



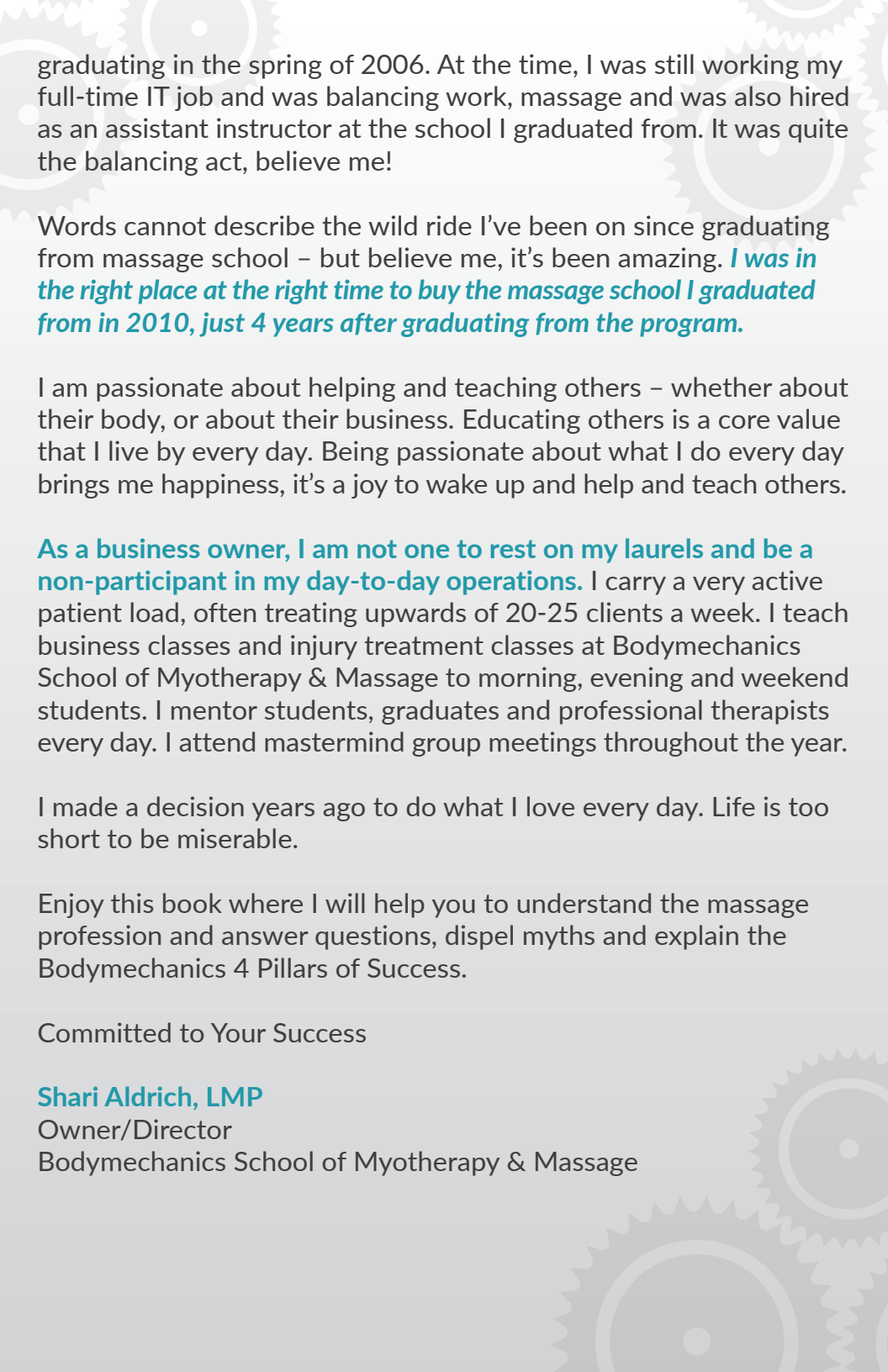
4 Questions, 4 Myths and the 4 Pillars Of Success



Hey there, I'm Shari Aldrich. That's me there to the left. Thanks a lot for your interest in massage therapy and the profession. I hope that in writing this little e-book to give you some insight into the profession and help you in your decision to choose massage school as a viable career for you (and to entice you to attend Bodymechanics School of Myotherapy & Massage, the school I just happen to own.) I wanted to give you a little background about me so that you get a sense of where I come from and where I'm going.

