



Build My Massage Business™ Business Breakthrough Webinar

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

Renaë Bechthold

**Powerful Steps You Can Take
Now To Create, Grow And Manage The
Business Of Your Dreams**

Massage & Bodywork Professionals



The following pages are part of the Massage Business Success webinar. They will give you a brief outline as well as insight into why many massage and body work professionals don't make more money and how you can. To hear the entire presentation with audio, go to:

<http://metromassage.net/business-training/webinar>

- Attract & retain the type of clients you want.
- Create a profitable business *and* make a difference in people's lives.
- Set up strong, sound structures that cause your success.

How do you set your business up so that you and it can achieve your financial targets consistently? You need:

- **Right Focus**
- **Right Actions**
- **Right Mindset**
- **Time and Priority Management**
- **Goals and Commitments**
- **Right Conversations**
- **The Business Basics**

Right Focus

For most people, your focus is all over the place. Focus is a very important business skill. If it gets diluted so do your results and performance. A good business coaching program helps you focus on the actions and ways of being that will get you your precise results. You'll go from scattered to focused and centered.

Right Action

What happens when there is a lot of frenzied action but not the right actions? Do you ever feel like there's not enough day or time to get "everything" done and you feel like your moving head at glacial speed. – that means really, really slowly. It's because your not focused on taking the right actions. It's as effective as taking no action or being lazy or scared.

Right Mindset

Perhaps the most important ingredient to having a thriving, financially successful practice is your mindset. Mindset is about how you think, how you react, the main lens you filter everything through; your beliefs about things such as your ability to be successful or your self-worth, your general way-of-being on a daily basis. Is your mindset empowering and really supporting you? Or do your day-to-day thoughts tend toward defeating you or beating you up? Are you *being* confident or are you letting your lack of confidence hold you back?

Time & Priority Management

This is one of those top 2 reasons why you don't succeed at reaching your goals and desires. Just this structure alone will cause you to have right focus and take the right actions.

Goals and commitments

Even when people do set goals they are often fuzzy without clarity or time lines.

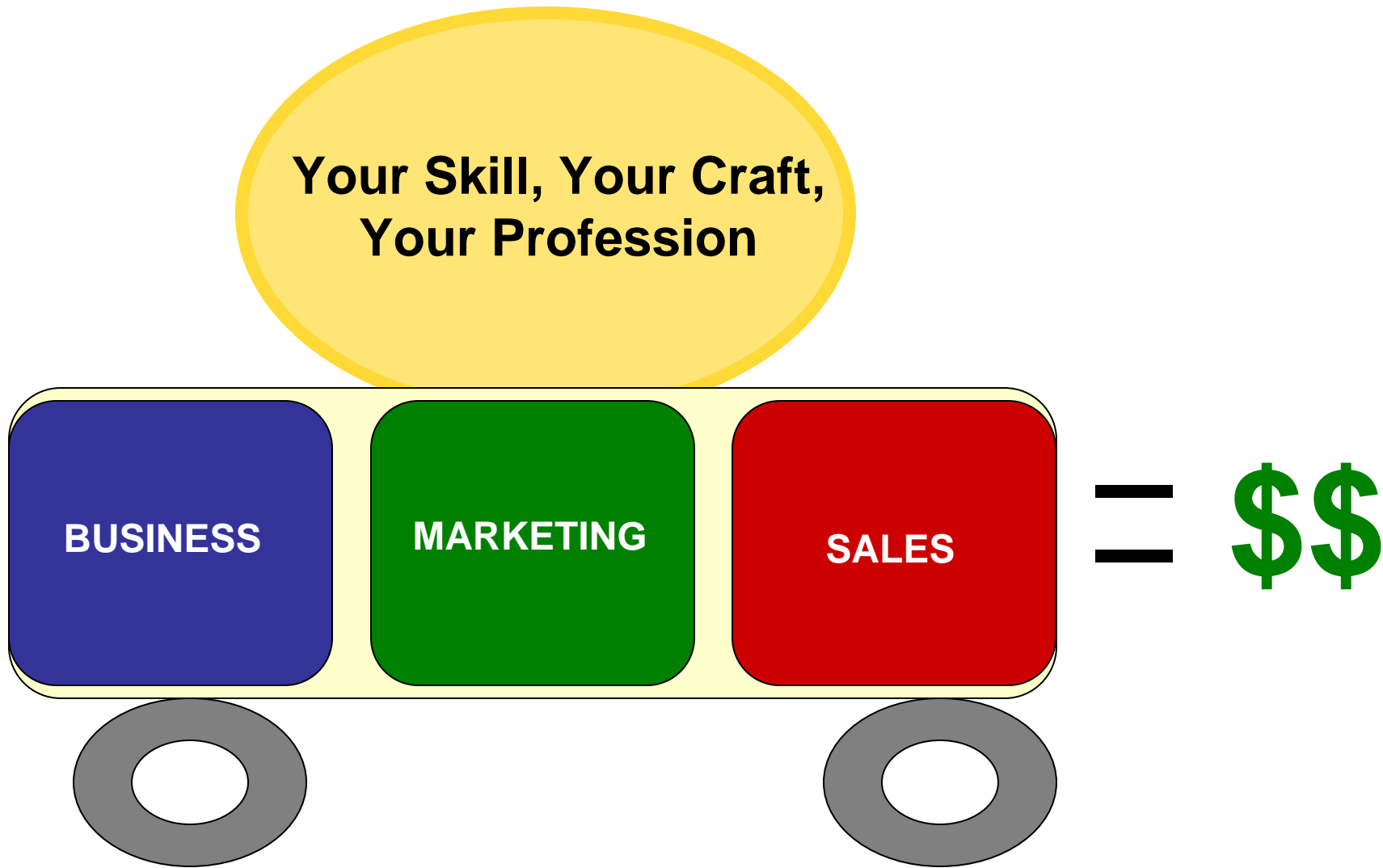
How would it feel if you had it that when you set goals, true goals, you actually achieved them? How would it be if they were designed in such a way that you were committed to them? This requires they get out of your head and onto a concrete, written form – weekly, monthly and annually. Do you have this system? Do you work it consistently?

