schedule instead of making the client accommodate your schedule. Okay? So, so think about that. It's very easy, uh, when, when I, when I go into see my dentist, for example, I don't tell him what to do. I don't dictate the session. I mean, sure, he, he gives informed consent, he get, you know, all of these different things. He'll talk about the benefits and everything like that, and the choice is mine. But I'm not walking around telling him what to do. Why I didn't go to dental school. I did not go to dental school and I've not been a holistic dentist for 30 years like he did.

Speaker 1 ([00:48:05](#)):

So I respect that. Some of you think that the client is gonna just boss you around and tell you what to do and all of those things, and you kind of let them. So it's very important, especially in the business transactions that you're leading those conversations. So think about that, right? And when I leave my dentist, he doesn't say, well, when would you like to come back? Would you like to reschedule your teeth cleaning? When would you like to come back? What can you afford? What's in your budget? What feels good to you? Okay, what does he say? We'll see you in six months, you and all the kids. So get with Brenda up at the front desk and make an appointment for July, or whatever it is, right? It's not even negotiable. And Emma like, oh my gosh, that doctor, he's so greedy. Did you see he just bought a Porsche?

Speaker 1 ([00:48:47](#)):

Annie has a house in Wyoming. I don't you think people think these things about you, but you're just doing business. Dentist is just doing business. I'm sure if extraordinary rain machines are cost like a hundred thousand dollars each or something like that, and he knows his numbers and he knows what it takes to run his dental business and he's just saying, Hey, you wanna prevent cavities, get your teeth cleaned every six months, it's not negotiable. Okay? So that's the skill. Got it. The doctor patient frame means you hold yourself in the same regard as you would a doctor that you respect, okay? And that

your clients are, your prospects are patients, which means you're the authority and you are the leader in your own business. The customer is not always right, Brooke? Oh hell no. Oh hell no. That's like eighties selling, that's long gone.

Speaker 1 ([00:49:36](#)):

The customer is not always right, but the customer is always the customer. This very, very big. The customers can be absolutely wrong. And especially in this type of industry, you have every right to not do business with somebody you do. This is not Nordstrom, okay? You're not. This is, you know, anyway, okay, so, so this is the deal you're holding in your mind. The idea that you're the leader, you're the authority, you're the expert on your business, aren't you? Who is there anyone that's not? Can you guys own from this point forward? You are the leader in your business. You are the authority in the work that you do. You're skilled with the modalities that you're trained in and with the types of syndromes you work with, and you genuinely generally and genuinely know and have a solid recommendation for what's best for your clients, right?

Speaker 1 ([00:50:26](#)):

Okay. When you answer a question with a question, you redirect the conversation and you're able to direct it to where you want to go. Think about that. Answer questions with questions, okay? You ask questions first to guide the conversation and to get the person engaged. And if needed, you can just kind of state a fact. A simple fact, I'll give you examples of this, okay? Now remember, you're gonna decide, we're talking about prospecting clients, prospective clients. You're gonna decide if the client's a good fit. You decide what hours work for you, you decide if you're gonna move forward with this person or not. And disqualifying a client is always an option. Firing a client is always an option. Rejecting or referring a client out is always an option. In fact, I say it has integrity to decline the opportunity to work with someone who might be best served elsewhere or who you can't accommodate for any reason.

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

Okay? So here's how to do this. You get curious, you can get curious and you can ask questions that allow you to understand where the client's from coming from, what are their concerns, and listen to see if you are the one to solve the problem and be sure to be interested. Not interesting. How many of you guys, and somebody goes, oh, what do you charge? And you're like, oh, well I just got trained in 17 different ways by John F. Barnes and I have 18 different certificates and I'm really, really, really good at what I do. And I'm the only person in Wisconsin that offers this kind of therapy. You know, like, you like try to kind of dump all of this knowledge on people that's not part of the selling process. You be interested in what they do. So when you have rapport and you're interested, the client will, um, will respond really well to that. Okay? So what questions might you ask of a prospective client? Somebody who wants to book an appointment, you know, asking what do you do? Or how much do you charge? How are we gonna implement that rule? What question might you ask of a prospective client asking about your business? Hey, what do you charge for massage? What kind of question would you ask? Go ahead and you can put it in the chat. Oh, or unmute yourself. That's fine too.

Speaker 2 ([00:52:35](#)):

All on mute.

Speaker 1 ([00:52:36](#)):

Okay.

Speaker 2 ([00:52:36](#)):

This all day

Speaker 1 ([00:52:37](#)):

Long, Amanda, the brave <laugh>, Amanda's on the front row. She's like, I love it.

Speaker 2 ([00:52:42](#)):

Yay. Yay. Um, I've been doing this for years and as you were talking, I don't have problems bringing people in when, when they get on the phone. And the one thing that I do is, you know, over and above everything, even if they're like mumbling on about whatever I always say, it's like, oh, well what, you know, what, you know, what is aing you that has, you know, that has caused you or that is encouraged you to give me a call today and, and, you know, and want to book with me.

Speaker 1 ([00:53:12](#)):

Excellent. And

Speaker 2 ([00:53:14](#)):

I've excellent used for years and I do not get many people who don't book when I'm on the phone with people,

Speaker 1 ([00:53:20](#)):

Which just proves my point, huh? Yeah. Which just proves exactly the efficacy of what we're talking about. Well done. Yeah. Yeah. Well done Amanda. Thank you so much. Yeah. And you guys also put in the chat, what are you looking to accomplish? Uh, I'd be careful with what type of massage are you looking for? Um, just, you wanna be really rigorous and clear with your languaging here because again, um, if people are creepers on the other end, they're gonna be like, oh yeah, baby. Yeah, I understand. I want a full body massage. Okay? So again, that's just the worst case scenario that I know is really common. And thank goodness a lot, lot of you don't ever deal with that. But I wanna make sure that we have broad, broad strokes here. Yeah. What issues are you having? How's your body feeling? What's talking to you today?

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

Depends on your condition and your injuries. Tell, so the question Beverly would be, tell me more about that. Yep. Okay. So it's either state, a simple fact followed by a question or ask a question, followed by a simple fact. Mm-hmm. <affirmative>. Okay, so well done you guys. How can I help you talk to me about your stresses or pain you're having, please? Yeah, very, very good. So, any version of that, let me throw a couple more at you. Let me, I'm gonna just go ahead and put them in the chat and some of them will probably need to be explained cuz you'd be like, huh, here you go. Okay, so tell me more. What's going on? So literally think about this. Hi. Hi Michelle. Um, I was referred to you by Brooke. Um, how much do you charge for a massage? Okay, and Michelle says, um, actually, you know, uh, well, I guess she said her name was Brooke. So we have Brooke, right? Okay. So Michelle's the therapist. Brooke is the client, and Michelle says, Hey Brooke, it's so great to hear from you. J uh, Jill's amazing, or whoever, I, sorry, I lost track of my, my script here. Okay, but Um, thank you so much for reaching out. Tell me, tell me more. What's going on?

Speaker 1 ([00:55:06](#)):

Do you see how that just like naturally flows? Now I know she's asking how much do you charge for a massage? But do you guys know what, think about this. The massage isn't even for sale yet, so it's zero. I can't even answer that question because if my goal is to find fir perfect fit clients that are awesome for me, that are great fit for what I do, they have problems that I can solve. My services are not up for sale. So actually, if you think about it, you can't even really answer that question. And I think it would be foolish to do that because if you answer the question, the first question they ask, how much do you charge? And you say, \$160 an hour, you skipped five steps of the sales process, you skipped all of the steps, and it's not gonna go well.

Speaker 1 ([00:55:54](#)):

And what usually happens? What often happens or what do you fear happens? Oh, that's a lot of money. Oh, I could get a massage for \$59, the franchise down the street, or, oh, okay, thanks. Or they just don't even respond. So you don't even have, you don't have control of the conversation. But it also presupposes something if a client says, how much do you charge? And you answer. So first of all, what does that question even presuppose? Do you guys know what I mean when I say pre presuppose? There's a boatload of assumptions behind why that person is even asking that question.

Speaker 1 ([00:56:26](#)):

It assumes you want them as a client. It assumes that the only negotiating point here is money. Do you guys get that? That's not, you're not for sale, you're not available to everybody who wants your services or says they need your services. For some of you might be. Yeah, like that's a no-brainer. But I know for some of you that's a rep, that's a total paradigm shift. It assumes that, well, if the price is right, I'm gonna win this client. But it might surprise. So how many of you guys are like, wait, that's kind of surprising, or that's a little different or something like that? No, no one. You all do that in your practices, okay? <laugh>. All right. Because what it does is it assumes that the deciding factor whether or not a person's gonna get a massage is if they can afford you. And you just walked right into that trap.

