

How to Build an Intentional Practice



5-DAY PODCAST
SERIES

for Massage
+ Bodywork
Therapists



How to Build an Intentional Practice

Time for an "Intention Intensive"

Welcome to How to Build an Intentional Practice, a 5-Day podcast series for massage and bodywork therapists!

Chances are that right now you've got plenty of time (literally) on your hands, but you're unsure about how to work on your business when you may not be able to see clients in person.

I've created this podcast interview series to help. I'll dive deep with some amazing entrepreneurs into how you can use this time to create an INTENTIONAL business foundation.

Think of it as an "Intention Intensive."

These podcast episodes will help you get a handle on shoring up the business side of your practice NOW, so that you can come back even stronger when you re-open your doors.

Set aside 30 minutes for the next 5 days to listen each day's podcast. Then print out this workbook so you can take notes from the insights of my guests. Finally, complete each day's journal prompts to give you ideas you can begin working on now, when you may not have the gift of revenue, but you've got the gift of TIME to finally shore up the business side of your practice.

I know you can do this, and I'm here to help. Ready? Let's GO!



Being Intentional: Your Business Framework

Day 1. Episode 26 with MINDY TOTTEN

Your intentional business framework doesn't have to be complicated or confusing.

Simply think about what you already do with your CLIENTS, and do the same with your BUSINESS. (This is probably so second-nature to you by now, that you may not even realize you're doing it! I assure you, you are...)

There are 5 parts of a framework that you likely use with your clients when you're being intentional about their treatment: Desired Outcome, Data Collection, Create the Plan, Implement the Plan, and Assess + Re-evaluate.

Listen to Episode 26 to learn how to apply this framework to your business, too. Then answer the following questions:

YOUR INTENTIONAL BUSINESS FRAMEWORK:

I. Desired Outcome. What is your desired out come for your practice? What do you want your practice to look like? Get as detailed as you can here.



2. Data Collection. How can you take steps toward the practice that you've described in the last step? What do you need to do first? What can you do today? Where do you need support? Who can help you with that?

3. Create the Plan. Make a plan to move from where you are now in your business to where you want to be. How long will it take? What pieces do you need to have in place? Where can you get support around creating your plan?

4. Implement the Plan. Now it's time to move from "planning" to "doing." What steps can you take today -- even if the future is uncertain -- to start moving in the direction of your ideal practice?



5. Assess + Re-evaluate. At least every quarter, you need to take the time to assess your business and re-evaluate your progress. And you've got some time to do that now!

Do you need to make changes? Double-down on what's working, and stop doing what's not. Take some time now to assess what has been working, and any changes you may need to make in your business moving forward. Can you create new offers? Shore up your business foundation? Do you need support around this piece of the framework?

Finally, take a moment to just breathe. No matter where you are today, there is hope for the future. Just keep showing up and taking baby steps to build your business foundation so you can emerge from this season stronger than ever.



Being Intentional: Your Marketing

Day 2. Episode 27 with THERESA REED

Being intentional in your marketing is about so much more than going to the Chamber of Commerce mixer or trying to run Facebook ads.

You have to not only believe in yourself and what you do, but you have to be **CONSISTENT** in your marketing and outreach. You've got to commit to showing up -- again and again and again -- so that you can reach the people you can serve.

Now is a wonderful time to reach out to your current clients to let them know you are thinking of them, and offering to be of service. You can do this through email, telephone calls, or by recording a short video (see www.Loom.com for an easy-to-use tool to help you do this).

Remember, as Theresa teaches, believe in yourself and your work, and be disciplined and consistent with your outreach. Take a few minutes to brainstorm ways that you can continue your outreach and marketing, even when things are uncertain:



What one baby step can you take TODAY to begin that marketing and outreach?

How will you reward yourself when you take that step? Chocolate? A bubble bath? Don't forget to take care of YOU!



Theresa Reed (aka “The Tarot Lady”) has been a full-time Tarot card reader for close to 30 years. She is the author of *The Tarot Coloring Book*, an illustrated tour through the world of Tarot with coloring sheets for every card in the deck. Theresa is also the author of *Astrology For Real Life (A No B.S. Guide for the Astro-Curious)* and the co-author of *Tarot for Troubled Times* with Shaheen Miro.