I've been a massage therapist since 2006, graduating from Bodymechanics School of Myotherapy & Massage. Prior to massage school, I was an IT Director for a home health & hospice agency.

I received my first massage in 2004 when I was training to run the Seattle Marathon. I knew immediately that it was the missing link in my life. I remember thinking that I had been looking for this my whole life. I decided to take a leap and started massage school in 2005,



graduating in the spring of 2006. At the time, I was still working my full-time IT job and was balancing work, massage and was also hired as an assistant instructor at the school I graduated from. It was quite the balancing act, believe me!

Words cannot describe the wild ride I've been on since graduating from massage school – but believe me, it's been amazing. ***I was in the right place at the right time to buy the massage school I graduated from in 2010, just 4 years after graduating from the program.***

I am passionate about helping and teaching others – whether about their body, or about their business. Educating others is a core value that I live by every day. Being passionate about what I do every day brings me happiness, it's a joy to wake up and help and teach others.

As a business owner, I am not one to rest on my laurels and be a non-participant in my day-to-day operations. I carry a very active patient load, often treating upwards of 20-25 clients a week. I teach business classes and injury treatment classes at Bodymechanics School of Myotherapy & Massage to morning, evening and weekend students. I mentor students, graduates and professional therapists every day. I attend mastermind group meetings throughout the year.

I made a decision years ago to do what I love every day. Life is too short to be miserable.

Enjoy this book where I will help you to understand the massage profession and answer questions, dispel myths and explain the Bodymechanics 4 Pillars of Success.

Committed to Your Success

Shari Aldrich, LMP

Owner/Director

Bodymechanics School of Myotherapy & Massage

4 Questions

Most students have the same questions regarding the profession and our schooling.

1. Will I be able to have a job when I graduate?

This is such a great question and I love to answer this one! There is such a great opportunity for success in the massage profession – whether someone chooses to work for themselves, or go to work in a clinic or spa.

The reality is that there is so many jobs available for massage therapists. Think about it this way: 1 chiropractor (if they're good) can keep 5 massage therapists busy full time. A chiropractor seeing 30-40 patients a day in 15-minute increments should have all of those clients seeing a massage therapist as well. A massage therapist can only see one patient an hour. The math shows that 1 chiropractor can keep 5 massage therapists busy full time.

That said, I am here to show you that you can have a full clientele on your own, not working for a chiropractor or a spa. You'll definitely have a job when you graduate.

As a discipline, we are only touching about 9% of the population for a once a month massage. We know that massage is growing quickly and becoming more acceptable as a valid part of a client's healthcare team.

Bodymechanics School excels at creating graduates that are prepared with advanced theory and technique. Graduates who are prepared to work for themselves or for someone else. I certainly encourage self-employment, but understand that some students will want to work for someone else.

Regardless, you can see that there is a tremendous need for more therapists.

According to the US Bureau and Labor Statistics, Massage Therapy is growing faster than all other professions combined. You're in the right place, at the right time. Massage therapy is growing and becoming more acceptable.

2. What are the potential earnings with a massage license?

Another great question! It really depends if you want to work for yourself or for someone else.

According to the US Department of Labor, the median salary for a massage therapist across the US is \$34,900 with an average hourly salary of \$16.78.

We're lucky to be in Washington State where massage is a more acceptable and is gaining recognition as a valid member of the client's healthcare team – therefore; the pay is better in Washington. Working in a chiropractor's office, you could expect pay anywhere from \$20 - \$40 an hour, depending on experience.

In Olympia, the going rate for an hour-long massage is anywhere from \$65 - \$80 an hour.

Working for yourself gives you the option to work as hard as you want too (or as little) to bring home the money you want/need to make.

Truly, the potential earnings really depend on your goals – do you want to work for someone, or do you want to work for yourself?

3. Am I going to be able to do massage for a long time?

There are many factors at play with this question:

- ✓ What is your overall health coming in?
- ✓ What is your fitness / conditioning?
- ✓ What is your strength?