Speaker 1 ([00:57:12](#)):

See, it's your like, number one fear, right? It's everyone's fear, like, oh, I'm gonna get rejected. They're gonna say it's too much. And you literally just walked right into that trap. So don't do that. Okay? Yeah, it's kind of cringey. Never give out your prices. I wouldn't, I would not direct them to your website though, Christine, sorry. As your, as your temporary coach for the night. I would not direct people to your website. That's like when I call Xfinity for help, cuz my internet's out. They go, go on the internet and I'm like, Hey, my internet's out. I need a person, I need help here. Right? You don't, you don't paw them off to, um, to a website. Okay? There's better ways of doing that. Okay? So you, there's some examples there. Tell me more. What's going on? Oh, great. That's so awesome. Um, Brooke, how did you hear about me?

Speaker 1 ([00:57:53](#)):

And she says, oh, Jill. And I'll be like, really? How do you know Jill? Oh, we work together. She says, you're the bomb.com. And do you see how I have a like little bit more rapport when I know how she knows Jill or something like this? I did that all the time when our, our clients would call and I answered the phone and I'd say, awesome. Uh, awesome. Let's see. Let me pick on somebody else. Awesome, Kathy. All right, Kathy. Um, and how did, can I ask Kathy, how did you hear about us? And she goes, oh, I'm through my midwife. And I'd say, oh, awesome. Here's your midwife. And she says, Diane Hubers.

And I'm like, oh, Diane delivered my sister's baby and my best friend's baby. You have like the best midwife. She's so awesome. Can you see how that's rapport? Can you see how you're building rapport and you instantly have a relationship with that person?

Speaker 1 ([00:58:36](#)):

You have something in common with that person. Okay? So those are really good reasons to accomplish all of those things and create rapport as well as find out what your client needs. Okay? So I have some stuff here. Other things like, how soon are you hoping to get in? I guess it says get it. Ooh, <laugh>, what's the it? All right, how soon are you hoping to get in? What length of session are you requesting? What's your main complaint? So these are not in order, all right? These are just a bunch of questions that you might want to ask before you actually, uh, go ahead and decide to, uh, to, uh, book a client just to give you an idea. Okay? Now, we also talked about stating a simple fact using, um, positive language. Let me give you a couple of examples of that. And this will make it easy for you to kind of have a transition sentence and where you go into asking a question.

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

Okay? So let's say somebody give me your niche. Come on, throw out, throw out your, your well-articulated niche. Ne nail, those pointing at her neck, okay? Neck and upper back pain. Let's just say, okay, head, neck, and shoulder pain. All right? So let's say Nelda gets a phone call and somebody says, Hey, Nelda, or a text, whatever, guys, just know when I say phone call, it's substitute for any way that new clients contact you. All right? A text, a dm, uh, whatever, a chat bot, whatever you're using, okay? Um, hey, Nelda, how much do you charge for massage? And Nelda says, hi, Steve. Great to hear from you. Um, I'm really best at working with neck and upper back pain. Is that something you're experiencing? Okay, do you see she has st stayed a simple fact. And then she asks the question to control the conversation. Isn't that cool? You guys see how this kinda like a little formula that all can start to start to work together? Okay? So Sarah, we'll ask, I'll answer that in the kind of q and a portion about what to do versus calling versus text and guides. I have a really awesome P D F that we're gonna post in the Facebook group for you. My team just got it all preed up for you today. And it is called the, what's it called? Where did I put it?

Speaker 1 ([01:00:43](#)):

It's called, let me just actually show it to you. You guys are gonna love this. Mm-hmm. <affirmative> guys, even my students and clients. You guys haven't gotten this. You guys don't have this. Okay? So you're gonna be all excited to get something new here. Let see if I can, um, open it. Oops. <inaudible>, it is a PDF that we're gonna post for you, if I can freaking find it. All right, here we go. It is called the Ultimate Client Response Formula, clients creepers, and anything in between how to handle any question on social media or text messages, like a box. Yes, I wrote that title <laugh>. Okay. All right, so here's what it looks like. It's A P D F, we're gonna post it for you. And it literally gives you how to respond to these kinds of inquiries. Now, the goal of this is really about te in text, cuz spoken communication is not the same as text.

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

There's different rules that apply. So since a lot of people are telling me, gosh, people are just texting me, then my phone's not ringing a lot. I feel like I'm answering a lot of texts and dms, then this will really, really help you. So here's the magic formula. Connect and build rapport first. Rule two, ask questions first, to control the conversation and get them engaged. And by control, I mean steer, I mean

guide, right? I don't mean like control, like dominate or, you know, push. All right? All right. And then rule three we're gonna get to in a minute is end with an action eliciting question or call to action or double bind. And then rule four, rule rule four, remember that anything you put in type can be blasted all over the internet. So be very careful. Okay? And then I give you, look, how much do you charge? Do you have any openings today? I you all the response.

Speaker 1 ([01:02:22](#)):

So cool. All right. So I'm gonna gift that to you and we're gonna put that in the Facebook group and you can just grab it and download it. Okay? But I want you to, I, i scripts are important and scripts can be very useful, especially for those of you that are shy, that are introverted, that stumbled and know what to say. It can be really an amazing guideline for you. But more than anything, and today, what my intention is, is to teach you how to think behi. Like what's the thinking going on behind all of these interactions so that you can generate your own responses, uh, easily and effortless and at least, at least with less pain. Okay? Cause I know this can be painful. So that will be posted in the Heart-Centered Selling Facebook group. Nikki, could you put the link to join that group in the chat?

Speaker 1 ([01:03:07](#)):

Most of you are in it. If not, go join it and we'll post that. Okay? So then remember I said number three is end with an action eliciting question. It's also called a tag question or a call to action. And also we'll talk about double binds. Okay? So what is a tag question? So when you make a statement and you say, I'm, uh, actually, let's say, um, Nel, this person Nelda perspective client. Steve says, well, I'm just looking for a good full body massage and I hear you have good hands. Okay, so she can say, actually Steve, I only work with people that have chronic neck and and shoulder pain. Is that something you have a problem with? Or I guess I wouldn't say it that way, but you know, the wording was awkward. Would you say? Is that what you, you know, do you have neck pain?

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

Do you see how she's saying, I am actually best at working with people, or my practice serves people that have chronic neck back and shoulder pain. Do you have chronic neck pain? And do you see how he can't get out of it if he has ill intentions unless he's a liar? Some people are, but he is gonna go, actually, no. And you'll say, okay, I wish you all the best and you just dodged a bullet. That's one way that it can work. And I know it's not all about creepers, but guys, I'm like this mother hen and I just wanna protect you from all of the bad, bad, bad experiences that we can have in practice and in business and in otherwise, because, because my mistakes were the most expensive things, and I'm trying, I wanna prevent you from, from unwittingly walking into those kinds of situations. But it also works with selling, it also works with, when you're talking about your price, it also works with, so a tag question would be something like, um, let me give you some examples here. I can put those in the chat for you and you can see how those work.

Speaker 1 ([01:05:06](#)):

Sound good? That's one of my favorites. Sound good? Okay. Does that make sense? And you always wanna have a curiosity tone, a questioning tone. Does that make sense? Because you actually want them to answer the question. Okay, make sense? How can I help? Uh, would you like, is that something you want? Okay, should we go ahead and find an appointment for you? Now? Do you see how you're asking a question that's gonna elicit a yes or no, or a okay, you're moving them forward. All right? And now a double bind, uh, are best honestly used when you're asking for the sale, when you're in the cl, the

close part. And what a double bind is, is two options, either of which are acceptable actions in your mind, because who's the leader in your business? You are. And you have to ask questions that also lead the client to making a decision that lead the client to the sale.

Speaker 1 ([01:06:05](#)):

If, if you know that that's where you're going, you know, I can help them. They have problems I solve, I think they're awesome that we'd like to move forward here. So you don't use double binds for manipulation, okay? Tr just please don't manipulate people with this. You can, you can manipu do that. I'm assuming you're all for services to people that actually need your, would be a good fit for what you do. Okay? That's the underlying assumption here. All right? So double blind again is best used in, sorry, I'm told my internet connection is unstable. Are we good? Okay. Yeah, I was going in and out. Okay, so I'll just backtrack a little bit. Um, you don't use double binds to coerce or manipulate people don't do that. You only move to closing the sale or asking for the sale. Once you're clear that there's integrity in this interaction, you would like the client, they'd be a good fit for you, uh, you could really help them.