In addition to doing private Tarot readings, teaching Tarot classes, and speaking at Tarot conferences, Theresa also runs a popular website—TheTarotLady.com—where she dishes out advice, inspiration and tips for Tarot lovers of all experience levels. Follow Theresa on Twitter and Instagram for her daily “Six Second Tarot Reading”—plus photos of her extremely handsome cats, TaoZen and Monkey.



Being Intentional: Your Business Finances

Day 3. Episode 28 with LAURA COOK

Financial clarity will help you to decide the next logical step for your business, no matter what's going on in the world.

Laura Cook explains the idea of a financial runway to help you better understand your current situation and empower yourself through action steps, without fear and anxiety.

Take a moment to look at your business finances and answer the following questions:

Are there places you can cut business expenses? Remember the difference between a business expense and a business investment -- are there things you're paying for that you are no longer using?

Where do you need to invest now in your business so that you can hit the ground running and come back stronger than ever once this season is past? Where do you need support? How can you invest in that support?



Finally, brainstorm some ways you can increase cash flow now, and continue to serve your clients, even when you can't do your hands-on work. Some of these ideas will become the basis for programs you can offer in your business even when you're up and running again!



Laura Cook is a Business Finance Strategist for business owners who are ready to get serious and bring their CFO hat to the table. Through her one-one strategic intensives, on demand trainings and honest blog posts, she's here to help you set up the strategies and systems you need to simplify the money piece, get the best ROI and calm those mindset monkeys! So you can finally feel financial freedom.

When she's not empowering business owners, you can find her limbering up doing yoga, having one too many chai cuppa teas or with a paint brush in hand! Meet Laura Cook and get ready to be empowered at laura-cook.com.



Being Intentional: Your Visibility

Day 4. Episode 29 with JASON STEIN

Bodyworkers are often so humble and so afraid of standing out that they barely show up at all - and that doesn't only hurt your business, it hurts the people who really need your services.

Does this sound like you?

Take a few minutes to listen to Jason's advice from the episode and then spend some time journaling about:

--What is the hardest thing for you about letting people know about the work you do?

--Why does it seem so scary? Is there something underneath that you can address?



--What small risk can you take today that will help you to get out of your head and quiet your Inner Critic?



Jason Stein coaches successful entrepreneurs & small business owners looking for support and accountability in achieving healthy profits, healthy relationships, and healthy impact.

You can reach Jason at JasonStein.com



Being Intentional: Your Offerings

Day 5. Episode 30 with RACHEAL COOK

For the final episode of the Building an Intentional Practice series, I sit down with my friend, mentor, and business coach, Racheal Cook, to talk about being intentional with your offerings.

Think about what Racheal says about personalizing your offers and making them premium. How can you start to make your offers more individualized?

Do you agree that your clients will actually see better results when they pay for your services than when you give them away for free? Why?



What is one step you can make today toward diversifying your offerings? Once you take that small, baby step, reward yourself!



Racheal Cook is an award winning business strategist who believes entrepreneurship doesn't have to be so complicated.

Over the last decade, she's helped thousands of women entrepreneurs design predictably profitable businesses without the hustle and burnout. She is the author of Amazon best-selling book *Fired Up & Focused*, and hosts a twice weekly podcast *Promote Yourself to CEO*.

Connect with Racheal at RachealCook.com



Ready for More?

Heal Your Practice: Building a Strong Foundation in Uncertain Times

Thank you so much for joining me for the 5-Day Series. If you've loved what you've learned and are ready for more, I invite you to join us for a LIVE masterclass I'm teaching!

The Heal Your Practice masterclass will build on what you've learned here so that you and your practice can be ready, no matter what the world throws at you.

Don't miss this opportunity.

You can take this time to build a solid business foundation, so you can come out of this season with a plan for a stronger massage or bodywork practice.

The April 21st or 22nd masterclass is FREE -- just head over to www.MindyTotten.com/heal to find out more and register. And because it's LIVE, I'll be answering questions and sharing resources to help you on your journey.

I hope to see you there!