Those issues aside – at Bodymechanics School we teach you so many things to help you do massage for a long time. We focus on your body, leverage, bodymechanics, and so forth every class we do bodywork. You will always have someone watching you work, making corrections and helping you to make modifications based on your personal limitations so that it will work for you to do massage for a long time.

There is a process to follow and we will teach it to you so that you can do massage for a long time! These questions will be answered below in the 4 Pillars to Success section.

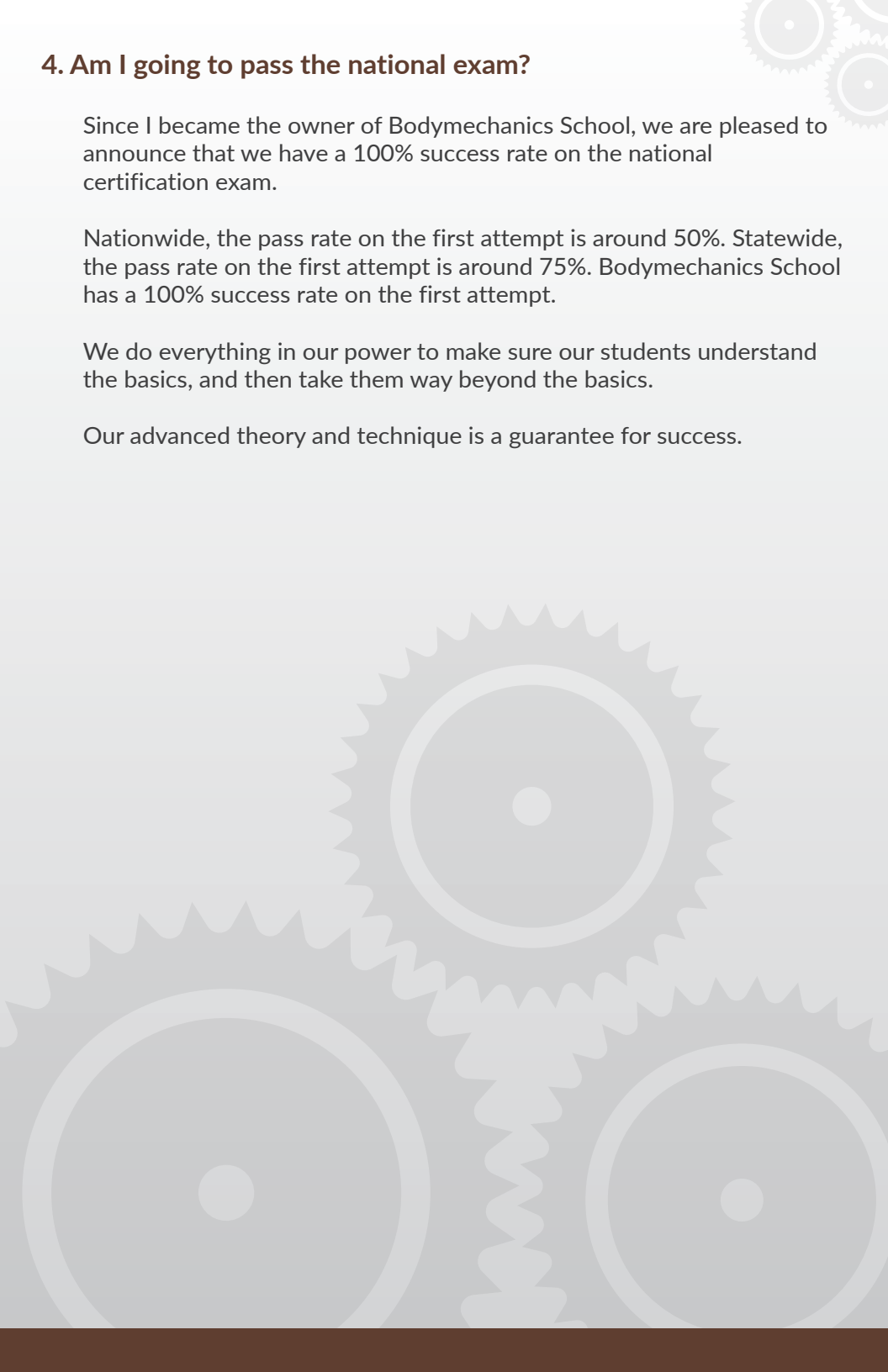
4. Am I going to pass the national exam?