Speaker 1 ([01:07:08](#)):

It's a good match. Okay? Alright. Sorry, you lost all audio again. Are we good? Everybody else can hear me? Okay, sorry about that. Okay, so this would be a double blind examples of double blind, okay? It's two options, either of which are acceptable actions and it creates the illusion of choice. But the choice is never do you want this or not? Do you wanna rebook now or never? <laugh>, okay, do you wanna rebook or not? Do you wanna move forward or not? It's never this or not, okay? It's, do you want X or Y It's, do you want 60 minutes or 90 minutes? Which would work best for you? So what I did was a double bind, followed up with a question. Okay? Would you like to go ahead and schedule that with me, uh, um, right now? Or do you need, well, that's not a good example. Let's see. Um, but there's examples there. Yeah. Do you want 60 minutes or 90? Which would work best for you Tuesday or Thursday? Which would work best for you? Evening or morning? Do you see that? It's not, when do you wanna get in?

Speaker 1 ([01:08:24](#)):

I, I trained my staff never asked that question. It's not up to the client. You know what, we're gonna fill the openings we wanna fill first. So I trained my front desk staff to look at, okay, shoot, we've got an open, it's 9:00 AM we've got an opening today at 1130 with Sky that we really need to fill cuz Sky is coming in for a 10 o'clock and I don't want her to have a big gap in her schedule. Do you see, like, I'd prioritize and teach my front desk how to prioritize the schedule. So when somebody would call and say, can I get in for an appointment? They wouldn't, they don't say, yeah, when do you want one <laugh>? They would say, are you an existing client? You know, have you been in before? Or, or would this be your first visit? So they would ask questions to so that they knew where to put this person.

Speaker 1 ([01:09:10](#)):

And they go, oh, it's me, it's Crystal Garrett. And you go, oh, hey Crystal, how's it going? All right, crystal, guess what? You're in luck. We've got an appointment. Are you looking for something like tomorrow or today? Like what, what we're, what are you looking for? Did you see how we're, we're kind of starting to steer him? She goes, oh my gosh, you have something today? And we go, actually you're unlock. Sky has an opening at 1130. Do you want it? She's like, that would be amazing. Or I say, can you make that work? She has an opening today at 1130. Can you make that work? So you do that the same, you go, you know what, I've got an opening tomorrow at four o'clock. Can you make that work? Instead of

whatever else you might say? Okay. So you can see some patterns in the language that'll help you to develop your own responses here.

Speaker 1 ([01:09:53](#)):

All right, so are you looking for daytime or evening? I have a Friday at three or a Saturday at nine, which works best for you. Does that give you, some of you guys do this with your children? Yeah, some of you guys do this with your kids. You wanna go to bed right now or in five minutes and they're like five minutes because they get to stay up late now it's not, do you wanna go to bed now or stay up all night? No, it's, do you wanna go to bed now or in five minutes? Because five minutes is an acceptable option and we'll make the child feel like they have a choice. Okay. <laugh>. Okay, makes sense. All right then we talked about, uh, finding a need and establishing value, um, which I'm not gonna go deep into. I'm gonna assume you guys know whether or not clients need you, whether or not they're a good fit.

Speaker 1 ([01:10:36](#)):

But when you ask questions, you can also determine what is the underlying need. Because let's just say, oh, I wish I could, Nikki, do you by chance in maybe the grad group, Annie, you know, Annie Ojeda, she posted, I gave her some scripting when somebody asked her to come and do an call for her. The mom that had twins. This was, I don't know, I don't know if you have it handy, but it was so good, we should find it. It was so, so, so, so brilliant and such an example of this where, so Annie, I would, I referred somebody to one of our therapists cuz she lives nearby and they said, I'm looking for somebody to come and do an alcohol massage for my wife at our house. We have twins, infants. I said, Annie, do you want this lead? She goes, yeah, I'd love it.

Speaker 1 ([01:11:29](#)):

She texts them, Hey, this is me, blah blah blah, how can I help you? And he says, yada, yada, yada. And then he says, how much do you charge on? Okay? And a, I don't know, maybe I don't wanna, uh, spoil it because if Nikki can find it, I'd love to just read it to you verbatim. But the bottom line was she said, I charged, you know, 200 for a 90 minute call or something legit. And they said, oh wow, we're used to paying \$55 as I fall off my chair and pass out. Okay? So it was something along the lines of here's how she handled. Now this would be an objection because clearly what that, what is that person? What's the need? What's the need? So first of all, they need an call cuz mom just had twins. She doesn't wanna leave. They need the convenience and all that stuff. But then what else did we discover here is, oh, we were hoping for cheap. Oh, we were hoping for less than that. Oh, we were hoping for something a little bit more budget friendly layer, those kinds of things that people say. Okay. So she said, I don't know, Nikki, are you searching for it? Did you find it? Yeah. Did you find it?

Speaker 5 ([01:12:34](#)):

Not yet. I'm searching.

Speaker 1 ([01:12:36](#)):

Okay, no worries. So the, if I remember, so the bottom line was this is where we kind of are understanding that what this person is looking for is cheap. So this really more falls on objection handling. But what I coached Annie to say, and she said, and it was amazing, worked out along the lines of, she said, I, I understand and like I understand that you've been paying \$55 for your old massage therapist and you may not be aware that most massage therapists live in poverty. And if you're looking for the cheapest massage out there, I'm definitely not. It, I, it found, found, found read guys, this was

like the Super Bowl of objection handling and all. It was just like such a good thing. Okay, so Nikki, why don't you go ahead and read it.

Speaker 5 ([01:13:23](#)):

Okay? So they're texting back and forth. Uh, the client says, okay, tomorrow at 1230 works, how much do you charge? And he says, one 40 for 60 minutes. Two 10 for 90 minutes and two 80 for two hours. And the response was, oh, we are used to paying \$50 for 60 minutes. L o l that was the tax from the client.

Speaker 1 ([01:13:47](#)):

I'm like, what are they lol that, that's insane. I'm used to paying a dime for a gallon of gas. You know,

Speaker 5 ([01:13:54](#)):

So Annie's response was, I hear that a lot and it makes me really sad. No massage therapist can make a living doing out calls charging that rate and most of them live in poverty. I'm a chronic pain and injury specialist and I'm great at what I do. I guarantee your satisfaction if it helps. I do have an office you can visit in the area that is only about 20 minutes from your area. I only charge a hundred, \$150 and 200 for 60 90 and 120 minutes respectively for in-office visits. What would you like to do? That's the double binary you're talking about. Isn't

Speaker 1 ([01:14:29](#)):

That great? Can you guys see the language patterns, the questions, the statement, I'm a chronic pain, I'm the, I'm confident, I guarantee your satisfaction. Here's another option. Here's right, she overcame that objection. And then what did the person say?

Speaker 5 ([01:14:45](#)):

Uh, they said, oh man, I didn't know that. I do believe in you get what you pay for, but around Christmas time it's really hard. Does the \$100 include tip or would tip be separate? And then Annie said, don't worry about tipping. And then they said, okay, tomorrow at 1230 at your office

Speaker 1 ([01:15:03](#)):

And she got the client,

Speaker 5 ([01:15:04](#)):

Yeah,

Speaker 1 ([01:15:08](#)):

<laugh>. I'm like, isn't that so awesome? Okay, that's what I want for you guys. That is like verbal ninja. That is like, but but you see it was with integrity. She didn't get mad. How dare you insult me. Oh my gosh. Like it was very clean and professional. And you can see examples of these uh, principles at work. Okay?

Speaker 5 ([01:15:27](#)):

And I just wanna point out that that person said I'm used to paying \$50 and she got a hundred, she got literally double out of the outta this person who was used to paying half that

Speaker 1 ([01:15:39](#)):

And she didn't have to do an alcohol cause she doesn't really do calls, she doesn't like doing out calls, but she got to win that client. You know, when I say win that client, it's kind of sales jargon, all right? When it's like you won the deal, you close the deal. I know we don't talk like that as massage therapists. We probably cringe when we hear things like that. But she was able to acquire a client, a great client for her that was totally on board with what she did, totally respects her. I mean, can you imagine if you got that message you'd be like, oh wow. Like there's a level of respect there. And clearly the client received it well because they went ahead and booked the appointment and showed up for this session. So cool. Okay, so you see how she's also, um, okay, so I'm gonna put this in here.

Speaker 1 ([01:16:23](#)):

I'm gonna just, cuz I wanna move quickly just for the sake of time. And guys, I also have something, how many of you guys feel like, gosh, we could talk about this for hours. Like we could really, I have so many questions we could do like a deep dive. Okay, I have something really cool for you. So hang tight. So these are some examples of what the needs might be that you uncover, okay, I need to get help a sap, I need to get in. Like today I just, I have a huge injury and I have a sporting event in two days. Or you know, something. Okay, get help in the future, get results, find a therapist or competent with X, whatever your niche is. Find a budget friendly therapist, which I hope you're not unless you're have no need to run, you know, to make money.

