

ABUNDANT LIVING



The Professional Massage Therapist's
Guide to Earning \$100,000 a Year



Rena e B e c h t h o l d

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The Professional Massage Therapist's Guide To Earning \$100,000 A Year.

The ridiculously simple "secrets" that can enable you to make a lot more money, make a difference for a lot more people, and have a consistently thriving massage business no matter what the economy, or anyone else is doing.

*Blending Spirit and Universal Principles with
Authentic, Heartful, and Sound Business Strategies is the
Model for Successful Business in the 21st Century.*

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CHAPTER 1

Before The Beginning: The Story

This book is written especially for you. In these pages, I'm going to show you how easy it is for you to be making \$60,000, \$80,000, \$100,000 or more every year as a massage therapist working fewer hours than 95% of the rest of the working population.

In fact, it breaks my heart that you are not making that kind of income already.

“Why do I say that?” you might be asking yourself right now since you and I have most likely never met?

Because if you were -- making that kind of income already -- that would mean that you are making a difference for a substantial number of people. It would also mean that you are experiencing fulfillment and are able to have the lifestyle you've always dreamed of.

But since you are not, I'm going to make the logical leap that part of you is unsatisfied; maybe even not fully happy, and are most likely struggling financially. If you are struggling financially or surviving rather than thriving, then you are surely not mindful of how your abundance, or lack thereof, directly affects the wellbeing of so many others that you interact with. And yes, this breaks my heart, because for you to be prosperous doing what you love is much easier than you might think.

Please don't assume that because you did not pay any money to receive this information that it has no value or that it is just hype. What you are about to read will transform the way you look at and approach your massage business. I'm offering it this way because perhaps you and many others like you are in dire need of this information, this perspective, and these skills.

When it comes to massage business success, one thing matters more than anything else. Without this one thing, success will likely elude you. But, before we get started, I'd like to share a story with you to illustrate what I mean.

Stacy and Rebecca were reunited at a massage industry conference earlier this year. Eleven years ago, they decided, separately, to change their careers and become professional massage therapists. Rebecca and Stacy both lived in Florida at the time. They met while attending a highly regarded massage school and discovered they were a lot alike. They both came from large loving families, they liked the same music, read the same books and liked the same healthy food. Both were above average students in school. Both were smart and likeable. Both were filled with ambitious dreams for the future and both had dreams of opening their own massage establishment and creating an abundant life for themselves and their family.

Soon after completing massage school, Stacy moved to California to get married and start her professional massage career by opening her own massage therapy practice. Rebecca also started her career soon after school setting up her practice in Florida.

Although they lived on opposite ends of the country from one another, both developed similar styles to their practices and both had a similar core market and economic conditions in their different locals. Both were married and both had children.

But there was a difference; a big difference.

After many years, Stacy and Rebecca were finally going to see each other again. You see, Stacy was attending the industry conference hoping to finally figure out the elusive secret she had been missing because she was *still* struggling to have a financially stable and successful practice. Rebecca, had become quite successful and was invited to be one of the speakers at the conference.

So, why the difference between the two therapists you might ask? And for that matter, what's the difference between Rebecca, and *you*?

The difference isn't intelligence or talent or desire. It's not like Rebecca wants to be successful and you, or Stacy don't.

The difference is that Rebecca had taken the time and investment to develop her business skills as well as a powerful success mindset – the \$100,000 massage therapist mind. Stacy had not.

Can you guess which one was making over \$8,500 a month?

Yes. The \$100,000 therapist was the one who had developed and trained herself to have the most important of success factors. While the other therapist was still struggling to put all the pieces together, always shifting gears trying many different things but never knowing what things were the most effective things to do and when.

Rebecca now making over \$8,500 a month, began her career by developing a powerful and successful mindset and gaining effective yet, basic business skills. Early on she realized the importance of those two elements.

Stacy, still barely paying her bills and having to hold down another job, started out struggling and thought that by studying more advanced massage modalities she would have more clients and make more money. So she went back to school several times to get additional certifications. But these enhanced bodywork skills didn't translate into more clients, or more money, or more success.

Why would Rebecca's approach make her more financially successful than Stacy?

Stacy attempted to do business without the mindset or business skills necessary to create massive success for herself. This is the kind of thinking and mindset that she would get if she had developed her \$100,000 therapist mind.

In this book, I'm going to take you through what Rebecca did to become financially successful in her massage business.

First, however, you need to know the most important principle to begin your journey. In fact this principle is so important that if you don't have it and use it, you will, at some point in your career or life, find yourself struggling.

Everything Rebecca did and everything you will learn in the pages of this book stands on top of the foundational principle of “making a difference for others.” Not just a vague notion that “I want to help people” but a deep understanding of the plight of humanity and truly aligning yourself with making a profound difference from an unselfish, non-arrogant, non-greed place. When you intentionally and authentically invoke this principle in all that you do, especially in your massage career, then that principle will sustain you, if you keep yourself trued up to it. Use it as the lens you see through. Use it as the guide marker you check yourself with.

I tell you this because you may have a little voice in the back of your mind that keeps you financially small by fooling you into thinking that a certain level of financial success is somehow bad, or you feel some guilt or shame around it; or that it is more noble or spiritual to be poor and struggling (this is a type of arrogance). There is no way that you can truly make a profound difference for others as a massage therapist or body worker if you are broke or struggling financially. When broke or struggling is present, then what typically arises from that is stress and resentment. And that just spins you in a downward spiral.

Just take a moment to think through all of the touch points of what the money that flows through you from making a difference for others can do for your family and your community. By having money to spend, you can choose to spend it wisely and support other socially aware businesses or organizations who have a sense of mission that is aligned with your own. You can support the things you believe in. You can effect change in your world by directing money you earn toward socially responsible missions if you choose. Without money, you have less, if any choice in the matter.

If you don't aspire to be a Gandhi-like agent-of-change for your community that's OK. On a more down-to-earth plane, every dollar you generate with your business can make a difference at even the simplest levels of society. When you pass your money onto the grocer, who benefits? When you pay your rent, who benefits? Is it just the big business or the big landlord? No. Where does that money flow to from the point you hand it off? To pay the employees so they can then pay their rent and feed their children. It pays the farmer who grows that food or who harvests that food or who packs that food.

I recently had a conversation with someone who told me they chose their cleaning company because that company's mission was to be able to pay living wages to people in their community. In other words, to give people jobs with real sustainable wages. Starting to get a feel for what I mean? What you can earn can benefit your community in more ways than you have probably taken the time to think all the way through.

When you learn and master the skills and principles introduced in this eBook and taught with far more detail in the [\\$100,000 Massage Business Self-Study Program](#), you can be the agent of change in your world.

So, you've made a very wise decision by getting this eBook into your hands. It's definitely the right step toward developing your own \$100,000 massage therapist mind and becoming a \$100,000 a year massage therapist like Rebecca and many others who have learned these skills.

CHAPTER 2

Willingness

How much did you invest in yourself to learn your craft and to get licensed in your state or city? How much time have you invested and do you continue to invest in continuing education to learn more about health and body working techniques?

Do you think it's about time you started earning what you are worth?

I'm not talking about being obscenely rich. I'm talking about earning \$8,000 to \$10,000 a month as a massage therapist or body worker which puts you smack in the center of the economic middle class.

Yes, you are worth that... and more! Why? Because, as a healer and a healthcare professional, you are making a profound difference for people, their health and wellbeing at almost every level of their being -- physically, mentally, emotionally, energetically and sometimes spiritually. That is worth no less.

I hope you are ready to take this journey with me in these next few pages as you learn the simple processes, structures, and shifts that, if you take action on them, will cause you to be earning more money than you ever had being a massage therapist or body worker.

Before we get started though, I need to be blunt and direct with you. I hope that is OK. What you are about to read, please read very carefully as they are the most important words in this book.

You won't ever earn \$100,000 a year consistently if you aren't willing to take consistent and persistent action in two main areas: 1) shifting your mindset and 2) gaining and using basic business skills. Many massage therapists and body workers have sincere desires, hopes, wants -- but just merely *wanting it* won't cause it to happen. Consistent right action is the secret.

I've worked with hundreds of health and wellness professionals over the years, and what I tell them, as their business and performance coach, I'll tell you right here too: "If you want to make \$60,000, \$80,000 to \$100,000 annually as a massage therapist or body worker *you* must be a match for it. You must be a match to someone who can make \$100,000. Said another way, *you* must be in alignment with the conditions that cause you to earn \$100,000 a year. You must "embody" the beingness, energy; the habits of someone who is able make \$100,000 a year.

But, if you aren't willing to create a fundamental shift in what you do every day, including your mindset (what you think and how you think about things), you won't become a match to someone who makes \$100,000 consistently, thus it won't happen for you. Or at best, if you reach it once you won't be able to sustain it.

This eBook, as well as who I am as a professional business coach for alternative health and mind/body practitioners, is about showing you how to achieve and sustain profitable income year after year after year. The reason for this is that I know if you can sustain a profitable income you will be able to help and serve a lot more people than you will if you are broke and struggling and stressed about it.