Since I became the owner of Bodymechanics School, we are pleased to announce that we have a 100% success rate on the national certification exam.

Nationwide, the pass rate on the first attempt is around 50%. Statewide, the pass rate on the first attempt is around 75%. Bodymechanics School has a 100% success rate on the first attempt.

We do everything in our power to make sure our students understand the basics, and then take them way beyond the basics.

Our advanced theory and technique is a guarantee for success.



4 Myths

Lets face it; we all hear the myths out there. People who talk to you about your desire to become a massage therapist are determined to scare you with fear and scarcity. Let's look at the most common myths that are out there and dispel them.

1. Market saturation

My favorite myth of all! There is no way we are even close to being saturated in our massage market! At 9% of the population being massaged one time a month, there is so much opportunity!

True, you might see a massage office on every corner, but remember that we can only work on 1 person an hour! Full time for massage therapy is considered at 4-5 massages a day. The number of offices is NOT an indicator of market saturation.

The opportunities abound for the motivated person:

- ✓ Private Clinics
- ✓ Chiropractor offices
- ✓ Spa's
- ✓ Hair dresser
- ✓ Gym
- ✓ Hospice
- ✓ Hospital
- ✓ And on and on

We're not even close to market saturation. People who tell you this are coming at it from a place of fear and scarcity. 9% shows plenty of room to grow!

2. Won't make enough money

Well, I suppose if you're working for \$16 an hour that may be the case. However, if you're 18 years old and have never had a job, \$16 an hour might be exciting. It just may depend on your definition of "enough money."

house bills. I knew how many massages I had to do every week to hit my target. Motivation works great to get you working hard.

Now, let's look at the money aspect a little differently:

Above, I wrote about the average hourly wage in the US as \$16.78 and annual salary is \$34,900. That comes out to 2,080 massages a year. That comes out to 40 massages a week! Yikes. If 15-25 is considered full time, 40 a week is a killer schedule.

The same salary divided by \$75 per hour comes out to 465 massages a year. That's just 9 massages a week. If you fill up quickly to 20 massages a week, that's \$1500 a week, \$6000 a month and \$72,000 a year.

Double the income for half the work - sounds like a great plan to me! It really depends on your perspective, goals, skills, motivation and ability to sell yourself.

One last thought which ties into the question of longevity in the profession - 40 massages a week will exhaust your body and your energy to help people. 20 a week will keep you fresh and motivated - and in the profession for a long time.

3. You're going to get hurt

People are going to tell you that you will get hurt. Carpal tunnel syndrome, bad thumbs, sore hands and wrists, etc. are common things I hear about.

Students at Bodymechanics School are so well indoctrinated in selfcare that this becomes a moot point. We teach students how to use their body effectively and efficiently so that they can do massage for years to come. One of my favorite expressions is that "I don't want any one year wonders." I want graduates to live their passions for years to come.

I've been a massage therapist for 6 years now and I don't hurt. My thumbs are fine. I don't have carpal tunnel syndrome. I'm not hurting. The point is, I teach students to take care of their body the same as I do on a daily basis.

4. Massage is not a legitimate part of healthcare team

As an industry we continue to strive to be considered part of the medical healthcare team for our clients. Most definitely, we are part of the team!

In Washington State, we get orders from physicians, we can bill insurance companies and we are respected. I communicate with physicians and chiropractors about my patients.

Your professionalism, skill and awesome results will dictate your acceptance as the healthcare team.

Read on for the 4 Pillars of Success at Bodymechanics!



4 Pillars of Success

I meet with prospective students of Bodymechanics School and talk with them about the 4 Pillars of Success

Pillar #1: Technique

Our graduates receive advanced treatment that is guaranteed to fill their schedules. Most schools spend tons of time on the most basic of massage theory, teaching the basics without a ton of theory behind it. Our school teaches the basics as well, but once they learn the basics, we put on the layers in teaching posture, structure, injury and advanced techniques.