Speaker 1 ([01:17:04](#)):

Um, get in today, have a great relationship with the therapist for life, okay? Like you kind of, you know, or maybe just get out of pregnancy pain or help my neck or prepare for oral surgery. I don't know, whatever. You gotta find out whatever it is that the client needs, but it's your job to find that out. And when you find that out, that's when you can pull in the best clients for you that you don't have to try to sell on your value. You don't have to convince them that you're good at what you do. You don't have to convince them that, that you are the best therapist for them cuz you fully understand their needs and you can just simply say, Hey, I can, uh, I can do that. Yeah. Um, Anna, she can say, I'm I'm, I'm great at what I do.

Speaker 1 ([01:17:45](#)):

Cuz what she's doing is making a statement of, listen, I'm not your run of the mill massage therapist. You're not, you're, this is, I'm, I'm a chronic pain. I think she said I'm a chronic pain and injury specialist and I'm great at what I do. That's just standing for your value. That's just saying, Hey, I'm, I'm really confident I can help you. It would be another thing that you could say. You don't have to say those words, but Annie is a very confident person. She's done a lot of mindset work and she's really committed to being clear in her communication. Okay. Okay. So let's move to real quick to establishing value. And the best way to do this is first recapping the need. Okay, well it seems like you're looking for a cheap alcohol massage. I wouldn't say that, right? But it seems like you're looking for, um, uh, somebody to come to your home for \$50.

Speaker 1 ([01:18:38](#)):

Did I hear that right? Do you see how you're just literally reiterating one? Well it sounds like you or, or it could be something on the positive. Like it sounds like you really need help with your ankle injury. Like right now. Wow, it sounds like you've been trying to get into lots of other places and, and nobody seems to want to work on pregnant women. Sorry guys. I talk about pregnancy a lot cuz that was, I'm a prenatal massage therapist, right? That's my niche. Okay? But do you see how you can, it's really about first recapping the need. Well, it sounds like, it seems like, it sounds like what you're looking for. It sounds like what you've got going on is it seems like, okay, those are really good. If I'm hearing you correctly, what you're really looking for is, or so based on what you have told me, you need to get in in the next 72 hours because you're leaving for Paris on Sunday and you really would rather have 90 minute sessions which your current therapist doesn't do.

Speaker 1 ([01:19:37](#)):

Do I have that right? That's a tag question. Got it. Do I have that right? Did I get that right? Okay. You're starting to hear the patterns and the examples. Okay. All right. Sounds like you really need x Now don't overcomplicate this. Like I told you yesterday, I'm gonna give you way too much information here. I am going to give you a lot of detail here. Most of which you're just gonna, like some of you, how many of you guys, you're like, oh my gosh, I already do this. Oh my gosh, that's exactly how I approach it. But you didn't really know that that was what you were doing. Okay? So congratulations, you're using proven strategies and now that you know what's behind them, then you can expand your efficacy with them. If you're doing something by mistake, you can't duplicate it. If you're just doing it and you don't know how you do it and why it's working, you certainly can't duplicate it or, uh, repeat it very easily.

Speaker 1 ([01:20:22](#)):

You'll just kinda be like, oh, what happened? I lost my mojo. And you can look back and go, oh, I stopped doing the five steps. Okay, all right. So good. All right, then you gotta ask yourself, do you wanna help this person? Do they have a problem you solve? Okay? And if no, that's where you refer them out and you could say something like, okay, Cheryl, based on that, I'm really not the best therapist for you. I really work with people with anxiety and depression who are looking for herbal remedies and uh, and really deep healing types of body work. It sounds like you're really just looking to have your muscles, your your muscles worked on because you're an athlete. So I would suggest you search for athletic massage in Boise, Idaho. Or actually try out one of my colleagues, her name is Jody Beatty and she's really good at those kinds of things.

Speaker 1 ([01:21:10](#)):

You see, that's it. You just say, okay, I hear you, I hear what you want. And I don't do that, but here's who does. And here's how to find that. That's it. Okay? Now if you do want to help this person, these are a couple of things that you can just say. And like I said, this might seem obvious you guys, but this would be like a transition to the actual close. Okay, well what if we could get your pain all the way down to a one really manageable, what would that be worth to you? So then the client's like, oh my gosh, that would be amazing to see how, that's a really great question before you put a dollar of dollar amount in front of them. Okay? So that's one way you could say it seems like you're looking for a massage therapist who's really confident with lower back pain.

Speaker 1 ([01:21:49](#)):

And you know what, Maria, that is exactly what I do. That's exactly what I do. I've worked with da da da da and I work on these athletes and da da da. And I just, my clients say that I'm just like the queen of

low back injuries and issues. So I'm so happy that you found me. And you see how that sets you right up to go into the clothes because you've done all of the steps and it feels good. It's not sleazy, it's not weird, it's not like, so it's not awkward, it's just this beautiful bridge. Okay? So there we go. Um, you may even ask, can you see any value for you in whatever it is that you do? Can you see the value for you in working with somebody who's a migraine specialist? Cuz it sounds like you've been just going around to cheap massage places, they don't really know what they're doing.

Speaker 1 ([01:22:29](#)):

So do you think that it would make sense for you to actually work with somebody that specializes in migraines and they go, yeah, that'd be amazing. You go, well you're in luck Natalie, cuz that's exactly what I do and I'm super confident I can help you. So where would you like to go from here to see how then you're just leading them to, they're like, I wanna book an appointment. And you're like, okay. And then you book the appointment and then they go, wait, how much does it cost? And you go one 90 for a 90 minute session. And they're like, awesome <laugh>, because they're already sold. It's not about can I afford you? It's not about what the price is. You are awesome and you're confident that you can help them and it doesn't matter what you charge. And if it does and you get objections, that's when you handle them.

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

Okay? So seems like this would be a great fit for you. And that's the kind of transition phrase, okay? Now when we're talking about linking the need or value to the product or service, that's where you, sorry, some of this might be a little repeat because I've taught this workshop a couple times and sometimes my notes get, um, duplicated. So this would be simple statements to link the val link, the need to your value and your service. Okay? That's exactly what I do. Well, you know what, Marsha, I've helped many people in your very situation to get out of pain in way faster than I thought. Well, you know what, Carrie? I've helped a lot of people avoid carpal tunnel surgery. Okay? I'm very confident I can help you get out of pain or you know what I've do where what I do has worked so well for people just like you, okay?

Speaker 1 ([01:23:55](#)):

This is also works well for you. UK cranio, sacral people and you other people that do stuff that's weird. You know what I mean? Right? You do stuff that you like, I don't know what the cranio sac. And so you say, listen, they go, well, I have X, Y, and Z problem. You go, okay, and you've done all these things and that hasn't worked. Well, listen, here's the thing. Creating a sacral therapy has worked really well for people that have these types of issues for which nobody else seems to find a solution. So I'm super confident that this would be a really good route for you to go and we just go and try it and see, but you've never done it before. And I've helped a lot of people with intractable seizures. I'm just making stuff up, Dawn. I don't know, help me. Okay?

Speaker 1 ([01:24:31](#)):

I, I've helped a lot of people with migraines and nothing else has been able to help it. Cranial sacral therapy has been a really good option for them. Vertigo. Vertigo, thank you. Vertigo. That's a better example. All right. Cuz what do people do with vertigo? That's really hard. Okay? Do you see how those are some phrases in there that could be really, really useful for you to just start to weave all of this together? And then when you're asking for the order, you're asking for the booking, you're saying, okay, where do you wanna go from here? Okay, let me ask you, let me tell you this. In traditional selling, we're

talking like OG gangster selling from the nineties and whatever. You know how they talk about assuming the sale, anybody ever been taught assume the sale. I think it's manipulative. No, do that. Don't assume the sale.

Speaker 1 ([01:25:20](#)):

Don't assume they wanna rebook guys, find out. Don't assume they that you're the best therapist for them. Find out and see if they agree. You can only assume the sale once you know that you can help this person. Once you know that they want your help, you do not manipulate people, you do not pushing anything on anybody because you've done steps one through four. You know it. And this can go really fast, you guys. It's not like this has to be a 45 minute conversation, okay? This can take literally like three minutes once you kind of know where these guideposts go. Okay? So something, so I'm just gonna put that in there in the chat, which would be, oh, sorry, I already put it in there. Ask for the order and assume the sale would be ask for the booking the appointment. And again, that's my little note there. So here's an example. Should we go ahead and schedule an appointment for you? That's one way you could ask for the sale. Do you wanna wait a few days to see how you feel or do you wanna go ahead and book something? Now that's a double bind, by the way, with double binds. Here's another secret ninja trick. Okay? Trick. I don't mean trick to trick people. I mean a tip. Always present first. The thing you don't want them to say yes to.