First, you need to be willing to learn something about being in business. Not everything; just the important basics. Secondly, you'll need to be able to consistently execute what you learn. You need to be willing to work a little bit harder -- with moderation -- and stop being "lazy" or being a victim to your past.

I told you I was going to get direct here. DON'T LET THIS STOP YOU NOW. Just ahead I give you the very simple, yet powerful steps you will take to be earning \$80,000 to \$100,000 in just a few months.

What I mean by "lazy" is that most people -- when going for what they want -
- give it a couple of tries or a few months at best, then give up. They get impatient or want it to happen just because they spent a few months in school and now have a license or a certification. That is not the behavior of someone who is a match for earning \$100,000 a year.

What I mean by "victim" is that when things start getting a bit challenging, people start looking backwards and tell themselves the same story they've told themselves for years -- something along the theme of: "I'm just not good enough" or "There are already so many massage therapists in my area", or "the market seems to be so saturated" or "the economy is still bad" or "people just don't have money to spend on massage".

Believe me I've heard all the excuses there are for not making good money as a massage therapist. I've heard way too many excuses that people have for abandoning their dreams. And this is what breaks my heart. It breaks my heart that so many people begin to sabotage themselves before their journey has really even begun – simply for lack of knowledge.

There are only 2 reasons for not succeeding: 1) you never get started, or, 2) you quit.

So, I invite you to consider a completely alternate path. A path where you say, "I believe this is possible for me" or "*I can* do this." or "I trust myself that I can cause this to happen given the right road map, the right tools, the right support, and the right mentorship."

Are you ready...?

CHAPTER 3

What Is Profit?

The 2 fundamental principles that you need to embody as a business owner are:

1) Be Profitable. 2) Making a profound difference for others.

Yes! As body-worker, energy- worker or massage therapist with your own practice, you qualify as a business owner.

If either of the above two principles is missing, you and your business will be handicapped. If you're solely out to make a lot of money, that's not a good enough reason

and you will eventually burn out or quit.

If you are just interested in helping people (and secretly think making money is a necessary evil) and don't care about the money... well, unless you are already wealthy or, maybe lucky enough to have had a large trust fund left to you by a rich relative -- then you're also headed for a fall because you won't be able to pay your bills or take care of your family.

An enlightened business has both principles present. That's the foundation we will be building from. Here are a few things you need to know about business profit:

1. If your venture is not designed and set up to produce profit – you can't call it a business. Maybe a hobby, but not a business.
2. For anything to grow and expand it must produce something that wasn't there to begin with, something additional to what it started from, in other words, "extra". Therefore if you want your massage business to grow and expand, it must produce profit – anything less is considered loss.
3. Profit isn't the part you pay yourself as your wage for working your business. Your wage is a standard part of your business expenses. Profit is the resulting extra money above and beyond paying bills and wages

(including yours) for being the massage therapist and for running your company.

4. If your business is not profitable, it cannot continue to, or make much of a difference for people. If your purpose in being a massage therapist and having a massage company is to help others, you will fail if you cannot stay in business.

It doesn't take \$70,000 in expenses to make \$100,000 either. The massage profession can be a low overhead, high profit margin business. You just have to know a few key, yet fundamental business structures and processes that will have you experiencing this.

You won't need to go out and spend a lot of money on advertising and marketing. In fact, most people I coach spend virtually nothing on marketing and are easily earning \$100,000 or more each year.

You will, however, be asked to take consistent action on few key areas.

Massage is a personal service business. That makes it a relationship business; or said another way, a "word-of-mouth" business -- meaning it is primarily and powerfully built by people spreading the word about you.

But how do you get this to happen?

Do you consider yourself a fairly outgoing and friendly person? Do you have no problem promoting the types of things you like and other peoples' services, yet when it comes to your business, you get tongue tied and awkward? You're not alone. I'll be sharing with you how to break this pattern so that it is just as easy and natural sharing about your own business as it is others. Gaining the skills at being able to do this is critical.

Business won't just come to you if you keep your teeth in your mouth; that is, don't open your mouth and speak to people. You must be the first one to spread the word. But that means you'll have to get over your fear of talking to people about your own services, of letting people know that you are committed to making a difference for them.

This is the first lesson on becoming a match for earning \$100,000 a year. This is part of a \$100,000 massage therapist mindset you get introduced to in a few pages. It's your mental perspective and belief -- that is what must get shifted first. This is an area where you'll need to put yourself on the line and where you can cause a breakthrough in self-confidence. If you are unwilling to do this, then you should just stop right now and go get a job and stop dreaming of making \$100,000 a year.

If you are scared but willing to keep forging forward, then keep reading on because the "secrets" are easier than you think.

If you can have powerful conversations from your heart about things you are truly passionate about, then you will be connecting with people from a sincere and authentic place. No selling, no being pushy, none of that is ever necessary. Nor is it present when you are having these powerful, heartfelt conversations with people. You just need to learn what to say, how to say and when to say it – and then become proficient in doing so. This is called “sharing.”

Please understand you *can* build a \$100,000 practice on word of mouth alone. If you insist on blowing your budget on newspaper advertising, yellow page advertising, radio advertising, pay-per-clicks, advertising, etc., you'll spend a lot of money and for the most part, you won't attract the kind of clients you really want and you won't see the best return on your investment. In other words, you'll spend more on advertising then you will attracting quality, long-term clients. This is a general principle.

Summarizing, you won't need to put out a lot of money to earn \$100,000. However, you will need to *put yourself out there*.

Connect, engage, relate.

If you aren't comfortable doing this; get comfortable. If you don't have these skills, start gaining them and improving on them now. Start having them be a part of who you are. “How do you do that!” you ask when you are the shyest person you

This is a general principle for the average solo massage therapist. If you own a large massage franchise or a large clinic employing many therapists, there are some exceptions to this external advertising rule. Nevertheless, nothing trumps the power of word of mouth to build a strong, consistent thriving practice, no matter how large or small your current business.

know. Well, yes, you've got some personal development work to do on yourself now don't you? This is one of those things I mean when I say you'll need to start being a match to what you want and who you want to be.

CHAPTER 4

The Game of Business

Before considering your marketing options, it is essential that you have a few other business-growing functions put into place first.

A thriving massage practice takes much more than you just being an extraordinary body worker. In fact someone with just ordinary skills can build a \$100,000 business. It's not about how good your hands are or how good of a massage or bodywork you do. Surprised? Read on to find out exactly what I mean.

There are 2 primary business domains to look into and work from when assessing your career and success journey – I call them “games”. Those 2 domains are 1. The Physical game of business and 2. The Mental Game of business.

Your physical game consists of physical concrete elements such as structures, systems, processes – specific elements that cause your business and you to run effectively.

Your mental game can also be referred to as your mindset. It consists of more psychological, emotional, way of being, characteristics and habits you embody and behave from. Your mindset is a set of assumptions, methods, beliefs that keeps you behaving a certain way, whether that behavior is empowering or disempowering; causing you to expand or causing you to contract. Because understanding each of these domains – games – is so critical to your success, we will be exploring these and how they play a role in your becoming a \$100,000 massage therapist.

The Physical Game

The first action you will want to take is an inventory of your knowledge and skills in the area of massage business. Here' where you can start looking:

Let's take a look at a few examples of what some basic business structures, systems, and processes are.

- Goals with specific measurable elements and a by-when date.
- Calendar schedule with
 - Blocked time you are working on clients
 - Blocked time for working on your marketing, finances and other business related actions.
 - Blocked time for personal stuff
- Business and Personal Budget
 - Intake form and client files
All massage enterprises need an intake form for new clients to fill out. This intake form should include (but not be limited to) the following elements:
 - Contact information
 - Health history
 - Goals
- Marketing plan which should include your
 - Referral structures and system
 - Structures and systems for consistently staying in touch with your customers, current and past.
 - Processes for building alliance relationships with other business owners.
- Sales System and Process
 - Effective Intake process
 - Knowledge of how to easily and naturally convert interested prospects into long-term clients.
- Client Management process
 - Client files, client progress forms and process
 - client follow up process
 - customer service processes

If you are a brand new start up you will also need to include:

- Business name
- Business license if applicable in your city or town
- Local ordinances and laws
- Bank account
- Equipment and supplies
- Bookkeeping software
- Telephone
- Computer

These represent a few elements in your physical game. How many of them do you have in place? How many of them are you consistently executing on?

The Mental Game

Your mental game on the other hand is less concrete than your physical game. It can be the most elusive game since it is conceptual and has more to do with your everyday way-of-being and your context than anything you do or say. It consists psychological, emotional, mental, and habitual characteristics you embody and behave from. However, your mental game is perhaps the most important game. It is your mindset. It is instrumental in how you think, how you react to things happening around you such as breakdowns, roadblocks, or other people's reactions. A few of the important mental game success characteristics are:

- | | |
|-------------------------------|---------------|
| • Self-Worth | • Persistence |
| • Belief in attaining success | • Discipline |
| • Commitment | • Integrity |
| • Intention | • Clarity |
| • Focus | • Patience |
| • Consistency | • Accountable |

The above are all important aspects of you that will have a huge impact on how successful you can be.

