

How to Double Your Massage Therapy Income in Less Than 12 Months

Net at least \$24,900 in your first year, and \$45,000 the following years

Who this is for:

Owners or Business Managers of Health and Wellness Clinics who offer massage therapy and are looking to increase bottom line revenue. You'll attract new clients while getting more value from existing customers.

What you will see:

How an easy-to-use, safe and effective, FDA approved device not yet widely known but used in some of the top healing centers and spas in the world can *easily* double your net massage therapy income within a year.

It's ideal for any holistic, complementary, or integrative practice. Less so for a purely conventional, mechanistic approach, although its effectiveness in treating pain should be welcomed by anyone.

The Business Case:

(These estimates are based on figures from the *American Massage Therapy Association* and the industry website *MassageTherapy.com*. You'll find links to these references at the end of this report.)

15 hours of massage therapy per week, billed at **\$60/hour**, over a **50 week year**, results in a **gross income of \$45,000.00**.

If the massage therapist is paid a **50% share**, that leaves a **net income of \$22,500.00 per year**.

What if you had an FDA approved “robot therapist” who could work nonstop and be billed at the same massage rates? It could work on a client before a massage (or other treatment, such as a chiropractic adjustment), and put her in a profoundly relaxed state. The end result is a deeper, more effective massage session or treatment, better healing outcome, and higher level of satisfaction.

Let's assume you use this “robot therapist” an average of only **10 hours per week** billed at the same **\$60/hour** massage rates. This **\$5000** device is then **paid for in less than 10 weeks**. By **week number 47**, you've already netted an additional **\$22,600.00**, exceeding the annual net from your massage therapist. (With an additional **\$2300** to come by years end.)

Keep in mind this is running your “robot” device only **2/3rds of the amount of time** as your massage therapist. This allows for an adjustment period to integrate the device into your overall practice. (We'll show you how to do this quickly and easily.)

If you can move the weekly usage up to just **15 hours in year number two**, you've netted *twice* your massage therapy income for the year. That's **\$45,000.00** added to your bottom line.

Year Three should be more of the same, and you'll have netted **\$114,900.00 before the warranty runs out**.

This device will...

- Improve the overall well-being of your client and provide a positive experience. How a client *feels* when he or she leaves your clinic is of utmost importance in getting repeat business as well as more referrals.
- Complement and enhance your other services, making them more effective, and creating a better overall experience for your clients.
- Be easy to operate and apply, not require additional staff or extensive training, and no hidden costs that blindsides you down the road. Your existing staff should welcome and appreciate it, instead of perceiving it as a threat in any way.
- Provide a unique service that allows you to further stand out from your competition, opening the door to special marketing opportunities which we'll detail further below.

Other important factors: The device is FDA approved, and does not ever touch the client or provide any form of diagnosis.

How is it used?

Client sessions are typically 40 to 60 minutes long, normally broken up into 20 minute segments.

For general well-being and stress relief, two 20 minute segments are recommended. An additional segment is added to treat symptoms such as chronic pain or inflammation. The device is usually repositioned between segments.

Used with massage therapy, best practice is to run a 20-minute segment before, then additional segments may be run during the massage. For holistic spas, segments can be run during any number of other treatments.

The device requires a minimal amount of set up, and runs unattended during the session. It doesn't require any license to operate, so the receptionist could turn it on and position it with very little training. All that is needed is a quiet space with a massage table or a lounge type chair where the client can rest comfortably.

There are many other uses which we can demonstrate.

To summarize the business case:

- **15 hours** of massage at **\$60/hour** for **50 weeks** equals a net of **\$22,500** in year one.
- **10 hours** of our device at **\$60/hour** for **50 weeks** equals a net of **\$24,900** in year one.
- **15 hours** of our device at **\$60/hour** for **50 weeks** equals a net of **\$45,000** in year two. That's *twice* the net for the same amount of massage therapy.

You'll get another **\$45,000** in year three, if you aren't trying very hard. By then you should be running almost non-stop with the results you'll be seeing. You may want more units as your usage increases, but that will be an easy business decision when the time is right.

These numbers are conservative, and it's easy to adjust them to see how they fit your situation. Even if you get only half the projected return, wouldn't it be easily worth it?

How this will enhance your marketing:

Because it's unique, and doesn't tie up staff, you've opened the door to many low cost promotional and marketing strategies. For example, services like *Groupon* and *Living Social* may now be viable since they won't end up costing you time and money or cannibalize your existing offerings.

Even better, we'll give you some special targeted Facebook promotions that can flood you with interested potential clients. We'll demonstrate how you can introduce this to your existing clients, adding additional revenue and giving them something to talk about with their friends. It's really an eye catcher if you promote at health fairs, charity events, or other public venues.

Imagine the unique and creative wellness packages you can put together once you see the possibilities this creates.

When you observe, and understand how it assists in reducing pain, you'll widen your customer base and open up even more avenues for referrals from clients and as well as outside health practitioners.

And what about those times when "life happens" and your massage therapist gets sick or caught in traffic and you've got a client waiting? Now you don't have to send them off disgruntled and empty handed...

So, what's the catch?

There isn't a catch. Honest. We've seen what this device can do, and how effective it is. To help a lot more people, we must get it into the hands of practitioners like you, who can bridge that gap.

You would think that the primary treatment device at one of the most prestigious healing centers in the US for the past *ten* years would be more well known, but it isn't. By presenting the business case first, we want to create the space for you to see and evaluate the device on its own merits. If it makes sense so far, call me and let's have a conversation.

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Resources:

MassageTherapy.com

American Massage Therapy Association 2014 Massage Therapy Industry Fact Sheet