Speaker 1 ([01:26:42](#)):

So if you want them to take the 90 minute offer, the 60 minute first, do you wanna go to, do you wanna book a 60 minute or would a 90 minute work better for you? Chances are they're gonna book the 90 minute, okay? So offer the thing that you don't want. So do you wanna wait a few days and see if you feel better or do you wanna go ahead and just book an appointment now? Because I don't want them to wait a few days. I mean, they count if they want to. I'd rather they don't. I'd rather they not. Okay? Does that make sense? It is implemented Elle, it's implemented in my school, the school of badass business owners for massage therapists. Okay? <laugh>, right? That's what it is, okay? This is what they don't teach you in school, cuz school is about getting skills, not building businesses.

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

School is about getting a license to practice massage, not about how to be successful in business. That's why exactly why I do what I do cuz it was totally missing from my school. Still is. Okay? Happy to come to your school. Let's talk about that. Okay? All right. Now the last piece before we open it up for questions, um, is about tonality. Okay? I'm going to just use tone. Here's this quick, quick tip. 93% of communication is nonverbal, subconscious, it's body language, gestures, tone of voice. Only 7% of communication is the actual words people say, can you believe that 7% of communication is the words people use? And how many of you guys think a big, long, well thought out email is a great way to solve a personal problem with someone. It's the worst way. There's no body language, there's no tone of voice, there's no context when you're just throwing words at people. How many of you guys have ever had like totally misunderstood? Totally misunderstood. Okay, so listen, now you tell me, and this is just in the English language, I'm gonna just gonna say word, word, word. I'm just not even gonna say anything meaningful. But you tell me, am I making a statement, a command or a question? Okay, you guys ready? Here we go. Word, word, word.

Speaker 1 ([01:28:49](#)):

Is that a statement, a command or a question? Word. Word. Word statement. It's a question. Word. Word. Word. Do you want pie? Okay, does that make sense? Okay. Okay. Where you're asking a question usually, and it could be a statement to you, Don, we'll talk about that. But upward fl inflection at the end of a sentence. Generally innates, question, tonality. Okay? Now how about this word? Word, word. Is that a command, a statement or a question? Because you don't know what the words are, you can only go with the tonality. It's a command, Melissa, for the win. Okay? Okay. And if I say word, word, word, that's obviously a statement. It is raining, it's not, is it raining? It is raining, you know, like you see, and if I just say, um, I'll use you Don, because I've known Dawn for like 25 years or something like longer than that, oh my gosh, we were babies together, you can call on me, it's fine. Okay? I'm gonna call on you right? <laugh>. So if I am texting Dawn and I say, what's up with you?

Speaker 1 ([01:30:02](#)):

It's hard to know. It's hard to know, isn't it? Yeah. And if I say to Don what, right? Yeah, that's, you know, yeah. Or if I say to somebody, what are you thinking? And if I say, just listen to the difference, you guys say, what are you thinking? That's like a criticism or an insult. Or if I say, what are you thinking so different? Yeah, totally different. Okay. So you guys see how much the tone will absolutely shape what the meaning is behind the words, okay? Now, one of the most powerful ways that you can use this in the English language is asking a question with command commonality. That's one way that you can use the skill to move people forward. So would you like to rebook your next appointment? Now, okay, now some of you listen to me, you're gonna make 30% more income just because you implement this. Okay? When you deliver what you charge, a lot of you are making this mistake. You say \$190 an hour.

Speaker 1 ([01:31:19](#)):

Would you like to rebook? I'm a specialist, I'm really good at what I do. When you say anything, that's not an actual question. When you say a statement with questioning tonality, it conveys what? Uncertainty. Insecurity. It's open for negotiation. One 90 an hour. Is that okay with you? It's not open for negotiation. And a lot of you guys are having dollar bills fly out the door because you are not being conscious about this. Okay? So try it. Just everybody you know, you can mute yours, keep yourselves muted, but just say whatever you charge. Say I charge blah, blah, blah. Like I charge \$90 for a 60 minute session. Say it with a questioning tonality, just try it. I charge \$60, I charge \$90, I charge \$225. Okay? Now say it with a command tonality.

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

Mm, yeah. Do you feel the difference? It's with authority. It's like, yes, I do charge \$190 for a 90 minute session, right? You're like, yes I do. All right, would you like to rebook? How are you feeling? What's going on in your, what's going on in your low back right now? You see how it's calming, it's reassuring and it's authoritative and it's one way that you can move people forward where you otherwise might lose them. Some of you are literally unconsciously doing it backwards and you're literally turning people off. Turning people away, okay? So that's really important that when you're asking for the sale, when you're asking for the booking, you're saying sound good? All right, so should we just go ahead and get you booked for an appointment?

Speaker 1 ([01:33:10](#)):

Are you ready to just go ahead and get that scheduled now? Okay, what works best for you? Okay, I got a couple openings for you. I've got a Tuesday at nine, or I have a Thursday at 1130, which works best for you to hear it. Command, command, command, command. I'm telling them what to do, I'm leading

them to the sale. I don't want them to take the Tuesday at nine 30. I'd rather go to my daughter's kindergarten music thing or something if I can, right? So I say Tuesday at nine 30, or would Thursday at 11 be better for you? Interesting, isn't it? And it's just the psychology of communication. Really interesting stuff. Command tonality. Okay, so here's some examples of double binds and that you can practice with, um, with your command penalty, okay? Okay. Now we've also talked a little about, about objections.

Speaker 1 ([01:34:03](#)):

And let me tell you just a little bit about handling objections. I'm gonna put this in here. You guys are gonna laugh, okay? How to handle objections, ignore them and go back to step three. <laugh>. Okay? Somebody goes, somebody goes, oh, well that's really expensive. And you go, well, you just told me that you've been out of work for the last two weeks because your back hurts so much and that you really need to get back to work. See what I did there? I took them right back to the need. I don't have to convince them, I just remind them of the problem that they have that I'm sure I can solve. Oh, well, you know, that all sounds too good and everything, but I think this just doesn't work for my schedule. And you say, oh, well didn't you just tell me a minute ago that your number one thing was that you never take time for yourself and you're genuinely curious. You're not like, whoa, you know, it's not like you're not like trying to take 'em down. You're just literally linking it back to the need.

Speaker 1 ([01:35:05](#)):

It's pretty, it's pretty interesting, okay? And the client usually has objections because the need wasn't clear and therefore the value wasn't established. I'm gonna repeat that. The client may have objections because the need was not clear or the value was not established. Okay? I'll give you a real life example. Client calls to book his wife a prenatal massage. This true story. He says, yeah, I'd like to book my wife a 90 minute massage. I say, okay, that's great. I'd love to help you. Who do I have the pleasure of speaking with today? He says, oh, my name is Andre. I say, okay, Andre, that's so great. And how did you hear about as Andre? And he says, oh, I just Googled prenatal massage and I found you. I said, okay, great. Um, so, uh, and can I ask, uh, what's your wife's name? And he says, oh, her name is, uh, Kathy.

Speaker 1 ([01:35:53](#)):

And I say, okay, great. And can I ask you just a couple questions about Kathy? How far along is she into a pregnancy? And he says, oh, I don't know. She's like seven months pregnant. Okay, okay, good. And you know, Andre, is her pregnancy low risk or high risk? You see how I have to ask these questions before I book people for a prenatal massage Anyway, so come up with your versions of what these things might be to make sure that it's the right place, right time, right client. Okay, all right. Then he says, okay, blah, blah, blah, blah. And I said, all right, great. I can get around on Friday and, and I go through the whole thing and then we get to the objections and he goes, oh, how much is it? And I say, how much it is? And he, and he goes, \$95 or whatever.

Speaker 1 ([01:36:30](#)):

I say, you seem surprised, you know, I said, or is that a lot? I mean, I don't know. He just said \$95 with like a questioning tone of voice. I don't know what he's objecting to. He might be like, that's freaking a bargain. I I have no idea. He goes, \$95. I say, is there a problem? Well, it's just that we normally go to this franchise down the road and they only charge \$59. I say, oh yeah, I hear that a lot. Can I ask you a question, Andre? Now this is also really good. Before you handle an objection to ask permission to ask them a question. Can I ask you a question? Didn't you just say that you were looking for immediate relief

because you had missed work for two weeks? Do you see how you just, it's almost like you're asking a question if you can be so intrusive. And he says, yeah. And I say, what kind of car do you drive? He says, I drive a Lexus. And I say, okay, so do you get your oil changed at the Jiffy Lube or do you take it to the Lexus dealer?