So, here are a few inventory questions you can use to do a simple check-in with yourself. How many of the above attributes do you have? Are you *being* confident or are you letting your lack of confidence hold you back? Are you *being* committed or is your lack of commitment keeping opportunities from showing up? Are you *being* focused; or are you being distracted, scattered with your time and attention. Are you targeted, or do you aim at too many things and constantly shift form this thing to that?

If your mental game is so important to your success, what areas could use improving? Awareness is the first step to transforming yourself to being a match to the reality of full classes and private schedule. If you find that you have several things standing in the way of your being able to express the above characteristics, then you may want to check into engaging a business coach to help you identify and remove the blocks to your success just as an athlete would do if their goal was to be a champion and win.

Working with these two games is a continual and ongoing process for business owners. We are continuously playing these two games when being effective and operating a thriving massage business. That's one reason why it can be so fun. And if it's not fun, take a look at your mental game.

On the following pages we will begin to explore these two domains and how they play a role in your becoming a \$100,000 massage therapist.

CHAPTER 5

Inventory Your Skills

The next few pages will explain in more detail elements which are critical if you want to start being a match for \$100,000 a year.

Your physical game and your mental game of business can fall into the following major categories:

- Mindset
- Knowledge/Skills
- Plan
- Capacity
- Consistent Action

MINDSET - Confidence, self-worth, belief in attaining success, commitment, patience, persistence, consistency, discipline, intentionality, attention, integrity, clarity, focus, passion, possibility, positivity, honesty.

As stated in Chapter 4, your mental game or mindset is probably the most important ingredient of all for being a match for \$100,000 a year. Having the right mindset will begin to naturally steer you into the right knowledge, the right actions, and the right resources.

Your mindset will have a huge impact on how successful you can be. So really, stop what you are doing right now and do that inventory of your own internal mindset. What needs work? It's OK, to not be 100%, a full-on, master at all of these. No human I know is, including myself. However, if you don't know or take an honest, non-attached, objective assessment of yourself in this area of mindset, you won't know what to improve in order to help you add speed to your journey. You will hit roadblocks and not understand why. These roadblocks may

block or slow down your journey towards where you want to be as a massage business. It's better to understand them now and determine some possible solutions ahead of time rather than waiting till you get really stuck. Surprisingly, and contrary to what your mind might tell you, some of these mindset issues and subsequent roadblocks can be taken care of with one simple word: *Action*.

KNOWLEDGE and SKILLS - You may have a gap in your knowledge about the business basics ie. fundamental business skills and processes. You'll need to discover what that gap is and start filling it in. In other words, start training yourself and learning the **business of massage** – because this knowledge gap is keeping you from your \$100,000 practice— or even a \$50,000 for that matter. In the following pages I will be taking you through a few of these skills and knowledge base you need to become a match for making \$100,000 a year.

PLAN - Once you've done an inventory on yourself or gotten someone to help you inventory yourself, then you'll need a plan of action to start gaining that missing knowledge and those missing skills.

Planning also involves having a plan or a road map for growing your business. A plan includes a description of the action steps you need to take spread out over a specific period of time.

CAPACITY – is an extremely important element and concept to understand and integrate into your planning. You need to know if you have the time capacity, the emotional capacity, the knowledge capacity, the skill capacity and the financial capacity to embark on your journey and reach your goals.

CONSISTENT ACTION – is the all important ingredient that is the glue to bring everything together. Without consistent action, no consistent results can be attained.

The problem is that most humans fool themselves into thinking they are consistent when in fact they are not being consistent. Would you like to know how you can tell if *you* are being consistent or taking the necessary consistent actions to have a \$100,000? Track and measure your behavior every single day. See what you are actually doing. Our memory about ourselves in this area can be poor. Being honest with yourself is critical and is also a characteristic of someone

who makes \$100,000 a year. Tracking your actions is a powerful tool to help you grow.

It may take you some time. Be patient with yourself. Think of your business as a prolific fruit tree that has just been planted as a sapling or seed. True to the design of nature, this tree, in its infancy will not bear fruit right away. It has to grow its root system, its feeding systems. It needs nurturing and the right kind of care to grow it to the level of maturity where a small amount of buds can appear for its first fruiting season. This takes a couple of years to get to the point where this new tree can start bearing a true abundance of fruit season after season. In other words, patience and realistic natural processes apply to you and your business just as much as they apply to growing fruit trees.

In the next few pages you'll learn what some of these fundamental actions and natural processes are so that you can start putting them into place and filling your knowledge and skills gap.

On the other hand, if you think that your problem is you don't have enough massage skills and think you ought to invest in learning yet another massage style in order to be more successful... you probably already know enough— to start making *real* money that is.

As I previously wrote, for a massage business, it's not solely about the massage. If you are a seasoned or advanced therapist rather than just being fresh out of school, what is missing for you is not more massage technique skills. It's your massage *business* skills that are missing. That's the knowledge you should be concerned with learning right now. No, you don't need to go get a business degree. You just need to learn and put into action a few fundamental and foundational pieces to the puzzle.

The first action you can take is an inventory of your knowledge and skills in the area of massage business. Here's where you can start looking:

- Do you set goals?
- Are they written down?
- Are they specific, concrete, measurable?
- Do you have a financial goal?

- Do you have a time-line with monthly financial targets?
- Do you have a brief easy-to-execute business plan or model, written down?
- Do you have a simple to execute marketing plan?
- Do you follow it regularly and consistently? Do you know how to?
- Do you know how to ask for referrals? Do you ask for referrals? Do you get a steady flow of referrals?
- Do you have your work day scheduled -- all of it, not just your clients?
- Do you know how to schedule your clients, your work and your life in such a way that you have balance and have energy left over?
- Do you follow your schedule?
- Do you have a financial operating budget?
- Do you know how to put one together? Have you ever put one together? If so, do you follow it so that you can experience effective cash flow.
- Do you know how to easily and naturally convert interested prospects into long-term clients?
- Do you have a clear vision for yourself and your business?
- Do you have clear strategies that will have you reach your financial goals?
- Do you know what it means to be profitable?
- Do you know how to use software tools to manage your business, your prospects and clients and to manage your financial records?
- Can you read your financial reports and be able to make good decisions about the direction of your business?
- What do you know about client management?
- What do you know about practice management?

In the following chapters we'll be covering a few of these pieces just to get you started. It will be up to you to follow through with executing on these and the others if you want to become a match for and ultimately be earning \$100,000 a year.

CHAPTER 6

Design Your \$100,000 Success Plan Part 1

GOALS

Let's start with goals.

In order to be effective, goals must have the following characteristics:

- Specific
- Concrete
- Measureable
- By-When-Date

Most people don't actually set goals. They have some kind of unclear, non-specific desire to "make more money" or "have more clients" or "I want my business to provide me with a comfortable living." But if you don't get super-specific around this, it won't happen. What does "more" mean *to you* ? What does "comfortable living" mean *to you*?

Get specific. The more specific you are, the more clarity you will have. Clarity produces results.

One more thing: Stop trying to figure out HOW to achieve this goal before you are come up with it. Just set a goal and stop worrying about the how. We'll get to that later.

When you are 1) clear about your goal and 2) committed to it -- I mean truly committed to your goal-- you *will* find the way to make it happen; you *will* naturally begin to discover the how. Often the how simply starts to reveal itself -- it begins to show up once you start the process rolling. As a business owner, the most important goal for your business is your financial goal.

Now once you set that financial goal, you'll need to check in with it. Is it doable? Is it achievable given the different circumstances in your life right now?

There are several sets of guidelines you'll have to run it past. Remember a goal must have 'by-when' or completion date. That means the exact date you are committed to having it achieved without knowing whether you will achieve it by then. Just be bold and decide ahead of time what that date will be. Trust me, if you do it this way you will hit that target more often than not.

So, if you set a \$100,000 as your financial goal, great! I applaud you. However, if you set it to be accomplished for 3 months from now and you're only making \$1,000 a month currently -- then you're probably being unrealistic with your time capacity. By the way, it's a good idea to break your annual goal down into a monthly financial target amounts since a monthly amount is easier for your mind to conceive... and business works on monthly cycles anyway.

You might not be sure if your goal is concrete enough, specific enough, or if it can be measured. Below are a few examples to help you get more specific with your goals.

Example #1: I want to earn more money this year.

This is a great desire, but it is not specific. No one, probably including you, knows what "more" means. And "this year" could be any time during the year. There's nothing concrete nor compelling in this statement. It is a desire; a wishful dream, but not a goal.

Try: I will earn \$60,000 by December 31st 2012 or I will earn \$5,000 a month by December 31st 2012.

Example #2: I want to have a thriving massage practice.

Again, really great aspiration, but nothing specific nor measurable. How will you know when your practice is thriving?

Try: I will consistently have 5 clients a day, 4 days in a week by September 30th 2012 and repeat this at least 4 months in a row.

Capacity

Do You Have The Capacity? Let's take a look at your Capacity.

Most people who set goals miss the step where you line up your ability and capacity to your intended goal. In order to check whether your goal can realistically be achieved in the time frame you want, you'll need to look at several criteria.

