

Business Skills

SBBTI's business skills course is designed for you if:

You're ready to take your massage skills to the next level. You'll become more aware of possibilities and opportunities that you can easily implement and generate a well above average income. Learn how to get and sustain a long term career in the areas of a Private Client Practice and/or Spa Employment.

You're not sure what to do next to get more new clients

You'd like to know the best language to use to speak of the value your massage practice has to existing and potential new clients

You'd like to have more of your ideal clients, the ones who make appointments more often and have the money to pay the rate you deserve to charge.

Also learn how to authentically:

Create more Word of Mouth for your practice

Get more testimonials and referral clients

Classroom: February 3-March 10 (Mon) 10am-1pm

Instructors:

Katie Mickey: Director of the Santa Barbara Body Therapy Institute, instructor and practicing massage therapist. During Katie's directorship, SBBTI has trained over 2,000 therapists, many of whom have gone on to build successful practices.

Dan DeBroux: Marketing Consultant and Business Coach, Dan has 35 years of experience building successful small businesses from the ground up. He'll give you several simple ways to attract new clients without spending money. Dan is also the creator of "The Referral System"

Professional and Graduate Panel: Successful Certified Massage Therapist Rachel Douglas, as well as an assortment of successful professional body workers, and employers who will present throughout this forum.



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Here are testimonials from recent SBBTI business course:

"I recommend the business course to all BTI students, whether they've just completed the 200-hour program or have been in practice for several years. The class allowed me to clarify my purpose and remind me that, for the most part, all I need to do is be myself and embrace what I most love about doing massage. The use of flower essences helped shift my energy so that from the very first day of class, more new and returning clients started calling than ever before. The basic, day-to-day business skills discussed in class were very useful as well."

Nicki LeFleur, 550 hr graduate in private practice

"Hearing from the employers was a very valuable aspect of the course. I was struggling with getting clients and pricing in my massage business. I talked with Dan DeBroux and he gave me the confidence and vision that works for a successful business." *Brandon Cope 550hr graduate, currently in private practice and working for Orthopedic Deep Tissue, Massage Envy, Corporate Touch, contact made while attending the business skills course*

"Talking with Dan changed my entire perspective on business. I never knew such a simple approach could be so effective and logical. Dan redirected my thought train to make me the leader of my business, not my clients. The shifts he suggested are easy to adopt into my massage practice and they have already started to pay off. I am now more confident and focused in my business. Dan is a brilliant man with a solid grasp on the workings of reality." *Kasey Warner 1000hr graduate, currently working for Salt Cave, referral from instructor Katie Mickey*

"The things that really stand out to me is that most everything is really simple to use but very powerful ... One of the things working with Dan did was help me get beyond my many fears ... to connect with people who really care about me and my work already and having the right language so we can feel comfortable talking with our clients and new potential clients. So thanks Dan for all your great help." *Larry Trager, owner of a Corporate Touch Chair Massage of Santa Barbara*

"I got four new clients this past week from the marketing tips. The most important thing I learned is to just put out intention, do the work - never say no to work when starting to be successful."

-Cynthia Shipman, 250 grad in private practice