Speaker 1 ([01:37:32](#)):

And he goes, so you're saying you're the Lexus dealer of prenatal massage? And I said, yes I am. And we're gonna take great care of your wife. I promise you that franchise does not know what we know about prenatal massage. She's gonna have a great experience here and he's absolutely worth it. And he is like, okay, great. And I said, okay, we'll send you the paperwork, blah, blah, blah, blah. Do you see like you're, it's like going back to establishing the value. If I find out he just is looking for a cheap massage, hey, I ain't it. You're just looking for the cheapest massage out there. I ain't it. So I had plenty of things to overcome objections about prenatal massage because a lot of people had had so-called prenatal massages where they got propped up on their side with a bunch of pillows by a tentative therapist who is, you know, tenuous and, and scared and petting them with lotion and they paid \$180 for it and were disappointed.

Speaker 1 ([01:38:21](#)):

So I had plenty of ways to create value with what I did versus what people were used to in terms of getting prenatal massage. And it was, it was great. Okay. Does that make sense? Okay, so again, handle the ejection and go back to step three, which is find a need or establish the value. And you may choose to act a little surprised and you can get curious. Now, by the way, I put this in here and I would revise it. I wouldn't say that's the only reason you're not booking. So just delete that <laugh>, okay? I wouldn't say that. Um, or if I could show you a more affordable way to pay for your sessions, would that make a difference for you? I, I don't say, would you go ahead and book? I apologize, that's just kind of, I was, uh, editing an older sales document and it didn't quite convert over to the way that I like to say it in that session, in that section, okay, so, well, if somebody goes, oh, well gosh, that's a lot of money and something, and you go, well, can I ask you a question? Yeah. Is money the only consideration? Well, yeah. Okay, so what are you used to paying for a massage? And they go, well, I'm used to paying \$89 and you're telling me it's 1 0 9. And you go, well, here's the cool thing. We actually have a membership program that if you, um, come for your first session and then you decide to enroll in the monthly membership program, it'll take your session down only \$96 instead of 1 0 9.

Speaker 1 ([01:39:42](#)):

And then you shut up because they need time to think about it. And then they'll go, oh, okay, that sounds good. Or you say, would you like to just go ahead and book that? And then we can see where it goes. You know, see how you can solve the problem in other ways. And I can't give you coaching on that cuz everybody does different stuff. Everybody has different types of offers, everybody has different solutions. And also you may not even wanna like, negotiate with the client. You may, you may just be like, okay, no problem, I understand and I charge 1 0 9. So where would you like to go from here? You know, if, if you're just looking for the cheapest therapist, I'm definitely not that, but I'm super confident what I do and I guarantee your satisfaction. Please don't say that unless you do. I have ways that I teach my clients how to guarantee satisfaction.

Speaker 1 ([01:40:25](#)):

And so don't just say that, okay, most massage therapists can't and they don't know how to do that. So don't say that, but you're adding value, adding value, adding value, and then you're going back to a tag question, to a double bind. Do you guys see how all of this comes together? Is this, and that's where I say you can sell from the heart because you know enough about the client, you know enough about what you do, you're connected to your value. You can, a, you can absolutely say with integrity, yeah, let's go. Or you know what, I'm not the best person for you and it makes it so easy. Isn't that so cool? Okay, we're gonna open it up for questions cuz I know a lot of you guys have questions. Well, thank you Nikki, appreciate you being here. And Nikki said, just gotta head out.

Speaker 1 ([01:41:05](#)):

Okay? So I said I had a couple things for you. Number one, I'm gonna gift you with that P D F, which is my ultimate client response formula, how to handle text messages and dms and all that stuff like a boss. And it's gonna even give you a bunch of scripted scenarios that you could use as a framework, okay? Please know I'm not responsible for how you use these scripts and frameworks. It's really a tool to get you to think about, right, Melissa? Unless Melissa, I'm telling you exactly what to say and you better say it. Okay? But she's, she's getting coaching from me, right? So we, we, I'm gonna give you that so you can start to see the patterns that we talked about and it will give you examples of how you can implement that in various scenarios. And we, in that document, we give you existing client responses as well as new client responses in certain scenarios because it might be different.

Speaker 1 ([01:41:54](#)):

Does that make sense? See what I did there? That was a tag question, wasn't it? That was a question. What's coming on? You can't get away from it. Why don't you start to see it and it's really, really gonna help you. Okay? All right. So the other thing that I, uh, let's see. So we've got that, we've got, and you guys are all in the heart sun towards selling for massage therapist Facebook group. Okay? It's gonna be in the group, so make sure you go request to join it. I just put that in the chat for you. The other thing is, um, if you want, okay, let's see, what is the other thing I need to tell about? Okay, so the other thing that I wanna, no, I wanna gift you with this. Now there is, it's not free, but I'm gifting you with this because it's less than we've ever done this thing for, for those of you, how many of you guys feel like, like I asked a few minutes ago, right?

Speaker 1 ([01:42:48](#)):

You're like, I'd really like the deeper dive on this. I have so many more questions. I really want the, like, the last time we did this workshop, it was eight hours and tonight and yesterday we got about three, you know, plus questions and answers. So what I'd like to offer you, if, for those of you that would like more time to go through this, is we have made available for you the recordings of the full eight hour course that we did back in June. We sold them for 1 97. People wanted the replay. Now you guys, if you're my graduates and students of Rock Massage Practice Academy, you already have this. It's included in the curriculum for you. So don't worry about it. It's just for those of you that don't, that aren't clients, that aren't students, we wanna make sure that you get access to this really amazing bonus and you can get it.

Speaker 1 ([01:43:39](#)):

We're making it available to you for only \$47. <laugh>. Kind of a no-brainer. Okay? So that's the link right there if you feel like that would serve you. If you wanna, uh, binge watch and go through these recordings, if any of my students have anything to chime in about how epic that training was and how

much it's helped to have it and go back through it and go back through it, feel free to do that. Cause we've heard nothing but rave reviews about that. Okay? So it's about eight hours once you purchase it, it's gonna send you a page with a link to access it. So it's literally just a link that you get access to that has the four segments that are about 90 minutes each. And then it also gives you the transcripts, which are done by ai. So they can be a little bit crazy, all right?

Speaker 1 ([01:44:24](#)):

But you'll at least have the transcripts so that you can go through that. Okay? So, um, Alexandra, yes, if you bought them already and you don't know where they are or you need some help, you can always email my team, um, it's support.rebeccaoveron.com and just tell 'em that, what's your email address, your full name, and then, um, we can, uh, probably just resend the email or resend the link to you if you purchased them already. Okay? Now some of you already purchased that too because you were at the workshop in June, even if you're not my students, okay? So if you weren't at the workshop, you're not in any of my paid courses and you'd like just a deeper dive, we realized we have that and we will gift that to you for only \$47 instead of the 97 or I think it was 1 97 that we sold those for.

Speaker 1 ([01:45:10](#)):

Okay? So that is, um, yeah, uh, no Anna, it won't bounce you off the Zoom meeting, it'll just open it up in another browser. So I'd recommend do that now so that you have it open. Cuz once we're done here tonight, that link, I mean, I guess I could, I'll post it in the, in the Facebook group for you as well so that you can do that. Okay? Now I have another question for you. Okay? How many of you guys have not, have not, uh, worked with us or with me as your coach? You haven't done any of our paid programs, any of our higher level programs, and you are curious about that, okay? Or maybe you've done a discovery call with my team and it wasn't the right, maybe you weren't offered a spot, maybe it wasn't the right time for you. Maybe you got a little bit, you know, freaked out or something like that.

Speaker 1 ([01:45:57](#)):

Okay? This is only, listen, this is only for people that are not and have not been paying clients, of course, okay? Um, if you're, if you're, because those of you that are, have already gone through this process and you don't need it, and you're also getting tons of coaching in our programs. Okay? So only those of you that are curious about how do you dial in everything that we've talked about, as well as all the other business strategies that we offer. If you're interested in getting back together with me to do what we call a group business diagnostic session, this is where I'm gonna walk you through. I'm gonna ask you a lot of questions. Surprise, right? <laugh>, that's what we do. Step two, I'm gonna ask you a lot of questions for you to get clarity on what's not working in your massage therapy practice and outlines impossible pathways for you to actually move forward and get, where is that you wanna go, which might include opportunities to work with us and become a client or not.