What is your experience level and earnings history? If you don't know how to make \$8,333 per month yet and you've only ever made \$1,000 or \$2,000 a month, then you have some additional skills to learn as well as additional

CLUE –Chapter 5 provides a look at some of the basic, foundational massage business systems and structures. These will take you longer than a few months to create, implement and start executing regularly and consistently.

structures and systems to set up and start using. It may take you longer than 3 months to learn them and put the required structures and processes into place and begin executing on them regularly and consistently. The conditions of “regularly and consistently” are conditions that cause your business to grow incrementally each month till you are making \$8,333. In other words, to become a match for

\$100,000, you can't have pie-in-the-sky expectations.

The next aspects of “Capacity” we must look at are the following:

- How many hours a week are you willing to work?
- How many days a week and hours per day will you be working on clients?
- How much do you charge for the average client hour?
- Do you have this exact amount of time blocked out and set aside in your calendar or schedule?

If not, then that's another mis-alignment or mis-match. You will need to have the weekly time capacity for earning \$8,333 per month. That's the next piece to set up.

If you don't have the time/schedule capacity for one reason or another, then you will either have to alter your schedule or alter your goal.

If we take an average of \$70 per client hour and divide that into \$8,333, you will need to be seeing approximately 30 clients per week given a simple month of 4 weeks. That's 6 client-hours a day 5 days a week.

Table 1: CAPACITY

\$8,333 Monthly Goal
÷
\$70 Per Client Hour
=
30 Clients Per Week
Working 5 Days Per Week
=
6 Client Hours Per Day

- Do you have the physical energy and health for this?
- Do you have the emotional or psychological capacity for this?
- Do you have the space to see this many people and to expand your business to this level?

Now you can start to see that there are several different factors to consider before you make your final commitment to your financial goal.

If you live in a region where \$80 or \$100 per client hour is the norm, then of course you can work with fewer clients to earn your \$100,000 a year. There are locations where even \$70 per month is too high. So you'll need to alter your capacity and add another revenue stream (such as sell products) to make the \$100,000. It's still very possible and doable – regardless of how much resistant your stuck-in-the-past mind wants to throw at you.

If you are single parent and can only work 20 client hours per week, you can still make a substantial living. In Southern California one of our a massage therapist business owners easily earns \$5,000 a month and only works 20 hours

per week due to her additional commitment to being a great mom and having a small child at home.

If you haven't taken the time to really pull this apart and look at the details, then that may be why you are not making the kind of money you want to yet. This is Clarity. Be clear with the details and "the way" will begin to emerge.

CHECK IN

Let's look at the system so far. Set your goal. Determine whether it is achievable given your capacity and circumstances. If it is not, simply alter it so that it feels more achievable.

Let's say you chose \$100,000 as your goal and your by-when date is 12 months from today. That means you are giving yourself 12 months to achieve that goal. If you have never had a business before and you are starting from scratch, I'd

encourage you to give yourself 18 to 24 months.

Our business owner clients who have followed this system and are in a coaching program have, on average reached \$5,000 a month in 11 to 12 months starting as a brand new business.

If you are in business and are already making two to four thousand dollars a month, then 12 months is doable. A stretch – but doable.

You'll really have to be diligent and rigorous with yourself. No lolly-gagging and letting yourself off the hook. On the other hand, you don't want to become impatient either.

As previously mentioned, you want to break this annual goal into smaller monthly targets. Your mind can grasp a monthly goal better, where as an annual goal is just too large at first. So, when setting your goal put it into monthly terms along with the month, day and year that monthly goal will first be achieved.

EXAMPLE: \$8333 a month by December 31, 2012. (\$8333 annualized is \$100,000.00)

CHAPTER 7

Design Your \$100,000 Success Plan

Part 2

Create a Written Timeline

The next powerful action you can take for developing the conditions for making \$100,000 a year is to create a written time line for achieving your goal. This becomes your road map. You will need to time line out what you will be making every single month starting now along with the average monthly amount you are currently generating. Then, gently increase this number until you hit your 12 month mark.

Here's what that might look like given the following example:

If you are already earning \$4,000 per month, let's see how you can reach \$8,333 per month (for \$100,000 per year). That's an increase of \$4,333 per month. Since that's a difficult increase to do all at once – within 30 days, (you'd have to bring in 62 more clients all at once), you gradually increase until you are at \$8,333.

The simple way to do this is to take \$4,333 – the increase – and spread that over the year. So we divide \$4333 by 12 and get an increase of \$361 each month for 12 months. See the example in the table 2.

To even out the leftover numbers that result from dividing and multiplying, we have averaged the numbers to the nearest client hour number based on \$70 per client hour.

Table 2: TIMELINE: Start from \$4000 on December 31, increasing to \$8330.

January:	\$4340	July:	\$6510
February:	\$4690	August:	\$6860
March:	\$5040	September:	\$7210
April:	\$5460	October:	\$7630
May:	\$5810	November :	\$7980
June:	\$6160	December:	\$8330

The next item to consider might seem ridiculously simple, but you can't believe how many people step right over this simple, hidden-in-plane-sight detail and don't ever factor it into their plan.

- What are you selling?
- How much of it are you selling in order to meet your monthly financial targets?

As a body worker or massage therapist I'm going to assume that your main revenue channel is your massage or body work modality. So let's break that down too. If you don't know these numbers in their technicolor detail then it doesn't give you enough clarity to easily be a match for \$100,000 a year. That's why this is important.

See the example in Table 3. We are using our average of \$70 per client hour. Here we break down the number of client hours per month by dividing \$70 into our monthly financial targets. That's how we know how many clients or client hours we'll need to serve in order to earn our monthly target amount.

Table 3: TIMELINE: Start from \$4000 on December 31, increasing to \$8400.

Month	Monthly Revenue	Client Hours	Month	Monthly Revenue	Client Hours
January:	\$4340	62	July:	\$6510	93
February:	\$4690	67	August:	\$6860	98
March:	\$5040	72	September:	\$7210	103
April:	\$5460	78	October:	\$7630	109
May:	\$5810	83	November:	\$7980	114
June:	\$6160	88	December:	\$8400	120

This knowledge alone – the exact amount per month you want to earn till you hit your ultimate target of \$8400 per month as well as the exact number of services you will need to sell to hit that target – is the very clarity you need to be able to achieve your goal. It's the very foundation that everything else will be built upon.

However you will need to create your own written and documented timeline for your own business goals. (Remember that in the above example we are using \$8400 per month which is slightly more than \$100,000 per year so that we can evenly divide by \$70.) This financial timeline is the foundation that you will use to decide what marketing you will need to undertake. It's even the foundation your subconscious mind needs to know in order to more powerfully help you achieve your goal.

CHECK IN

Once you have your financial goal, your monthly timeline targets that lead you to your goal, what you will sell and how much of it you will sell... what else do you need to know?

The next thing you'll need to know and put into place is to make sure you have the time in your calendar schedule to hit your ultimate financial target of \$8400 per month and 120 client hours per month. How do you know if you have the time capacity?

Schedule

You use a calendar schedule to set your client appointments, right?

I hope you aren't doing what 90% of therapists do when I first meet them. I hope you don't have a wide open schedule of 6 days a week and wait till your client tells you when they want their appointment then schedule it around your clients' whims.

What?! You're doing that some of the time? Why?! You think your client won't want to come to you and you think they'll go somewhere else? Let's cut to the chase. First that's just not true. However, if you believe that, I probably can't convince you otherwise with just a few words on a page. Those who are a match for \$100,000 a year practice and who are doing it right now have and use an organized and capacity-driven time management tool to schedule client time inside of an effective flow. Not only is client time scheduled in such a way that it creates consistency, flow, and balance for you, but other business management and marketing actions should also be scheduled so that they are handled consistently week after week.

Why all this emphasis about consistency? If you don't create structures and processes that cause or enable *you* to be consistent, you can't produce consistent

CHECK IN

OK, now that you have a goal, you've time lined your goal into monthly financial targets, you know exactly how many client hours will have you reach your goal, you've blocked/set aside/reserved that many client hours into your schedule structure... what's next?

income. If you can't produce consistent income, eventually you just can't help or make a difference for more people.

Let's take a look at how you can organize how you manage your schedule so that you can use your calendar schedule as a tool to create conditions for a \$100,000 practice.

First, take the number of client hours you need to perform in order to achieve your monthly financial target for earning \$100,000 a year. In our example above, that's 120. Since it might be easier for you to conceive of a weekly schedule rather than a monthly schedule, let's break that 120 client hours down into a bite sized weekly number. For ease of calculating, let's just use a simple 4-week month.

$$120 \text{ client hours/month} \div 4 \text{ weeks} = 30 \text{ client hours per week.}$$

Now, go decide how many days per week you want to work and how many hours in each day you want to work. Schedule reasonable and efficient turn-around times in between each client. Now go block the time in your main schedule or calendar structure. This may be a book or it may be an electronic schedule.

