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Dear Health & Fitness Client and Professional –

I’ve worked with thousands of clients over the years who are very sick and in a lot of pain every day – living a life without HOPE of ever being out of pain and moving freely as they once did.

Today, more than ever, I am focused on helping these people and I’m making it my everyday MISSION to work with these people on the massage table and getting them up and moving, pain free and moving them to the fitness arena! Can you imagine helping people and giving them hope? It’s extremely gratifying!

This manifesto will serve as my guiding light – my plan on how I can help these people who are hurting and without hope.

WARNING: I get pretty excited when I talk about things I’m passionate about! I might rant a little bit about traditional health care in the US and about what I feel the problems are…. These are my views.

Here’s some of the stuff I’m going to cover in this report:

- Clients understanding of their pain
- Posture’s role in pain syndromes
- The negativity transformer
- Stress and it’s affects on the body
- When is it appropriate to start strengthening injured tissue
- How massage therapy can HURT the client
- And a few more things that will open your eyes

In early 2011, I went to a Fitness Business Summit in Los Angeles. I went with the intent of getting ideas for marketing my massage school, Bodymechanics School of Myotherapy & Massage in Olympia, WA. I was so impressed and moved by what I heard about fitness that I bought a fitness boot camp on the spot.

As I moved into training people, it became clear to me that most massage therapists and personal trainers have it all wrong – and have no idea on how to deal with people in chronic pain. They focus on areas that don’t need it!

My vision is clear. I want to be a leader in changing people lives, and in teaching the massage student, fitness professional and clientele on HOW and WHY what they’re currently doing is wrong!
Do you really want to know what we’re up against? Read on!

Case #1

A few years ago, I was working with a young girl, just 22 years old. I have a question on my massage therapy intake form that says “Do you believe it’s possible to heal 100% and if not how much?” She wrote NO and just 70%. That was so sad to me to think of a 22 year old believing that she wouldn’t heal 100% and that she would be in pain for the rest of her life!

So, I’m massaging her and explaining things that are going on in her body – and WHY she’s having the pain she was having. Mid-way thru the massage she says “Oh my God – I’m going to have to change my answer!” I asked her which answer... She says, “The answer on your form, I think I CAN HEAL 100% now!”

Case #2

A female client with chronically tight muscles between her shoulder blades told me that her last massage therapist worked for 45 minutes on that area to try and release the tension.

I told her I couldn’t in good conscious spend so much time in that area as the area was overstretched due to her rolled forward shoulders. After explaining the process, and how I would allow the condition to continue if I followed the same course of action, she understood. I could see the anger in her face as she thought about the last “therapist” she had seen.

Case #3

A male firefighter who was told by a personal trainer that he needed to strengthen his core by doing sit-ups every day. He came to me with low back pain rated at a level 7 on a 1-10 scale.

He was led to believe by the trainer that his core would be strengthened by only doing sit-ups – that his abdominal muscles were the extent of “his core.”

After releasing is extremely tight abdominal and hip flexor muscles, I told him to go back to his trainer and ask for exercises to strengthen and stabilize the remaining muscles that make up the core – and to stop doing 300 sit-ups every day!
Manifesto Decree #1

Educating the client about their problem is JOB #1!

This has to be where it starts. We have to take responsibility to explain to our clients about why they hurt every day – why it’s important to move! When I ask my clients about what they were told by their doctor, surgeon, physical therapist, etc. they are really in the dark or have limited understanding about what’s wrong with them!

When they go to the doctor and tell them something is wrong or hurting, they are usually given “the soup” and not much else. We affectionately call pain relievers, anti-inflammatories and muscles relaxants “the soup” as it is so common to be prescribed for any pain problems (like chicken noodle soup for a cold...)

Most clients feel that their concerns are brushed away, that the doctor doesn’t have time to explain to them what’s going on. I’ve had clients tell me that the doctor has gotten upset at them if they ask questions.

When I’m treating a client, I have charts, manuals, tools, and compelling information about pain syndromes that clients are suffering from. I firmly believe that educating the client is my top priority to empower them to take control of their problem! I will take as long as necessary to get them to understand and answer all their questions.
Manifesto Decree #2
Postural problems are making people sick!