Our students are so well prepared, that we continue to enjoy a 100% success rate on the national certification exam. Nationwide, the first attempt pass rate is around 50%, and in the state of Washington about 75%.

We continually hear from our student clinic clients that our students “are better than most professionals out there.” That’s huge! We have the formula just right to teach exceptional technique.

- ✓ Logical scheduling of classes, layered approach
- ✓ Injury treatment classes based on cutting edge theory
- ✓ Proprietary injury treatment book
- ✓ Projects that support theory

We are committed to creating exceptional therapists.

Pillar #2: Marketing

You can have the best techniques in the world, but if you don’t know how to get the word out to the world, then no one will find you. Marketing is critical.

How does Bodymechanics School help you in this area?

First, we go far beyond the state required number of business hours in our syllabus. We have instructors who excel in teaching business concepts, and often bring in guest presenters for their area of expertise.

Students will learn

- ✓ Ethics
Communicating with the medical professional (and how this will help boost your business)
- ✓ Social media
- ✓ Business plan development
- ✓ Running a business
- ✓ Business structure
- ✓ Plus more

We also encourage those students who plan on working in our ****NEW** Graduate Clinic** to get more advanced marketing guidance with our Marketing Manager.

We guarantee you the knowledge of business knowledge so that you can get in front of the person you want to and apply your awesome techniques.

Pillar #3: Communication

You might be wondering why communication is a Pillar for Success. Well, it's quite simple, really.

Technique is great – you can help people with your skill
Marketing is great – you can get people in front of you

Once you get the client in front of you, there is a skill to communicating with them not just for one massage, but possibly for years to come. Clients are in pain, they want answers – it is your responsibility to teach them about their body.

Your skills in communicating will be a primary factor in your success. But, don't worry because at Bodymechanics School we teach you how to communicate.



We will teach you how to

- ✓ Interpret and extrapolate information from spoken and written word to communicate a plan of care to your clients
- ✓ Explain to your clients what your hands feel
- ✓ Ask for follow-up and return sessions
- ✓ Ask for top dollar for your awesome work
- ✓ Communicate with the medical community
- ✓ Educate the client about their posture, structure and pain

Communication is very important - almost as important as the technique application. You'll use this skill pre-, mid and post- massage. It's that important.

Pillar #4: Critical Thinking Skills

This pillar is powerful – and it's the one that makes Bodymechanics School graduates stand out from the rest of the crowd.

Many massage therapists do not have the ability or skill to think outside the box. They just go into “massage mode” and give the same massage to everyone that comes in their door. This really doesn't work anymore.

Clients are in pain; they have poor posture, structural problems, headaches, shoulder pain, or low back pain. They have different jobs, genetics, diets, hobbies, sports, etc. We cannot expect the same massage to work on every client that walks in.

When you utilize the techniques and communication skills taught at Bodymechanics School, and apply critical thinking skills to patient care – and are able to put that into your marketing message – I can guarantee you will have happy clients, who are referral machines to fill up your books. An example of critical thinking skills applied:

- ✓ A client complained of upper back pain between the shoulder blades, with headaches shooting up the back of her head.
- ✓ A non-thinking massage therapist spent 45 minutes on the area of the client's complaint.
- ✓ The thinking therapist knows that the pain is a result of shortened pectoral muscles and the majority of the session should be spent opening up the front of the client's body.



Critical thinking skills are a MUST for any successful therapist!

Thanks a lot for taking the time to read this e-book on the top

- ✓ 4 Questions
- ✓ 4 Myths
- ✓ 4 Pillars for Success

I hope I've helped answer your questions about the profession and our school.

If I can impart any last words to help you out they would be these:

There will never be a perfect time to go to school. It will always be tough financially and tough to be away from your family. Will those issues be any better if you wait a year or two? If you're passionate about the profession, and I think you are since you're still reading, there will never be a better time to start school than now.

Bodymechanics School offers the BEST treatment based approach than any other school, we offer 100% success rate on the national certification exam and we care about your success so much that we are interested in hiring you for a graduate clinic.

Now, it's your turn to reach out to me. I'm here and I'm waiting to hear from you.

Committed to your success

Shari Aldrich, LMP

Owner/President

Bodymechanics School of Myotherapy & Massage

www.bodymechanics-school.com