Speaker 1 ([01:46:55](#)):

Because again, if I can't help you or you don't have problems that we solve, then we're gonna refer you to other resources that might serve you best. Okay? So it's a opportunity to hop on. I've opened up a couple of these over the next few days. We don't normally do this, but if you've never done this before or you've done a one-on-one call, but you still, you know, have some questions or things like that, you just wanna talk to me about your business and get some clarity about what's not working for you and what's possible for you, then I'm gonna invite you to grab your spot in a group business diagnostic session with me. These are a lot of fun. Some of you I know, have done these, um, before. You're

welcome to come back if you'd like to, but mostly for people that I, you know, just wanna get my eyeballs on your problems and help you to move forward.

Speaker 1 ([01:47:38](#)):

So, like I said, I've opened up four or five different slots here. Some of the next few days, some like next week. So you could take a look at that and, uh, and just book, book in one of those. And that's absolutely free, okay? If you'd like to do that. All right. And then the other thing that we had talked about, um, if you, how many of you guys need more help dialing in your niche or you need more clarity on what you should be charging or you'd like to really dial in your marketing messaging? Or you, if you know you have limiting money beliefs and limiting mindset beliefs and you need help working through those, then this is another thing for you. And guys, I just wanna outline this because I want you to be aware of all of the resources that are available to you if you need help and you wanna move things forward, okay?

Speaker 1 ([01:48:22](#)):

I've already given you my, you know, YouTube and my face, all the things that are like, you know, everything from totally free to, to paid and to a higher level programs and things like that. I just wanna make sure you have all that. Okay? So what I had mentioned right before we close was we have a four module, um, it's a d i y program called Jumpstart Your Massage Practice. And it is, um, awesome actually, if you only do it for the mindset work, it's totally worth it. So there's no coaching in it, although we actually do now offer a little bit of coaching opportunities to get your name and your niche and your tagline dialed in for your business. It's really about building or rebuilding the foundation of your business. So whether, if you've never started, this is perfect for you. If you don't have a business net and you want to, this is perfect for you.

Speaker 1 ([01:49:11](#)):

And if you have a sneaking suspicion that you've done some things wrong and you have an existing business, this would be a good place to start. And we'd love for you to start here before you consider doing maybe any of our, our, our other, um, higher level programs. Okay? So it's a really good, uh, program that we've gotten amazing feedback. And this is the, we're, um, gifting you a \$497 discount on that. So that course is currently for on our website, it's 9 97 and you can get it for 500 during this event. Okay? So if that would serve you to kind of take the next steps into the shallow end of what it's like to do my programs and coaching, coaching and things like that, if you have no idea where to start or even where to go back to, that would be a great option for you. So I wanna put that out there for you and we'll put all of these in the Facebook group before you as well. Okay? So I think that's it. Um, I'm also gonna put in here, uh, where's our phone number? <laugh>?

Speaker 1 ([01:50:08](#)):

I don't have our phone number. If you have any questions and you wanna reach out to me directly to my team, maybe you're like, you know what? I have a clinic, I have some questions, I have an established business, and you just wanna connect and see how we might build, be able to help you either personally or whatever resources we could connect you with. That is our phone number. And you can text us, you can even call, okay? So take that down and, um, and just reach out if you wanna connect with me. You have like, I really need to get this burning, burning question answered, Rebecca, then feel free to just say, Hey, I was in the workshop. I have a question for Rebecca. My team will let me know and I will go

ahead and do that. Okay? Okay. So that's that. The \$47, uh, recordings, Joe, those are to purchase the, and that's of the training from June.

Speaker 1 ([01:50:55](#)):

Okay? You can also still purchase these recordings of the training that we're doing right now. Those I think you can still get for the early bird price, which is 97. I just don't wanna bombard you with too many links here, guys, but this is, I think you can still get the replays of this event at that link. Okay? So that link for the early Bird 97 is the replays of this. You'll get these recordings, these transcripts. The one that's \$47 is um, is the recording of the eight hour part centered selling workshop that we did last year. Okay? So I'm gonna put this right here, okay? Okay. Now we're gonna open up for question. Oh, we're gonna open up for questions. We're gonna go a little late. Sorry you guys, <laugh>, well stay a little bit later. You have questions that we wanna, that we wanna, um, answer.

Speaker 1 ([01:51:42](#)):

Okay? So, um, what is the difference between Jumpstart and Rock Your Massage Practice Academy? So Jumpstart is a D I Y program with no coaching. There's four modules and it's foundational. In fact, all of the details are on the website, on the jumpstart your massage practice.com. We even tell you what's in the program and everything, it's all right there. So I recommend checking that out. Rock and Massage Practice Academy is full service, very high level group mentoring and coaching program, and it will totally change your life at your practice. Just being honest, right, Christine, right? <laugh>, I got a ton of my graduates here that are just like, it's, it's, it is, um, you got four coaching calls a week. You've got, uh, weed, everything, uh, and you can find out about that at rock your massage practice.com, okay? So it's really for people that are totally serious about getting help for their business, um, implementing these changes as quickly as possible.

Speaker 1 ([01:52:32](#)):

Can't afford to make mistakes, um, need to get clients coming in, need to fix something. Like if you don't fix something fast, your business is gonna crash in a bad way. That's really the best, uh, people that we serve in Rocker Massage Practice Academy. Whereas Jumpstart is kind of like, I'm not quite ready for that, but I wanna start somewhere. Start with Jumpstart. In fact, I recommend even if you think you might wanna eventually apply for Rock, your Massage Practice Academy, start with jumpstart, trust me, start with Jumpstart. Go through those modules, see how it feels, implement everything. And then what we would do is if you decided to apply for Rocky Massage Practice Academy, we'll apply the 500 bucks to the tuition anyway. So you just have like, totally nothing to lose. It's a really good thing that we do there. Okay? Nothing. Thank you, you guys. Okay. Um, yeah, my students, Diane, my students won't get this recording. They already have the recordings of the eight hour workshop from June. It's in the curriculum. Okay? I mean, you can get these, you just have to pay the 97 to, if you want these recordings, you can pay the 97 to get 'em, okay? Do it. Okay. What other questions do you guys have about what we've covered tonight about next steps in your practice? So how can I serve you? What do you guys need? Let me just put in the chat.

Speaker 1 ([01:53:48](#)):

It was a lot. We covered a lot. Like I said, I normally do this in eight hours and there's a lot that I didn't teach you, but I wanted to give you everything that we promised. Okay? Sharon says, how does all this stuff help someone who does only mobile? I feel like a lot of people don't have a peaceful home setting, Sharon. It totally works for mobile and mobile is a different kind of business. And I sense you have a

boundary and communication hurdle that you need to overcome. Okay? So with mobile, you've gotta get absolutely clear. If I was doing mobile, I would require, they have their own tables and sheets. I, I wouldn't be schlepping tables around. Are you kidding me? I think that's the worst thing in the world for a massage therapist, especially prenatal. I get the body cushions, I'd have pillows, the 12 inch backwell, I'd have to bring like my whole office.

Speaker 1 ([01:54:31](#)):

So I'm just like, no, no, no. Okay. So there's way there are ways to do it. The problem with mobile is it takes twice as long to do an appointment and most people don't charge twice as much. And you should, you should. So that is a really great question. That's a problem that we solve all day long in the academy. And I've also on my blog, on my website at rock your massage practice.com and in my, my Facebook group, the Art Building, a Successful Massage Practice, I've talked a lot about mobile practices and some of those, um, nuances, but yes, it all still applies cuz it's all about communication. It's all about managing your client's expectations and saying, I need an area that's 10 by 12 cleared. Do you have cats in your house? Okay, I'm allergic to cats. Find another massage therapist. You know, like whatever.

Speaker 1 ([01:55:16](#)):

Like there's so much about it that is about based in communication and managing expectations. They'll absolutely help you. Okay? Yeah. Melissa's, Mel Christine's Mel, yep. Diane New Jersey has a tax on massage. Uh, uh, put, just put your price plus tax. Okay? When you advertise it, it's price plus tax. Okay. Um, I wouldn't do travel fee, Christine. Why? I would just say this is my rate. It's a 90 minute minimum and it's 25 or it's two 40 or it's two 90. It's a 90 minute minimum. Don't say travel fee unless, well, yeah, just don't do that and don't be like 30 cents per mile. Whoa. Don't do things like that. That makes your clients like have to calculate information that they don't know. Just say what it is. Make it easy. Does the price of service ending in seven better for selling st. Statistics show that it is actually nine or seven people will buy it more?

