

A woman with her hair in a bun is lying on her back, receiving a massage. Her eyes are closed, and she has a serene expression. Several hands are visible, gently touching and massaging her back and shoulders. The background is a soft, light purple gradient. The text 'VALUING YOURSELF & YOUR SERVICES' is overlaid in a bold, teal, sans-serif font.

**VALUING  
YOURSELF &  
YOUR  
SERVICES**



## Pricing

### Thoughts About Pricing To Make A Profit

The discussion I hear most of the time within the Therapy Industry, besides how to get more clients, is what is the right price to charge.

Most in the therapy industry are undervaluing themselves, but I also see others, I feel, over charging. It is difficult to get that happy medium where you feel comfortable and authentic with your prices.

We're in business to make a Healthy Income, and an hourly rate of less than the minimum wage is so *not* healthy.

There are many reasons we tell ourselves for why we do not charge more for our therapies.

#### **1. Clients just won't pay that much**

Here's a couple of the comments

- "No way I could charge that much"
- "I'd have no customers left if I charged that much"
- "I don't think people would pay that where I live"





Sometimes when a customer is faced with the price of the therapy, they decide they don't really want it.

That's disappointing and pretty disastrous for business, so what do you do?

Well, you have three options:

### **1. Find clients who *do* value your work**

They *are* out there! They might not live in your local area, and it might take a bit of effort from you to find them. But if you do amazing stuff, you *will* find clients who will pay a proper price for it. You will probably end up with less clients than you have now, but if they pay you properly for your work you will make more money and feel more appreciated!

### **2. *Change* your work to suit your clients**

If you want to stick with your current clients give them something that fits their budget, but don't give them a treatment that costs you!

### **3. Do as you've always done**

You don't have to change anything. If you're happy doing the work and getting paid what you're paid. Stick with it.

## **2. Customers don't appreciate (and pay for) the skill and effort that goes into treatment**

A lot of people who enquire about a therapy booking do not appreciate or understand what it takes and costs to be a qualified therapist. It's why customers look so aghast at the price.

This is where you educate the public, share your expertise, your knowledge – build that know, like and trust factor.



We have to help our clients understand the value of our prices and treatments, the years, ongoing training and experience we have gone through. This is not in the selling or adverts/flyers, this is in your social media, your newsletters, your blogs. We work by a certain standard.

*If you can in your clinic or portfolio display your certificates to show all the training that you have received over the years.*

### **3. Hobbyists versus businesses**

One of the main issues, that was discussed, was that of competition. This was a popular comment:

**“If I raise my prices my clients will just buy from some who will do it cheaper”.**

A particular problem for the Therapy Industry is the fact that hobbyists are happy to do a treatment for nothing or very little as ‘they are here to help people’

This is a tricky situation but not as bad as you think.

The truth is that most clients have no idea how to find the hobbyists who provide therapies at a very low price. They mostly only do friends and family anyway! Truly!

What you do need to do though is decide whether you are in this as a hobby or a business. And if it’s business you must yank yourself out of the hobbyist “cheap” mindset. Not easy I know but do it you must!

(In the members area there is an audio I have done about the business mindset and pricing)



#### **4. Hourly rate**

Well, a huge dilemma with therapists was what hourly rate to charge. A lot of therapists make sure that they earn an hourly rate of £20 an hour, there were plenty of comments saying this was way too high. As one therapist said “Paying yourself £20 an hour, that’s just not practical”

Sigh.

#### **What’s not practical about £20 an hour?**

A big part of this dilemma is valuing the work you do. Many of us have a problem with that. However, if you want to have a business which makes you a Healthy Income then – and I’m going to be blunt here – you’ve just got to get over it.

*Fact: if you don’t charge your time at a proper hourly rate, you will never make a Healthy Income from your business.*

But can you justify your hourly rate?

First of all, you don’t actually tell customers your hourly rate, so you don’t need to justify it to anyone. It’s there to help you work out your price, not defend it. Explaining the level of skill and time involved is enough to help people understand the price. That’s as far as you need to go.

Another point is this. Say you charge £20 an hour for your therapy work. That doesn’t mean you’ll earn £20 an hour from your business. Why? Because you don’t get paid for the time you spend on admin and marketing. If you want to earn £20 an hour for every hour you work in the business you’ll need to charge a higher hourly rate on the therapies - £40!

If you’re a student then by all means charge a lower hourly rate. Use the case studies/clients as practise. But don’t forget to gradually put those prices up as you become more skilled.



Finally, to help you feel better about your hourly rate, pull together a portfolio of all your work and get as many testimonials as you can. Flick through it just before you do a price quote. It will help you to remember you're worth it!

#### **4. I wouldn't have the nerve to charge that**

Finally you've done the calculations, picked the right customer, added in an appropriate hourly rate, got your price and, guess what. You bottle it. As some have said "I just wouldn't have the nerve".

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So value your skills, it's taken you a heck of a long time to get them!



## Massage Therapist Income

# Grab Your 80% For Your Massage Business - Your Clients Experience!

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 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. Handwritten notes and typed written letters could take up a good portion of your day. These days 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 handwritten notes by snail mail, as these are always special) Most online booking platforms now provide booking confirmations and reminders in their platform.

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 Springtime 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 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 springtime 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 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 client's 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 client 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!