Regardless of what type it is, block it. This is when you will make client appointments. Clients *will* work around your schedule given that you have standard hours that your ideal market generally wants. I promise you that. You don't need to chase your clients nor turn yourself into a pretzel trying to match their life. Even if they tell you point blank, "I can only come after 5:30 pm!", and your last appointment time is 4:00 pm, given the right questions, connection and conversation with your client, they will find a way to match your schedule. If you are weak or indecisive on this point, however, they will suss it out, they will feel it from you and will continue to press you till you cave.

Change this one practice and you'll be so much happier and effective. When you are happier and effective, more of what you want flows to you. And stop fearing that your clients won't want the time you have available. If you block the time, they will start showing up. You need to be committed to this. If you are not and become wishy-washy out of fear, you will often create exactly what you fear.

By the way, “wish-washy” is a way of being; a disempowering way of being and is not a match for earning \$100,000 a year.

What’s next after you’ve blocked your calendar with the exact number of client hours that is in alignment with your goal? Go find that many clients, of course.

Whoa. “How do I do that?”, you ask, your stomach churning with anxiety and worry.

“If I knew how to do that”, the little voice in the back of your head might be saying emphatically, “I wouldn’t need to do all the other stuff you just spent 30 pages telling me to do.”

Fair enough. But let’s see if you’re right.

Why do you think getting knowledge and training around business is the most important step for you right now?

Because it’s human nature to assume that if you knew how to get all the clients you want to come flooding through your doors you wouldn’t need to set goals and block your schedule or anything else that’s “business-y” for that matter. That’s the assumption (false though it may be) a lot of small business owners make when first starting out or when wanting to grow their practice and make more money.

The most important thing to know how to do is to be crystal clear about how much money you want to make, how many clients you want to work with weekly and monthly and how many hours you have to work in order to do that. That’s the very clarity that will produce a synchronicity of energy and opportunities that start attracting the flood of clients through your door. Without that clarity, it’s nearly impossible. That clarity and that commitment has a strange way of changing you at a subtle level. That change causes subtle changes in your behavior which in turn starts to cause the exact results you want; more clients, more revenue. I’ve seen it happen over and over again with the clients we’ve worked with over the years.

CHAPTER 8

Attracting Your Clients

Marketing

The next most foundational business system that must be in place to bring clients through your door is Marketing. This is a vast topic. In this limited eBook, I'll discuss just the basic of the basics for a personal service business like massage. Yet by simply following the basics with consistency and precision, you can earn \$100,000 a year.

First of all let's start out being clear and on the same page about what marketing is and is not. Marketing is not primarily promoting your stuff. Nor is it about selling your stuff. Many people thing that "marketing" and "sales" are synonymous. They are not. They are completely different functions that you and your business need to have processes for and keep straight. Don't try to sell when you should be marketing. That's where most people run into their biggest challenges and end up feeling bad about it. Marketing is about your market or your marketplace and gaining the attention and interest of that market.

- What and who is your market?
Start out creating a clear, written description of your ideal client. That's who represents your market.

You'll need to know the answers to questions like:

- Who are they?
- Where do they live?
- What do they like?
- How much is there general average income?
- How do they operate in the world?
- How do they relate to you or interact with you?

It's like a novelist fleshing out the details of their characters in a book. Know the characteristics of your ideal client. That's the only way to be able to deliberately and purposely begin attracting that type of person. Without this clear description, you will attract random clients; some you like, some you don't like, some are ideal, some are less than desirable. And the less desirable ones tend to complain and never seem to want to pay you what you are worth. Sound familiar?

In the \$100,000 Massage Business home-study training program called [Build My Massage Business™](#), there is a multi-page questionnaire helping you to define just what type of client you want. I'm sure a bit of research on the internet, can also help you come up with a really clear description of all of the characteristics you want in an ideal client. Just do the work. Don't keep it as a vague idea in your head.

Next, understand that your business is primarily a "Word-of-Mouth" style of business. Massage is a personal service business and these businesses are built best via word of mouth. Why? Because your ideal client needs to trust you and be familiar with you before using you or staying with you long term. A small ad in Craig's List or having a flyer up on a random bulletin board isn't your best option to attract your best clients. While this has worked for some people to bring in clients, in general, it is not a method that is designed to bring in the majority of your quality, longer-term, health minded clients. Think about it. When you have a really high quality client who rebooks with you regularly, don't you wish you had fifty more just like them?

So... how do you find them, or better yet, how do you generate those types of clients? Well, once you have defined who they are, then the answer to that question takes us back to word-of-mouth.

How do you cause your biggest fans to refer you to others in their life? Your biggest fans could be your current clients or simply people you know.

Promoting a personal service business is pretty straight forward. In other words, there aren't 60 different ways to promote it. Because trust and familiarity — elements of word-of-mouth marketing — are so important to a

personal service business like massage, there are four primary ways to effectively attract your ideal clients to your business.

In [Build My Massage Business](#)[™], Metro's \$100,000 Massage Business Self-Study Program for massage and body work professionals, the Marketing section provides over 100 pages of step-by-step instructional details on these four critical areas of word-of-mouth marketing. It not only teaches you about the fundamental approaches to marketing, you get detailed scripts, audio instructions and even professionally developed four color marketing materials. Marketing is so important to your long-term ability to generate business and maintain consistency and stability that it cannot be relegated to quick tips and tricks or an event here and there. You must become a master at marketing *your* business. And you can. It's simple, but it requires that you learn and embody these skills.

Understanding word of mouth marketing at that level can literally cause your business to increase over night and add immediate income to your practice by using techniques from these four main approaches.

Here we will simply hit the hi-lights, several of which are so simple you can start taking action on them immediately. Let's take a look at a few of them.

Current Client Referrals. This might be an area where you are already quite proud of yourself and rightly so. You may have been in business long enough that most of your business comes from customer word of mouth. But can you *cause* more? Do you know how to *cause* more?

If you find that you don't have as many clients referring to you as you would like, then you'll need to learn how to actually cause and inspire your clients to refer to you – all the time – not just sometimes. And... this may not happen simply because you are truly the most awesome massage therapist or body worker/energy worker in town.

The best way to cause more is to start requesting more. And yes, there are effective, powerful ways to have referral conversations and there are ineffective, disempowering ways. But if you never or rarely have them, you'll only receive referrals by chance rather than by intention and design.

Referrals by Other Professionals A powerful way to grow your business is to develop relationships with other professionals who have your clients. Have you ever gone out of your way to get to know other health professionals that are in the position to refer their clients to you for massage? What about athletic trainers? Or Acupuncturists? Or Chiropractors? These professions are perfect synergies for your business.

Another powerful word of mouth tactic is to get good at **Networking** in your community. If you notice around you and watch the habits of other successful and heartfelt business owners, you'll see that they really care about people and they are good at mingling and getting to know other business owners and people in their communities. Networking doesn't mean you schlep yourself around town handing out *your* cards and telling people about *your* stuff. Networking is so much more than you and your world. Being good at networking means you get to meet a lot of people, develop relationships and are able to serve and help others. People remember you when they get the sense you want to help them, not just yourself. Much has been written about business networking. I recommend you do a bit of research on the search engines and learn how to get better at networking. Perhaps buy a book or two on the topic. Join a business networking group or get involved in your local chamber of commerce or other groups of people.

Finally, a discussion about the four vital areas to build word of mouth business can't be complete until we discuss your **Past Clients**. Yes, your past clients are an excellent way to increase your current business. For so many massage therapists I've spoken to, contacting their past clients strikes the fear of God in them. The therapist figures that if their past clients liked them, those clients would have contacted them. So they don't. In making this decision, they leave out a full 25% of the effective ways to build their businesses.

"Oh no!" "What if they didn't enjoy the service I gave them or didn't like me? What if they think I'm pestering them, or hang up on me when I call them? I just couldn't bear the humiliation!" Sound a bit silly? Yet, that's what a lot of massage therapists are secretly are afraid of. Start with really being honest with yourself in this area so that you can reframe the context you have about calling or contacting past clients who are no longer on your books.

The first thing you want to notice is how much of that fear is based on *you*. Your concern is about *you*, not the client and their health. Hmm, sounds a bit self-centered when you get some distance from it.

I have some good news for you. That fear you have -- that past clients might be rude and obnoxious to you -- could not be further from the truth. The biggest reason your past clients are no longer your current clients is because of something *you* are missing... and it's not massage skills. The biggest thing that is missing is that you haven't kept in contact with them. They forgot about you. You are not foremost in their mind. Familiarity is slipping away. It has nothing to do with whether they like you or not, or whether they like your body work or not. So, go contact your past clients without trying to sell them anything. Go find out about them, how they are doing, how their body is doing. Try it. You might just be surprised. This is called "Customer Service".

You can still spend money on advertising, if you like. But if you don't have the above four foundational marketing strategies in place, you are leaving money on the table and spending too much money for the return you'll get.

Action Plan and Timeline

Once you know what you will be doing in the arena of marketing – in other words, the ACTIONS you'll be taking, the next important organized step to take is to determine when and how often you will execute your word of mouth marketing actions. Just knowing about them and knowing you should do them isn't enough of a tipping point or critical mass to extraordinarily impact your business. You'll need to create a plan of action for consistently executing your marketing actions. That means you need to place these into your timeline so that you know when to do what. Please do not keep this in your head. That's the first way to creating inconsistency in your business and inconsistent income in your bank account.