Speaker 1 ([01:56:14](#)):

I it's just yeah, there's studies all over that that have validated that. Okay. Okay. Can you have multiple niches? No. Rachel? Yes and no. Generally speaking, no, you can't be like prenatal and sports massage. If you have two different things that seem to be competing, I would ask you to find out what's their common ancestor, chronic pain. Now you can do prenatal and sports. Does that make sense? Chronic pain and injuries cuz pregnant women are chronic pain clients and sports is probably injuries and pain. Right? So just find the common ancestor and then that would be your niche. Okay. All right. How do you work with a travel fee working on horses? Are you working on horses still? Dawn? Oh my goodness. Okay. I usually have a trip fee that people split. That's a whole different strategy. And I have coached equine um, therapists. Um, yeah, because if you're, if you're going to a barn and you have multiple clients yeah, there's a way of doing that for sure.

Speaker 1 ([01:57:13](#)):

And you could do that. It sounds like if it's working for you, keep doing it. If you just say, it's the cost of me going out there, you know? Yeah. Okay, cool. Okay. Did you say there were papers or gifting us? Yes, Christine. Those that PDF I will post in the heart centered selling for massage therapist. We're also gonna upload it into the academy curriculum. It'll be in week four, so you'll get it. You can either go download it. Yeah. See we just like to give you guys all the stuff. I'm like my clients, uh, and we like to, um, tell you you're getting this and then we give you this <laugh> because it's just, it's just fun. It's

better that way, right? Yeah. You're so welcome. Okay, any other questions about five step selling process, heart centered selling, handling objections, asking questions, all the things that we covered?

Speaker 1 ([01:58:08](#)):

Yeah. Good. You're welcome. Yeah. Thank you all you guys, I just love you. This is my joy. I love, love, love sharing this with you. All right. And if you have any feedback, we'd love to hear it. Uh, uh, constructive criticism is also welcome to be nice. I'm a human being and sometimes I cry. All right? Um, but would love to hear from you just the results that you've gotten, the insights. The number one thing is I want you in action. I want you to do something about what you've learned. And I wanna sit here and have this be some other webinar that you did that made no difference. I really want you to start practicing at least one strategy. Okay? Maybe you're just gonna start scripting some objections. Now, I will say this cuz I often get asked this question. I give all of my clients, all of my scripts, <laugh>.

Speaker 1 ([01:59:00](#)):

I just give it all to them in Rocky Massage Practice Academy, which that alone is, you know, massive ma massive value cuz I've already proven it with thousands and thousands of clients and made hundreds of thousands of dollars with those scripts with happy, happy, happy clients and all of that stuff. So that, that's a little, that's a little thing to just keep in mind that you don't have to go write all these scripts yourself. I have booking scripts, rebooking scripts, I have new client booking scripts. Um, I have scripts for reaching out and contacting people to network with and to get referrals without asking for referrals and like, just all of those things. And I'm working on, I still have this book, I have a book that I've written that's literally how to say everything you could ever think of in a massage practice, including all of the scripts.

Speaker 1 ([01:59:45](#)):

It's basically a massive mother book of how to say stuff in any situation. It's an expansion of the PDF that we're gifting you with. And that's been on my desk for about two years. And Jodi, maybe you could help me with that one. <laugh>, I have all of these gestating projects that just haven't seen the light of day and there's so good, you know, so, but enough of you are interested in that and maybe it would, uh, motivate me to actually get that done. Okay? Yeah. So good. Aw, you guys so good. Awesome. Okay, well, it doesn't look like there's any more questions, lots of love. Thank you. And then just go ahead and put in the, on the chat, on a scale of one to 10, how awesome was this for you? Okay. And then I see Allie's question, would you say that you need to have a lot of continuing education for your niche?

Speaker 1 ([02:00:29](#)):

You need to have enough. Like you can't say you're an equine therapist if you've never worked with a horse and never taken a training on it, right? If you, you, you gotta, there's certain things that yeah, that do require that you have a baseline for that and you are confident with that. So take extra training if it's available. But it might surprise you to know that I got certified in prenatal massage in 1996. I opened my prenatal practice in 2009 and I had only worked on about five pregnant women in my entire career. And I opened my practice for prenatal massage, not being a prenatal massage specialist. I, I really had no evidence other than I was passionate about serving that clientele. And I knew I could help them. I'd had two babies at home at that point. So, you know, home births are very, you're very involved in your own, you know, pregnancy and birth and, and care and it's, you're very involved in it.

Speaker 1 ([02:01:28](#)):

So I knew I was pretty hands on and I loved pregnancy and birth and all that, but you know what I did? I bought every single book I could find on prenatal massage. I bought every DVD off of amazon.com. I looked up research articles I built, I built, which ended up a lot of it becoming my maternity massage certification course that I now offer because I took all of these things and I synthesized it the way that I wanted to do it. I am the only instructor that I'm aware of that teaches how to put pregnant women face down on body cushions. Everybody else goes, you know, I've gotten, I've gotten some serious flack from other prenatal massage instructors in the world, and I'm just like, you don't know what I know. I respect it. You know what, you know, stay in your lane. I always put pregnant women face down.

Speaker 1 ([02:02:11](#)):

I've never had a single issue with 10,000 clients. It's not a problem. Like, I've got to the bottom of that, right? So I teach that. So take like, if you're interested in anxiety and depression, take courses on polyvagal nerve theory, take courses on trauma informed body work and somatic relearning and read a bunch of articles about depression and massage therapy and anxiety and massage. Like, you know what I mean? Like, become a resource of information for people so that you know, that you know something about something and that you're not being an imposter. It's one thing to like feel inadequate. It's a whole other thing to be inadequate. Make sure that you have the skills and the knowledge to hold yourself out as, yes, I'm a sports massage therapist. Not like, yeah, I, I took a three hour course on it in school. Like get some more continuing education on it I think would really help you.

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

Okay, question about, um, oh, sorry, Christelle. I'm curious how long it will take me to come up with my 50 reasons. I don't know. Let us know. It takes however long it takes. Um, and then Christine said, question, can someone that is receiving prenatal receive a 90 minute? Yes, of course, of course they can. And you can also have sex when you're pregnant and you can also have a massage during your first trimester and you can also have foot massage and you can also do all of the things that massage school told you that you can't do. Okay? So if prenatal massage is your niche, go do my programs. They're also, we have a basic one and a, uh, level one and level two certification you can learn about the on rock your massage practice.com. Okay? I know it's kind of silly, huh? Okay, awesome.

Speaker 1 ([02:03:47](#)):

Okay, now, now you guys have a bunch of prenatal questions that's not about heart-centered selling. Okay, <laugh>, I can answer those questions all day long, but let's talk about heart-centered selling. Oh, you want it all? Okay, so my main website is rock massage practice.com. And you'll see on there, that's where you can read about the academy. That's where you can also read about, there's a link to Jumpstart, but Jumpstart has its own website. Jumpstart your massage practice.com. And then there's a link in the navigation of my website on that says maternity massage courses. So that will give you all of the information about that. And then I will also give you, um, I will give you my Instagram, YouTube, and then the free Facebook, our big free Facebook group there. And then also, I would love it if you would go like my coaching page on Facebook.

Speaker 1 ([02:04:45](#)):

You can also send us a DM if you wanna communicate that way. And then, um, here is the Know your numbers free training if you haven't gotten that. And then I'll do, here's your, um, you guys want to, um, book in your, uh, group business diagnostic session and then there's the jump. So I just put them all right there so that you guys have 'em all in one place. All of the things that we covered and that we talked

about. And then here is the link to purchase the full eight hour Heart-centered selling training if you just want more. So, but I really, my intention was to just deliver the main key things that you, that you need. So that \$47 training is just for those of you that just know that you want more and you wanna expand that conversation, that's an opportunity for you to do that.

Speaker 1 ([02:05:33](#)):

Okay? And then also, uh, yeah, so Christelle, just get on, um, just get on one of the group business diagnostic sessions. And guys also, if you have an established practice and you wanna look at, uh, you want to do a one-on-one, um, clarity call or a business one-on-one business diagnostic session with, um, Justin or Cherri, you can book that right there. Okay? So we do the group ones with me and then Justin and Cherri do one-on-one individual business diagnostic sessions. If you already have an established practice or you've already talked to them in the past, um, and you wanna kind of follow up on, pick up that conversation again, then you can go ahead and book that there. Okay? Yeah. Thanks you guys. Hey, awesome. Thank you so much. Have an amazing, amazing evening. Have an amazing life, have an amazing practice. You guys deserve all the success in the world and it's a privilege to be with you and just nudge you along. Some of you have to like shove you off the fence in your journey, but to nudge you along and just to continue to expand your competencies, your knowledge, your, your resources, and just know that, that the support and the tools and the resources and coaching and all those things, uh, they're out there and I want you to take advantage of 'em. Okay? Yeah. Thanks you guys. You rock. Have a great evening. We'll talk to you later. Bye.