Through modern studies, it has been discovered that there are a number of areas of the body that provide sensory input to maintain balance. These structures make up the “Righting Reflex”, which dictates the bodies ability to remain upright and maintain a sense of balance. These structures include:

- Skeletal System
- Muscular System
- Cranium
- Eyes
- Ears
- Skin
- Viscera (abdominal and thoracic)
- Mental function
- Emotions

We know this about muscles:
- **Postural muscles**
  - Help us maintain an upright posture
  - Require endurance and fatigue slowly
  - *Respond to stress by shortening*
- **Phasic muscles**
  - Responsible for movement
  - Require speed and fatigue rapidly
  - *Respond to stress by weakening*

And one last thought….. “The Tight/Loose Concept”
- Tightness creates asymmetry – looseness permits it to continue
- Muscle contraction creates antagonist weakness
- Occupational postures perpetuate the tight and loose concept
- Example:
  - Pectoral muscles are postural and shorten under stress (tighten)
  - Rhomboid muscles are phasic and weaken under stress (loosen)
  - End result: rolled forward posture and pain between the shoulder blades!

It stands to reason, due to the laws in the body that make up our posture, that if postures are allowed to continue that pain syndromes are also allowed to continue.
Masking the symptoms with “the soup” do NOTHING to stop the syndromes from continuing! And if a body worker spends 45 minutes working on an overstretched, weak muscle group, then they are enabling the muscles to stretch further!

**Manifestations of Structural Sickness:**

- **Physical pain**
  - Headaches
  - Upper back pain
  - Low back pain
  - Jaw pain (TMJD)
  - Foot pain
  - Knee pain
- **Nerve impingement syndromes**
  - Carpal Tunnel Syndrome
  - Thoracic Outlet Syndrome
  - Piriformis Syndrome
  - Tarsal Tunnel Syndrome
- **Visceral (organ) pain and dysfunction**
  - Chest pain
  - Breathing difficulties
  - Stomach pain
  - Elimination problems
  - Liver dysfunction
  - Gall bladder dysfunction
  - Urinary dysfunction
  - Kidney dysfunction
  - Greater Omentum
- **Hormonal imbalances**
  - Endocrine system
  - Hypothalamus
  - Pituitary
  - Pineal
  - Thyroid
  - Parathyroid
  - Pancreas
  - Adrenals
  - Testes
  - Ovaries
Manifesto Decree #3
Stop the negativity!

Have you ever met someone who has so negative ALL THE TIME? The type of person who continually sees the glass as half empty? Isn’t it exhausting being around that person?

For a person in chronic pain, it’s difficult to be positive, to believe that it is possible to get out of pain and for that reason they become negative and don’t believe it is possible to heal 100%. Perhaps, they’ve been to the doctor who offers drugs and/or surgeries as the answer to their problem. Perhaps they’ve been on long-term drugs and even tried surgery and yet STILL THEY’RE IN PAIN.

For that person, they are stuck in a negative pattern and cannot see the light at the end of the tunnel.

I tried an experiment with a client of mine that lasted 6 months! Every time she came in to see me, when asked how she was doing, she responded “not too bad!” Which is really a negative answer – it implies there is a level of badness involved in how she is doing. Every time she said “not too bad,” I replied – “So, you’re doing pretty good?” And, she would say yes.

It literally took 6 months to get her to answer with a positive response that she was doing well when she came in! Coincidentally, not long after that time, her pain decreased and range of motion increased and she was on the road to recovery. But, we had to go through this to get her to believe she was okay and that she would heal.

Remember the young girl I mentioned earlier? The one who was 22 and believed that the most she could heal was 70%? It took 20 minutes to get her to change and believe that she could heal with some education. To some degree, it depends on the person and how long they’ve been in pain to get them out of the negativity loop.