You probably guessed it, your time line is your road map to achieving your financial goal. It documents your goal, your monthly targets, the specific actions you will take each month to hit your targets.

Without this road map, earning \$100,000 would be like trying to drive from New York to Los Angeles without a travel map or gps; without knowing which roads to take and without any road signs to follow. Most of us don't have a gps in our heads. We need to map out the highways we'll be taking as well as where we'll be stopping for rest, fuel and food.

Growing your business is no different. If you don't have a plan of action for your business – a road map -- you can only get so far. Several limitations will quickly appear: 1) You will hit a ceiling in the amount of money you can make and that ceiling will usually leave you overworked and underpaid. 2) You will quickly run out of resources with which to grow and expand your business because you are simply wondering all over the place without a plan.

Work this plan out on paper. Use your timeline. Use an organizational chart. Use an annual calendar. Spend a bit of time planning it out. You may need to do some research depending on what your plan includes and what your current capacity is at the moment to execute on the plan and fulfill your ultimately strategic goal.

Once you know your overall business plan, you can document your Marketing Action plan so that you can map this out in your weekly and monthly calendar.

Sales

These are your skills in converting and retaining clients. Another way of referring to it is your company's sales processes or sales procedures or sales systems.

No business is truly a business without selling something. You sell massage services. People purchase massage services from you. That's the exchange of value. Others must know what value they'll be getting before they fork over their hard earned money to you and you must know how to heartfully and authentically communicate this value without being "sales-ey" or "pitchy".

How is the process of sales different from being “sales-ey”? Being sales-ey or pitchy tends to appear and feel pushy, manipulative and sounds like you’re trying to “sell” something rather than simply and authentically communicating a solution to a problem, need, or desire. That’s what many therapists initially think of when they hear the word “sales” or “sales system”. However, they are not the same thing. They are as different from each other as bread is from bicycles.

A sales process or sales system is a critical business function and you can’t thrive in business without one. But that does not mean you have to become “sales-ey.” You can be yourself. You can be authentic and full of compassion and powerful and kind and still have a very effective sales process.

Definition of Sales

The process and conversations which facilitates a person buying or not buying your services.

Developing and deepening your skills in converting a prospective client into a full on and consistently recurring client and customer is the most important and powerful skill you can acquire and develop. The ingredients of your sales process goes hand in hand with your skills.

Here are the minimum things you need for your sales process:

- Effective Intake forms.
- Effective First Visit process and conversation.
- A recommendation or treatment plan.
- Inventory of questions to ask your client about them selves and what they want.
- A clear client goal.
- Forms to track and communicate client progress.

The Sales section of the [**Build My Massage Business™**](http://metromassage.net), Metro’s \$100,000 Massage Business Self-Study Program for massage therapists, provides a thorough and invaluable training in this vital skill. With over 100 pages and several hours of audio training that include how to build customer relationships, scripts and effective sales sequences for selling group, private and corporate massage, you will be equipped to grow and sustain your business like never before.

If you truly want to make \$100,000 per year as a massage therapist and truly want to impact the health of your community, then it's time to give up.

Give up what?!

Give up the notion that you are just a massage therapist and all you want to do is massage. That's called being an employee. If, on the other hand, you want to grow a thriving business for yourself – and you can, no matter what town or city you are in or what the economy of that area is – you will need to focus on a few other things besides just massage. By focusing on a few other things, it will bring you the volume of massage clients you say that you really want.

CHAPTER 9

Your \$100,000 Mindset

As you learned earlier, a powerful, successful mindset is critical to your achieving that \$100,000 level. In this chapter we cover the four most significant characteristics listed in Chapter 4.

Commitment

On an energetic plane, commitment is a force in the Universe. To understand how important this force is, think of the force of gravity. Its effects are both visible and invisible. It's powerful, yet you rarely stop to think about its force and its effects even as it is working in every moment. We do, however, stop to consider its effects if we are faced with jumping from a very tall building. Gravity keeps us safe when we know and are aware of its benefits and dangers. If you can think of commitment with the same weight of importance and consideration that we give gravity in significant moments of your life, it too will grant you huge benefits when used, and underwhelming results when not used.

When you engage commitment as an invisible force in building and growing your business and revenue, opportunities show up. It is for you then, to take advantage of those opportunities. How can you tell which are the best opportunities and which will get your focus scattered? First, check in with your strategic direction; your goals, your time-line and what you are committed to. If they are in alignment, then it is likely that the opportunity that showed up out of being committed will get you closer to achieving those goals.

FOCUS

See if you recognize these scenes.

#1: Imagine you're sitting in your office with your phone. You have two important tasks to complete. One is confirming your appointment for the next day; the other is calling your leads from the health fair you participated in yesterday. You are just about to make some calls when your phone rings. It's your mom, or your best friend. You decide to engage in a brief conversation with them. Pretty soon, they taking you to a really cool website they found; during the conversation you noticed some emails pop through so while talking to your friend or mom or whoever, you multi-task and open a couple of those emails. Forty-five minutes later you finally hang up the phone. But one of those emails was a complicated question from a client. You decide to go ahead and answer it just to get it out of the way. Two hours later, you discover that you have to get ready for your next client or class and you don't have any time to make your confirmation calls or follow-up with your leads. Your week turns out slow.

#2: Imagine that another therapist comes to you with an opportunity to do a chair massage gig with him for a local health fair. You say "yes". That same week, you get a brilliant idea to start offering a cupping therapy modality. You're getting a great deal from a local rep and they'll even train you and get you up to speed quickly but you've got to sign up today. The next week, you decide you didn't get enough leads from the health fair so contact a few companies in the town next to you and see about offering them on-site massage. The third week, you're frustrated and frazzled because no one's calling you back from those companies, you thought for sure you could land at least one job (even though you never took the time to build a relationship with them), and the cupping machine you bought is sitting in your office with no clients booked to use it and you promised your best friend you'd watch her daughter that afternoon.

Do these distractions have a familiar ring to them?

Focus is another important condition for earning \$100,000 a year. If you constantly get distracted, finding yourself juggling multiple priorities, coming up with brilliant ideas but never quite able to follow through with any of them, then

you have a lack of focus. You'll need to develop your discipline muscles when it comes to not getting so distracted. Because that's like saying: "Just do it!", here are a few tips to help with staying focused.

1. **Stop multi-tasking.** No, seriously – stop. Switching from task to task quickly does not work. In fact, changing tasks more than 10 times in a day [makes you dumber than being stoned](#). When you're stoned, your IQ drops by five points. When you multitask, it drops by an average of 10 points, 15 for men, five for women.*
2. **Be militant about eliminating distractions.** Lock your door, put a sign up, turn off your phone, texts, email, and instant messaging. In fact, if you know you may sneak a peek at your email, set it to offline mode, or even turn off your Internet connection. Go to a quiet area and focus on completing one task.*
3. **Schedule your email.** Pick two or three times during the day when you're going to use your email. Checking your email constantly throughout the day creates a ton of noise and kills your productivity.*
4. **Use the phone.** Email isn't meant for conversations. Don't reply more than twice to an email. Pick up the phone instead.*

*Referenced from Inc. magazine

Building discipline so that you can develop focus is just like building a physical muscle. If you don't exercise it, it gets flabby and dysfunctional; it can't support you. You must exercise discipline daily in order for it to become effective in helping you develop focus so that you can achieve your goals.

The element of Focus for building a business is analogous to a laser cutting through steel. You can't cut steel with a butter knife.

These will help you create and maintain focus on growing your business:

- 1) Create a goal. 2) Stay present to your goal by having it or them written down and visible. 3) Create a time line. 4) Block your calendar schedule (day and time) with everything you need to do in your business, make sure you have the capacity of time to do that things. If you don't, stop trying to do so much. 5) Follow your schedule. 6) Get a business coach an accountability partner to help you stay focused to that which you said you wanted so that you can accelerate your results.

Here are a few areas where most therapists lose focus. They block their schedule for client time, but forget to block time for focusing on building their business. If you don't set aside time to build your business, i.e. things like marketing, sales, management, and finances, you will find that you don't spend consistent time doing it. It becomes random and "catch-as-catch-can." This habit diminishes your ability and capacity to grow your business or make any more money.

To be a match for \$100,000, you will need to block consistent time for creating your marketing plan, for executing your marketing actions, for doing consultations, for making phone calls, for networking, for building relationships with other professionals. If this time does not exist in your calendar schedule – don't fool yourself that they will happen regularly or consistently.

Clarity

Clarity is one of those characteristics that come out of *being* clear; clear about what you want, clear about the details; clear about how everything fits together or is congruent with each other. In order to develop clarity you set goals and create plans. If you don't do those things it is difficult to attain clarity of purpose.

Have you ever fallen into the trap of wanting something, but that something is so poorly defined that it's vague and fuzzy even in your own mind? Some of that comes because we just haven't taken the time to think "it" all the way through. Whatever the "it" is that we want, either for ourselves or our business. When you take the time to think through (and write down) all of the moving parts; the details, the resources you'll need, the timing, other people who may need to be involved, education or training you will need, it is amazing what starts to materialize.

