



Massage Therapist Income

Grab Your 80% For Your Massage Business!

Here is a phrase you must remember and keep in your mind
'The money is in the follow-up'

That little quote is from a self made multi-millionaire. He bent over backwards to make sure that every prospective client and client was followed up with tender loving care. Let me break this down so



that you actually start using this process as you have heard me say this before - as it's vital to making the most therapy income that you can. If you are wondering where I got the 80% figure from I got it from him – 'the 80/20 rule'

'You make on the average only 20% of the therapy income you could from a client when you perform the first session. The remaining 80% of the therapy income comes from following-up with each client!'

As I have said you have probably heard me mention this time and time again. It is so important. In the old days follow-up could be so time consuming. Hand written notes and typed written letters could take up a good portion of your day. These day's programmes like autoresponders on the computer can make life so much easier to provide follow-ups. With a little bit of effort you can still personalise these messages including the person's name and what therapy they have had. A well written autoresponder message can create trust and loyalty, and keep your clients buying again and again. (but don't forget the hand written notes by snail mail, as these are always special)

So what is the key to generating more therapy income?



First simple step is a thank you email when somebody books an appointment with you. Thank your client for booking. Tell them what it is they have just bought, date and time of appointment and remind them of the benefits they will receive from this therapy. And most important of all, tell them how to contact you if they have a question or concern. This point is crucial, you must have a system set up in place to accomplish this whether it be automated or via your VA. If you don't have it you are setting yourself up to lose 80% of the income!

The second thing you can do is to send a 'consumer email'

A consumer email is fairly straightforward and contains 4 points:

1. Bring up a question on the mind of a lot of your clients
2. Give a surprise answer that doesn't fully answer the question
3. Then give the real answer to the question...
4. Drive home the key benefit you just illustrated

As a client if you were to book up the Spring Time Weeding, Mulching and Mowing Massage package you would find it is filled with massage modalities and essential oils to suit your needs.

As the massage therapist you can chart their posture, work on their lower back, arms, shoulders, hands from all of the gardening that every homeowner goes through at this time of year. Just piece together some of the techniques you already know and market it towards a specific group of people. Here's an example –





Subject: Spring Cleaning Backaches.....MASSAGE needed?

Body of Message: Dear (enter clients name)

How goes the spring time mowing the grass, mulching and gardening work? How is your allotment? Are you praying for a massage yet?

I suppose you could just stop and not bother so that you can rest your sore muscles and pain. But is that REALLY going to happen? We must do what we need to, regardless of how long it takes to finish our spring gardening.

And you know what? Everyone's back is hurting because of these spring-time activities, mine also from spring cleaning the conservatory! If you are in the same situation as me with an ache all over, give me a call right now!

You do remember our last massage session right? How relaxed you felt and all your sore muscles getting the attention they deserve. (Add more benefits here and remember to be creative, you want the client to 'need' it)

Now end with your contact information.

You see how that approach to a consumer email is a lot more engaging than simply giving the client instructions for 'a gentle reminder' about scheduling another massage with you.

Set up a whole pile of different consumer emails to suit different target markets and situations. People really appreciate it.





Now the third thing you can do is to let your clients know when you have a special offer going on and give them a better deal than people who aren't clients, that means you need to know what your clients want more of...what type of massage they want, what essential oil blend they want. Talk to them. Survey them. Ask them.

But don't stop there. Once you know, focus on this massage modality and get more of those popular products! Then make an attractive offer that makes your clients feel good about buying from you and your massage business!

Do these 3 things to get your share of the 80% of the therapy income. Your client retention and therapy income will rocket. Remember your database!!!!

That way instead of April being a painful month due to spring cleaning as well as the month the taxes are due, it could eventually be known in your business as the month that started the most enjoyable increase in therapy income ever!