It’s so important for therapists to continue to tell their clients how much they’re improving, and demonstrate increased range of motion. We must BREAK THE NEGATIVITY LOOP!
The human body is designed to experience stress and react to it. Stress can be positive, keeping us alert and ready to avoid danger. Stress becomes negative when a person faces continuous challenges without relief or relaxation between challenges. As a result, the person becomes overworked and stress-related tension builds.

Stress that continues without relief can lead to a condition called distress -- a negative stress reaction. Distress can lead to physical symptoms including headaches, upset stomach, elevated blood pressure, chest pain, and problems sleeping.

Massage helps stress by bringing the nervous system back into balance – taking the person out of the “fight or flight” state. This helps the person’s digestion, sleep, heart rate, etc.

Exercise can also help stress by melting stress and increasing energy, and helps to ward off disease.

Research has shown that exercise can slow or help prevent heart disease, stroke, high blood pressure, high cholesterol, type 2 diabetes, arthritis, osteoporosis (bone loss), and loss of muscle mass. As a therapist and trainer, I recognize the importance of stress reduction on my clients. Getting them out of stress and encouraging a physical fitness regime is extremely important!
Manifesto Decree #5
Timing is everything!

Stages of Rehabilitation

When a person suffers an injury there are certain stages they must go through to ensure efficient recovery. Failing to go through these stages or attempting the stages in improper order often leads to re-injuring the affected site and possibly increasing the severity of the original injury. The following stages must be completed in order for optimal recovery.

- Eliminate sources of noxious proprioception (nerve firing, toxic build up)
- Restore functional Range of Motion
- Restore biomechanical efficiency
- Increase muscular strength and endurance - - - most PTs start here!
- Functional training

When muscle tissue is injured, the amazing body we have starts the process to heal the area. It lays down all kinds of cells designed to build up the area. The problem with it is that it lays the tissue down indiscriminate of the muscle fiber direction. This tissue becomes known as scar tissue and it’s very sticky.

The first step in rehab HAS to be removing the toxic build-up and help the fiber direction to be restored to its original direction. The tissue HAS to be reeducated. The client has to trust the new range of motion and they need to be taught how to move efficiently. Only AFTER these steps are met, can the client go through a strength-training program.

And, what is the traditional model in the US when someone is injured??
First, they’re given “the soup” and then they’re sent to physical therapy where they begin a strength-training program. Do you see the problem here? We have to change the model!
Manifesto Decree #6
The thinking massage therapist!

When we put together the laws of the body, understand why and how people get hurt, how they stay injured long term and how stress and negative thoughts can STOP the person from healing, we can understand **HOW TO HELP THE CLIENT HEAL!**

I teach all my students to become critical thinkers – to bring reasoning into the massage room to help our clients heal. This is the single most important thing I can impart to my students. We cannot just blindly put together massage routines without understanding the effects those strokes will have on the client anymore!

Remember the story earlier, of the therapist who mashed for 45 minutes on a clients rhomboids because that is where the client said they hurt. This action ALLOWED the rhomboids to relax and overstretch even further! Sure the client felt better that day…. Meanwhile, as the rhomboids lost the battle to the postural pectoral muscles even more, the pectoral muscles shortened even further – causing the rhomboids to overstretch further!

This approach to bodywork is just appalling. Clients today are dealing with more postural distortions than ever before due to work demands. High stress, poor diets, limited physical activity time and a more sedentary lifestyle place people at higher risk for structural sickness manifestations.

Massage therapy has fought hard to be recognized as part of the healthcare team – it is imperative that we use our knowledge to help our clients heal and to educate them.
MY MISSION

From table to gym

“Movement is life, stillness is death.”

I love this quote! I believe that we need to get moving. People who are injured, in pain, with range of motion restrictions live in fear of moving the injured part. The fear is put in their mind by physicians, surgeons, physical therapists, etc.

Case in point:
• 65-year-old female who fractured her tibial plateau 15 years ago in a skiing accident. She had reconstruction surgery, including plates and screws. For 15 years, she has believed that she cannot jump or she will injure her knee. Understandable to some extent... So, for 15 years, she has not jumped. She runs several times a week, but she is afraid to jump. In working with her, I encouraged her to do some easy jumping jacks and that is when she said she couldn’t jump. After a couple of days, instinct kicked in, and she was doing jumping jacks and was excited that she was able to do them.