Be flexible, but be absolutely clear defining the income you want, the revenue streams you'll have, how congruent and lined up your schedule is and other capacity matters are, your financial numbers, the events and actions you need to

take, what you want the money for and the experience you want from life because of your \$50,000 to \$100,000 a year business.

Accountability

The cornerstone on your plan for achieving your goals or for being a \$100,000 massage therapist is accountability. How will you manage to stay focused until you've reached your goal and are sustaining it? Do you know yourself to be someone who can be that focused and consistent? How will you manage to stay inspired, passionate and committed when making \$100,000 per year could be twice, three times, or more than you've ever made before. How do you train yourself to behave differently than you've ever behaved before in the face of external distraction that inevitably show up. Are you willing to shape your "now" to that dream/goal so that you can have vastly different income?

Ever heard of Olympic athletes? An Olympic athlete is someone who wants to be the very best in the world at what they do. They strive for a level of performance that will guarantee a level of results far beyond their competitors. Olympic athletes are superb performers at their craft because they train themselves rigorously. They don't let themselves off the hook. Why? Because they truly want the achievement. What is their secret to staying motivated, committed and trained at the highest level? They all have great accountability structures, i.e. coaches that help them to excel, and perform effectively and extraordinarily.

That's what a great business coach does for business owners. Do you want to be your best, better than you've ever been before, earning more than you've ever earned before? Find a great business coach to help you achieve your business goals. It's a known fact that those who have coaches and mentors always do better and do it far faster than those who don't.

One reason that may prevent people from engaging a coach is lack of financial resources – i.e. "money." So let's discuss the condition called "lack of money." If you had the money or even knew how to earn it, you wouldn't need a coach right? Not necessarily. Coaching is one of those powerful structures that actually makes

you more money. If you had a mentor that coached you through each step, and because of those incremental, consistent actions, you substantially increased your revenue, did it cost you money to invest in a coach or did it make you money?

You see, how you look at something will ultimately determine the results you get. Said another way, your perceptions ultimately determine your results. If you look at all things from the perspective of “lack” and “loss” that is, from what you could lose, then you are more likely to attract those conditions because that is what you are focused on. That mindset keeps you from expanding quickly and actually works like a block to your own growth. When you take a perspective of possibility and expansion, then your mindset becomes powerful. Doors open to you that would seem to slip out of your grasp before. Synchronicities become a natural part of your life, and yes, what you want starts to manifest. If this sounds to you like the qualities of trust and faith then you would be correct. It’s trust and faith on an entirely new vibrational level.

And, this kind of faith and trust has several common things missing – doubt, worry, a sense of unworthiness, constant focus on what you don’t have. These feelings will kill your results, so I suggest you give them up right now. You are absolutely worthy to give and serve other human beings in the most amazing way that you do. And you are absolutely worthy to receive value for doing so.

Accountability is an amazing tool. Once you agree to be accountable to something or someone in order to gain a new level of achievement – WATCH OUT!

The only way to not succeed is to quit.

Someone who is a match for \$100,000 a year thinks about what is possible, then works on how to make that possibility, actually possible. Someone who is not a match thinks from lack and is usually concerned about what they could lose if they took steps to move forward in their life. In a manner of speaking, that would be listening to their fear rather than listening to their heart. Those who are a match are committed in a way that has them demonstrating that commitment consistently; therefore, opportunities are constantly showing up for them, expanding them and their income even more.

Action vs. Desire (or wishful thinking)

The “real secret” is taking this knowledge and converting it into action again and again and again until it’s been converted into who you are. That means it must become a habit and be completely a part of you. If you don’t take knowledge and drive it deep through consistent action, it will remain only as intellectual knowing and therefore it will not turn you into a \$100,000 a year massage therapist. You get to say: “Oh yes, I *know* that already.” But so what? So what if you intellectually comprehend something about how a thriving business works and how to engage that condition. If you are not taking action on that knowledge and actually doing the engaging, then the knowledge is useless to you and it won’t make a difference in your life or your business or ultimately the lives of others.

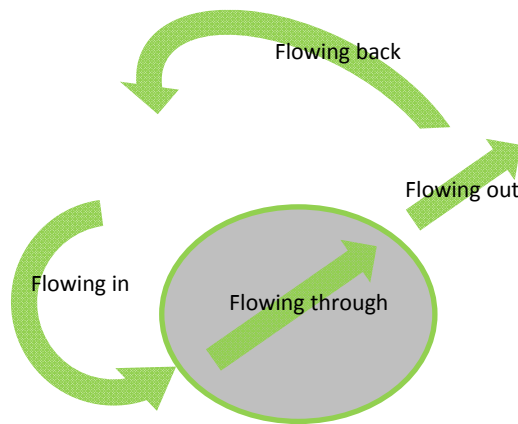
I challenge you right now to begin taking consistent action. The knowledge and actions I’ve outlined in this book take time to put into place, implement and execute on consistently. Yet, that’s all you need to do: begin taking action. Once you begin the rest is easy. But you must begin. Then each day, keep doing a little bit; keep taking ground towards your goal.

CHAPTER 10

Your Money

Managing Finances

Our discussion on how to become a \$100,000 massage therapist will not be complete if we don't touch on that feared and dreaded topic of money and finances. Most folks in this industry did not get into massage and holistic health field to focus their attention on money and finances. Yet, this is another match for being who you want to be. People who make \$100,000 manage their finances well. They are conscious, aware and have organized structures for managing the flow of money in and through and out of their business and back in again.



Following are some of the basic financial structures you will need to set up and then interact with in a consistent manner:

- Separate bank accounts for business and personal;
- Business budget and personal budget;
- List of fixed and variable specific spending categories;
- Business and personal savings accounts;
- Bookkeeping program and process;

- Good relationship with a bank and banker.
- Powerful mindset around managing your money.

Business Bank Account

Although it is ok for a massage business, as in it is “legal,” to deposit business income in your personal account, it is certainly not prudent. In financial businesses it can be illegal because it is so imprudent. Remember that clarity and singularity of focus and intention is important when wanting to grow your business. Align your purpose all the way through all of your business structures including your finances. That means separate your personal and business expenses. To pay yourself from your business income, write a separate check to yourself. This keeps things clear, organized and intentional. Don’t make the mistake of saying to yourself, “when I earn more money, then I’ll get more clear and focused and intentional”. My friend, it doesn’t work that way. You first become a match; you first demonstrate you have the capacity and habits and conditions in place for earning and managing \$100,000, then it starts to come to you.

Create a business and personal budget.

Use a simple spreadsheet software application such as excel . Create at least 3 columns for data: The first column should be for text and naming your categories for income and expenses. The second column moving from left to right should be for your budget number for each of your income and spending categories. The third column should be left blank for writing in the “actual” amount of money that you spent for that category for that specific month.

Example:

Category of Expenses			
	Budget Amount or Target	Actual Expense Spent	Difference
Savings	\$500.00		\$1,350.00
Rent	\$1,350.00		
Credit Card	\$500.00		\$500.00
Health Insurance	\$189.00		\$189.00
Student Loan	\$250.00		\$250.00
AT&T Land line	\$75.00		\$28.00

When defining categories, be sure you set up a business savings category as a line item in your budget and a line item for saving for income taxes.

Determine what your regular business expenses and bills are. Remember that part of your business expenses is paying yourself. Whether you are a sole proprietor, have an S-Corp or an LLC, you need to formally pay yourself a wage. If you are like many small business owners, especially those that are self-employed as sole proprietors, they pay themselves the leftover funds, or just take draws as they need to spend some money. This sets you up for several dangerous conditions. 1) You never really get to experience your business paying you a good solid fair wage for the work you are doing. Too long in that experience and you'll get burned out and quit. 2) If you don't pay yourself a solid, consistent wage, you can't create a personal budget with specific and deliberate savings categories for the things and experience you want. 3) You send a dangerous energetic message out to the Universe that you will work for free. 4) That behavior is just not a match for a \$100,000 therapist.

Remember this is a plan or prescription for spending. It tells you what you can spend for each business category. In a way, it is a type of safeguard. If you

interact with your budget from an empowering place, it will cause you to create profitability and prevent you from overspending.

The biggest pitfall to watch out for: Some expense categories don't come up for payment every month or you don't spend any money in a particular category every month. However, you do need to set aside a specific and consistent amount of money each month for that expense so that when the bill comes in you have the money to pay it is there, sitting in your bank waiting to be matched up with the bill. How do you know what to set aside each and every month so that the money is there when the bill comes in? Calculate what your entire years' worth of expenses for that category was last year and divide by 12. There's your monthly number.

If you are a brand new business and this is your first year, or you have not yet started your business, you will need to be sure to have an appropriate amount of capital set aside for your start-up and first-year expenses. If you are broke but still want to start your business then you have a real obstacle to deal with. Starting up a business will usually mean you have startup costs which means you have to spend some money. If you have no money to invest in these start-up costs, then you can't really afford to go into business. This is one of those capacity issues. You may need to set up a transition plan that enables you to have a job while slowly building your business. Either way, create a budget structure the best you can. Research costs and what you need to spend your first year to operate your company. Include these items and costs in your budget structure.