Right Compassionate Conversations

In the world of personal services businesses, your type of business, it is built by human to human contact. That makes knowing what to say, how to say it and when to say it really vital. Are you comfortable knowing that your conversations are causing people to be *interested in* and *excited about* what you have to offer them?

The Business Basics

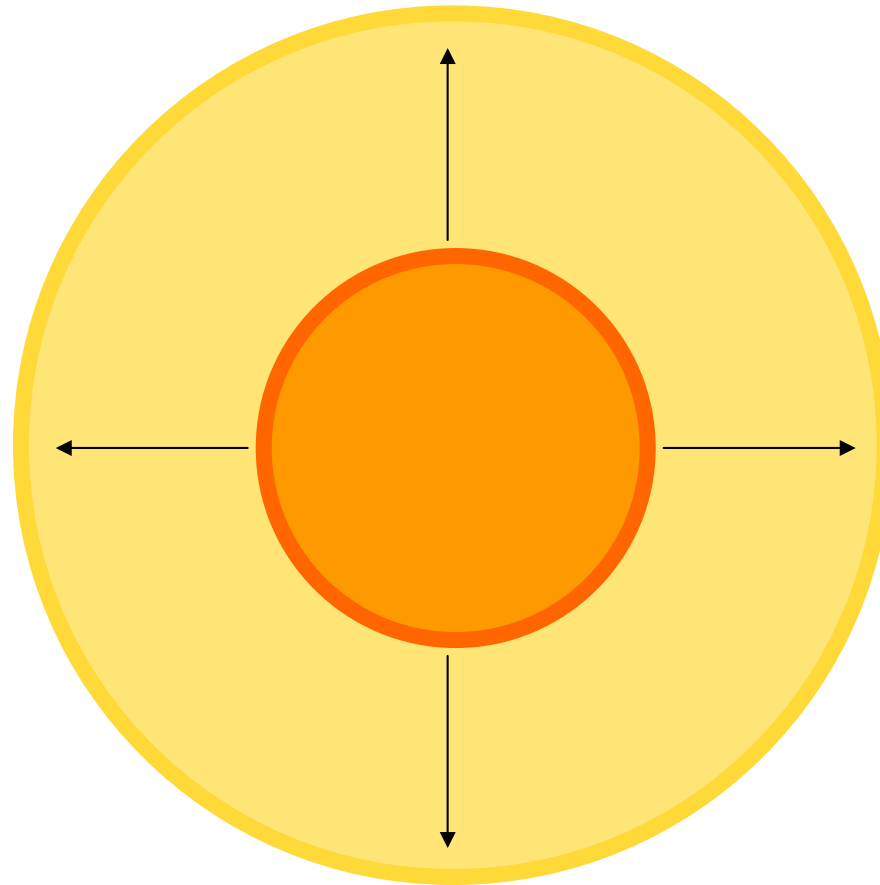
These are the things that will make you money. Without them your skill alone can't produce the income you need to live on or grow.



Expanding

To get where you are right now, it took the totality of the knowledge and skills you had up to this point.