• A 68-year-old female who had back and neck surgery over 10 years ago was told she should avoid all activities that involve rotation of her spine. Any activity she is encouraged to do that involves easy rotation of her spine she is afraid to do – yet she walks with a good cross-pattern gait all throughout her day with rotation of the spine during the gait cycle.

My overriding mission – the why I want to do what I’m doing, the reason I go to work everyday – is to work with injured people and help them get out of pain and then work with them in the gym to strengthen the areas that are weak. I want to help decrease their fear of movement.

Teaching postural distortions and dysfunctions has taught me to recognize common postural problems and the areas that need to be strengthened. Therefore, my fitness goals at my fit body boot camp will be to strengthen those areas – and not to overwork the areas that are commonly stronger!

My goal is to reach 1 million injured people by 2035. I’ll accomplish this by my own hands and by teaching workshops to other therapists and trainers and encourage them to think critically with their clients. I can’t reach everyone – but I can teach countless therapists through seminars and help them to help me (and their clients) reach their goals for movement and fitness!
Who We Are...

Our mission is to create exceptional massage practitioners with a solid foundation in advanced bodywork techniques. Our graduates are in high demand. We train them in what matters most. Our concentrated program is created around our mission statement. As a graduate of The Bodymechanics School, you will have the skills and experience to become a respected member of the healthcare profession, changing lives for the better along the way.

You will possess advanced massage skills—knowledge of injury treatment techniques—and most importantly the ability to positively affect your client’s lives. You will maximize your educational foundation and ensure your excellence as a Licensed Massage Practitioner (LMP). The Bodymechanics School of Myotherapy & Massage focuses on providing established massage theory—advanced treatment techniques—and a broad understanding of the human body.

Your training at Bodymechanics is comprehensive. The Bodymechanics approach cannot be confined by terms like “traditional” or “alternative.” Instead our program is a bridge between the chemical/surgery-dependent medical philosophies prevalent in our society, and the holistic beliefs encompassing the bodywork field. While your education will be specialized towards deep tissue and injury treatment you will also be exposed to a diverse blend of bodywork styles. As a graduate of the Bodymechanics School you will be trained to provide a wide variety of therapeutic bodywork modalities from relaxation and spa-based massage to structural and injury treatment.

Have fun while learning! At The Bodymechanics School the learning environment is both fun and stimulating. Our curriculum is designed for your success as a student, even if you’re returning to an academic setting after a long break.

Our teaching staff is composed of experienced professionals in their respective healthcare fields—many of them with successful practices of their own.
So who are we?

Olympia’s own Bodymechanics Fit Body Boot Camp is a fitness workout that includes top-notch fitness instructors, nutritional guidance, and motivational resistance training all designed to get you to the body of your dreams in the safest and shortest time possible.

What can you expect from the Unstoppable Fitness Formula?

Burn fat and get fit – When it comes to burning fat and getting fit, there isn’t a faster, more motivating or more fun way to do it than with Fit Body Boot Camp and the Unstoppable Fitness Formula. The entire workout program is designed to give you maximum fat burning and muscle toning results in minimum time.

Save time – You’re busy and do not have all day to workout. The Unstoppable Fitness Formula simultaneously integrates the four essential factors (cardio, resistance, core and stretching) for getting lean, toned and healthy all into one 60 minute workout. This is done three to five times a week so you get serious results without spending hours each time in the gym.

Avoid the dreaded workout plateau – You may have heard the fitness term “plateau”, it’s when you keep working out hard but stop seeing results. This is a result from repeating the same workout patterns over and over again. The secret behind the success of the Unstoppable Fitness formula is never repeating the same workout twice, which means your body will never adapt and your results are fast and consistent.

The “Non-Diet” – Due to our dynamic multi-joint exercise movements (D.M.J.E.M.) you burn significantly more calories while accelerating your bodies natural fat burning abilities so it’s not necessary to go on strict diets or to starve yourself to see amazing results. Simply follow the sensible eating guidelines we provide you and watch your body change.