The typical behavior of most small business owners, and people in general, is that when they make more money, they just end up spending more money. No plan or provision exists for saving and creating reservoirs for prosperity. Yes, you can become a \$100,000 professional, but if you are not careful, you can also spend just as much as you make and therefore not have the experience of earning more money because it will feel like you were just as broke as when you were earning \$24,000 a year.

Take care to learn how to manage your day-to-day inflow and outflow of money well. This is one of those areas that having clear structures, financial processes, a mentor and some disciplined habits are a necessity. Money is such a psychological and emotional hot button for most people. If it is for you, if the

thought of sitting down and writing down a budget for your income and expenses almost make you nauseous, then this is an area you will want to work on with yourself. One book you might want to pick up for yourself since it is both easy to read and to follow is *From Ramen to Riches™* by James G. Wood published in 2010. While its partly written for the 20 year old in mind, it is non-the-less great for any age and includes great resources for those in business and needing to manage their money better.

Perhaps a fundamental shift in mindset is in order here. That means you'll need to do some work on yourself. You may be interested in our recorded audio webinar entitled [Master Your Mind, Master Your Business](http://metromm.com/workshops/masteryourmind.html). This training delves

[http://metromm.com/workshops/
masteryourmind.html](http://metromm.com/workshops/masteryourmind.html)

into mindset issues and gives you specific tools you can use to create real and permanent transformation on how you think and behave around topics such as money and business growth.

Finally, print out your budge structure weekly and monthly and interact with it. That means type or write your actual expense amounts into your "Actuals" column; the third column that you left blank. Monitor yourself each month. How often were you over budget? What categories are you under budget?

Bookkeeping – Keeping Good Financial Records

Besides developing good budgeting skills, you will also need to develop good bookkeeping skills. Be sure to get a good small business bookkeeping software to help you keep track of all your expenditures and to keep all your business financial records in good order. You will need this come tax time. Both your financial budget and financial bookkeeping process are important for keeping your finger on the pulse of your business. If you don't know the details of what is happening with your business financially you can't make sound decisions for its direction. You can only be reactive to negative events and this causes struggle and upset. It's certainly not proactive, nor a match for earning \$100,000. Get fluent with your business numbers.

Banker

Another trait of a good money manager is to develop a good relationship with a banker. Visit your bank often and get comfortable working with and around money. You are in business, and money is one of the primary languages of business. You may want to learn how to speak and understand this language.

Business and Personal Savings

As stated above, be sure you set up both business as well as personal savings. In my own financial management systems, I designated several savings accounts and named them for specific purposes. These act as a type of “container” or reservoir for the experiences you want to have because of the money you’ve saved and set aside. When you engage clarity of purpose to such things as even your savings accounts it is amazing and miraculous what shows up.

Having a business savings reservoir allows you to set aside and accumulate capital for expanding your business and taking advantage of expanded opportunities. If you need a new computer or new healthy equipment – no need to go into debt and or take from “Peter to pay Paul.” You have the money set aside in your business savings. This also creates a safety reservoir in case you have a slow month. You can redirect money from your business savings and move it back into your regular business operating account.

Plan for profit up front, not at the end.

Most business owners wait until all of the income has come in and bills have been paid before determining whether any profit has been made. Because this method is not designed to support and promote profit, it usually doesn’t. A more advanced structure for managing your cash flow is to set up a formula that designs a profit formula into your financial flow on the front end, not at the back end. What that means is that for every dollar that comes in from services and sales (after cost of goods sold), take a percentage and set it aside as profit. Then pay your operating expenses out of what is left. This is a very powerful process and involves a few more details than can be explained in this eBook on basics.

However, I can reveal the simple power and principle behind this design. When your focus is on producing profit and not just paying bills, your bills get handled. In other words your focus gets set way beyond just getting your bills paid. By taking the “profit” off the top, like thick cream on top of fresh raw cow’s milk, what is left, (the milk) pays the expenses. This works to energetically bring in more money to handle the required outflow. And when you are clear about what your outflow is by having and working an organized budget, you also become clear about the inflow that is needed to fulfill all containers, including your savings containers. This process of managing your finances also supports the principle that “what you focus on expands.” It also engages the force and principle of clarity.

CHAPTER 11

The Conclusion of The Story

More than a few massage and holistic professionals have told me over the years – and usually with a tone of voice that indicates blame, incredulousness, or with a slight amount of resentment:

“They didn’t teach any of this to us in school!

I calmly reply, “ You went to school to learn massage, not how to run a business.” These are completely different things. You gain skills and experience at operating, running, growing a business by actually, operating and running a business. But sometimes that takes too long. Sometimes you run out of money before you can get good at it.

Rebecca, the massage therapist you were introduced to in Chapter 1 didn’t always have it easy. She also struggled her first year before she discovered the “secrets”. Learn the right business skills, deploy them consistently; gain the right mindset, think powerful thoughts all the time, align yourself with universal principles.

Do you know what this has done for her life beside given her a really fun and profitable business? She’s been able to put her two children in private school plus give them music lessons. She’s bought a brand new car twice and goes out to dinners with her husband regularly. She’s been able to travel with her family and take them on fun vacations. She’s even able to put away substantial savings for her retirement every month. She hangs out with the people she really enjoys, her family, her children, her husband, her clients, and her close friends and experiences life through and lens of joy.

Unfortunately, Stacy’s life has been different. She still loves the massage industry. At first she seemed to be doing ok in her business. The economy was good, and she never really had to do any marketing. Even though she never had a full practice, at least she was paying her bills. About four years ago, everything came to a halt. She had to take on a second job yet still always seemed to be

struggling financially. She's had to put her children in the government sponsored day care after school so that she could see clients. She wasn't able to afford anything extra and often shopped at thrift stores (not that there's anything wrong with that). And she still owes her parents the money she borrowed from them five years ago. The constant financial and time stress has put a strain on her primary relationship. She really wants to know Rebecca's secret.

There are many things we did not cover in this brief eBook on the topic of becoming a \$100,000 massage therapist. However, starting right now, you can use what is here to begin becoming a match, because that's where it starts. You have to begin, otherwise you can't get to the end. If you want to go further, if you have a true burning desire and passion for being a massage therapist or other type of body worker and for making a profound difference in the lives of other people, for bringing peace of mind, balance, health and longevity, love and purpose, then consider learning the skills you've been introduced to in this book with the same rigor with which you took on learning massage skills. Become a student of massage business so that what you have can be given to an abundance of others.

In learning this balance at a deep level, in learning the business of massage to the level it becomes a part of who you are, that is what gives you access to abundant living for yourself and for many others.

If the principles and system I have laid out here makes sense to you, then plan to add the \$100,000 Massage Business Self-study course to your budget. If at all possible make that investment in yourself and your business. The 2012 edition of this course called [Build My Massage Business](#)[™] is the most comprehensive program available for teaching you the skills, structures, systems, processes, and mindset you need for building and growing a thriving and stable massage business.

Whether or not you aspire to generating \$100,000 a year is not what is important here. Your wants or desires or goal may be more it may be less. It may be what you want for any number of reasons and it may not be what you want for other reasons. What matters is that your business thrive, be consistent and stable,

and be a contribution to your community and to the world. This can not happen without some fundamental structures and principles being applied daily.

If this information has invigorated your passion to do business in a way that has you fulfilling on your life purpose and mission to spread message, your next action is to get the [Build My Massage Business™ The \\$100,000 Massage Business Self-study Program](#). If you are not sure whether this program is right for you or whether you need more concentrated coaching, then set up a time to do a free [Business Analysis call](#) with me. This conversation will be truly eye-opening and will help you get the clarity you need to determine what your next step should be given what you want to accomplish. Many clients I work with in my business coaching programs started just like you. They read an eBook, participated in one of our webinars or tele-seminars on massage business, took actions from the self-study course and then joined one our business coaching programs.

My mission in writing this eBook and developing these massage business training programs is to cause you to thrive and cause yourself to live abundantly which means a whole lot more than just material possessions and money. Abundant Living means an abundance of joy, abundance of compassion, abundance of love, abundance of health, abundance of faith, abundance of security, abundance of the kind of life experiences you truly want for yourself and others. If you thrive, then that means you can pass it on to others and others have access to abundant health and wellbeing because of that.

Together let's move the planet, one client at a time, towards abundance of wellbeing in body, mind, emotion, spirit and energy.

Thank you for getting this ebook into your hands and reading it. If you found any value at all in it or something really moved you, my request is that you pass it on to others in your field. This information is vital and will make such a profound difference in the way you see yourself and the way you interact with those who can really be helped by what you know and can do.

Just the other day, a professional in this field told me that having just one conversation with me on the topic covered in this book shifted her world so much that she literally did an about face with how she had been approaching her business.

In experiencing that shift she began doing things differently, saying things to her own clients differently and, as she related to me, began experiencing fun and joy in her business like she had not experienced before.

Namaste.

Email us at info@metromm.com

or call toll free: 1.877.239.0340.

From outside North America call: 1.858.689.9777