To expand beyond where you are right now requires different actions, different mind set, additional skills, additional systems and processes. Do you know what those are? Are you actively training yourself in these areas?



Why People Don't Succeed or at best... struggle

- **Lack of Structures & Systems**
 - no structures, no plan, no clarity
- **Mind Set**
 - Poor habits
 - Lack of self confidence and disempowering beliefs
- **#1 Reason...**

**People don't set goals or
specific targets.**

Goals:

- Specific
- Concrete
- Measurable
- Have a future completion date

Concerns = missing information. These are areas you need to train yourself in as a business owner.

Marketing Concerns

How do I get more clients to sign up without seeming pushy?

How do I attract new quality customers?

Sales Concerns

How do I retain the customers I have?

Financial Concerns

How do I improve my sales and profit, get out of debt and just simply make more money?

Operational Concerns

How do I get my staff to do a better job and help bring more clients or students in?

Management Concerns

Systems create Consistency in your business. If you have no systems or they are failing, you won't have consistent income.

Sales Systems

Marketing Systems

Finance Systems

Operational Systems

Management Systems

An effective business has physical systems that help keep the business organized and fulfilling its mission. See how many of these you have. Are they working?

- Goals with specific measurable elements and a completion date.
- Calendar schedule with
 - Blocked time for working with clients and students.
 - 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 yoga enterprises need an intake form for new students 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.

Answer these questions to determine what needs to be addressed in order to get from where you are at, to where you want to be:

- 1. What are your 3 biggest concerns about growing your massage business?**
- 2. What's your vision for your company this next year? How do you want it to look?**
- 3. What are your top 3 goals right now?**
- 4. What are the major obstacles standing in the way of you achieving those goals?**

Business Coaching

Metro's massage business coaching programs focus on helping you master the *Business of Massage*. Why is this important? As professional myself who is passionate about health and wellbeing, I am most interested in more people knowing about and having alternative forms of health and wellness medicine available to them.

When your massage business thrives, more people are being helped by you. When you have the right knowledge and are consistently taking action on the business basics, not only does it make a difference for you, it makes a difference for hundreds of people in your community.

Mentorship is the fastest and easiest way to cause breakthrough results for yourself and to learn the critical business skills you need so that you can make a bigger difference for more and more people.

The massage business coaching offered by Metro Massage is a heart-centered, principles-based journey that is uniquely coupled with sound, logical business strategy, processes and structures.

Call Today - toll-free **1.877.239.0340** or int'l **1.858.689.9777** - to receive your Free Yoga Business Analysis session and find out how you can start getting better results tomorrow. We have several programs to help you on your journey.



Are you just starting a new business?
 Are you making under \$3,000 a month?
 The self-study program is the best place to start.

Build My Massage Business™

The \$100,000 Massage Business Self-Study Program

WHAT YOU GET	WHAT IT WILL DO FOR YOU
400+ Page Business Development, Marketing, and Sales Manual, Workbook, and Audio CD's.	You have everything to get started learning and gaining the right skills you need to grow your business and make a difference.
7 customized marketing flyers and tools for both corporate and private clients.	Saves you thousands of dollars on marketing costs and so can get started NOW.
Customized letters and business documents.	Makes you look and sound professional right off the bat.
Audio recorded coaching and training	You are not alone! Let us hold your hand and walk you through the process.
Price: \$997 printed with 3 ring binder. OR Price: \$849 cdrom and you print the manual on your own office printer.	The most affordable way to gain business skills and get your business growing and making more money.

How You Get Results

Massage Business Master **One-on-One Private Coaching**

- Receive an hour of live personalized coaching each week for 6 months.
- Learn and grow your business skills,
- Receive personal actions plans, motivation and accountability.
- Breakthrough your limitations.
- Receive multiple email support weekly.
- Receive Business Development Manual/Workbook FREE.
- \$750/mo.

How You Get Results

Massage Business Master **Group Coaching**

Join a small group of like-minded health and wellness professionals who have similar business goals.

- Receive 4 live group coaching sessions each month for 6 months using the phone or online technology.
- Receive Business Development Manual/Workbook FREE.
- Receive email support
- \$350/mo.
- Learn and grow your business skills, receive actions plans, motivation and accountability.

How You Get Results

BUSINESS IN FOCUS

**A series of topical tele-seminars
and trainings designed to
accelerate your business growth.**

- Offered live monthly.
- Offered via recorded and downloadable webinar format.
- Includes live recorded training plus training materials.
- Average cost is \$35

THANK YOU FOR ATTENDING!

Email us at info@metromm.com or
call toll free: 1.877.239.0340.

From outside North America call:
1.858.689.9777