Block your fat storage hormones – Do you feel like you’re prone to putting on more weight when you’re stressed, even if you’re eating the same amount of food as you always have? Stress releases cortisol and too much cortisol can slow your metabolism, causing more weight gain than you would normally experience. Excessive stress even affects where we tend to store fat. Higher levels of stress are linked to greater levels of abdominal fat.

Get, motivated, inspired and challenged – At Fit Body Boot Camp we don’t believe in screaming in your face and barking out orders. We believe in fitness through
motivation, inspiring and challenging you every time. Sure, we’ll challenge you, but you will always feel supported and never intimidated.

Best of all the **Unstoppable Fitness Formula** is specifically developed to not only help you burn fat and calories while working out, but to also increase your metabolism up to 21 hours after your workout – this is called the “afterburn” effect and it’s why **Fit Body Boot Camp members get fast and amazing results in such a short amount of time.**
**INTEGRATIVE HEALTH CLINIC**

**Who We Are...**

We are a talented group of therapists who have joined together to help our clients get health and to live a life without pain!

Our group includes 5 massage therapists and a chiropractor. Each of us has extensive training in our areas of expertise and are excellent practitioners, communicators, coaches and teachers.

The primary goal of Integrative Health Clinic is to “bring balance to our client’s lives...” To this end, massage therapy is a therapeutic based treatment that seeks to alleviate major pain syndromes in our clients. IHC realizes that people who have been in chronic pain for years do not need to be in pain anymore. IHC utilizes a structurally integrative approach to pain relief based on finding improper structural and biomechanical patterns in the patient’s body. Once these patterns are analyzed a comprehensive program is used to guide the patient through the five stages of rehabilitation:

1. Eliminate muscle spasm
2. Restore flexibility
3. Restore proper biomechanics
4. Increase muscle strength
5. Increase muscular endurance

To successfully achieve the five stages of rehabilitation, the addition of acupuncture and personal trainer will play an important role. It is the opinion of IHC that most rehab programs in the US are not successful because therapy happens in the incorrect order, meaning that patients are referred to physical therapy immediately after an injury or surgery (which is step 4 in the five stages of rehab.) This effectively locks in the “capsule of congestion” resulting in the chronic pain syndromes so widespread today.

By utilizing massage, chiropractic, nutrition, and personal training, Integrative Health Clinic becomes a one-stop health and wellness center in Olympia WA that encourages rehabilitation, health, nutrition, natural health and beauty products as well as supplementation that will help our clients to maintain a balanced life.
I hope I was able to shed some light on the ways I can help you to become healthier, fitter, stronger, with decreased pain, increased range of motion and better control of your sleep and stress patterns.

At the end of the day, we need to be aware of these simple rules:

1. **Educating the client about their problem is JOB #1!**
   We have to do a better job teaching our clients about their body! No one else is taking the time – we have the time! Let’s put it to good use...

2. **Postural problems are making people sick!**
   *If we don’t see it, we can’t fix it!* The more people we FIX, the more people we get to HELP! There is NO BETTER plan for getting more clients than in helping our clients, and through word of mouth referral generation, get more clients to help!

3. **The power of positive thinking is powerful!**
   Clients get stuck in a negative loop! We MUST be the voice of positive thinking to help break their cycle of negativity!

4. **Stop the stress!**
   It’s no secret nowadays – stress is a killer, literally! We need to encourage our clients to take care of their bodies, to manage their stress through regular massage, chiropractic, nutrient rich diets, and exercise!

5. **Timing is everything!**
   Stop the cycle of OUT OF ORDER treatment! Get the muscles healthy before strengthening them!

6. **The thinking massage therapist!**
   Don’t “just do it!” We need to understand the power and intent of our strokes, and the effects on our client’s bodies. Practice with a research mind and put your research into practice!

That’s it for my ramblings. Thanks for reading this report. I’d love to hear your thoughts and comments on my blog – [www.shari-fit-touch.com](http://www.shari-fit-touch.com).

In health

Shari Aldrich, LMP, FSC