

Quickstart Guide



for Savvy Bodyworkers



How to use this Guide

I've been coaching and mentoring massage and bodywork practitioners for years, and the number one question I hear is:

How Do I Turn My Passion For Bodywork Into A Profitable Career?

It's such a good question! And there isn't a one-size-fits-all answer. So much depends on where you are on your journey...

That's why I've created this Quickstart Guide based on your current experience as a Savvy Bodyworker.

You'll get insights and tips on how to take inspired action right away...

-- Savvy Bodyworker Overview--

We'll take a look at where you are on your journey from Bodyworker to PRO & CEO

--Focus + Intention--

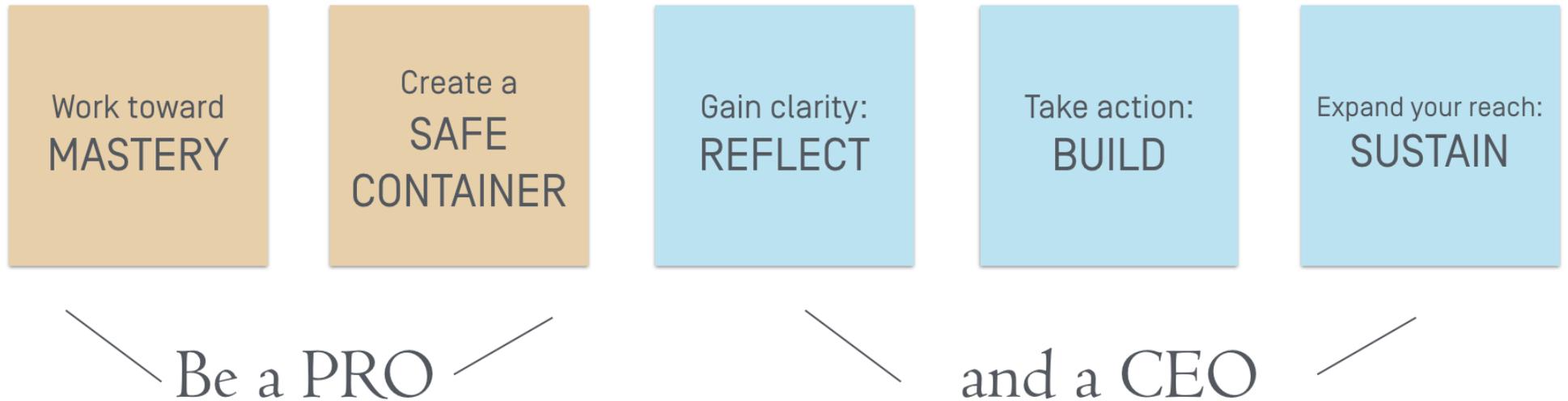
Next we'll zero in on what your priorities need to be to get you from where you are now to a bodywork practice that's perfect for YOU.

--Take Inspired Action--

Finally, we'll jump into the most important action steps you can take right now to design and create your ideal business (and ideal life!)



5 Phases of a Successful Bodywork Business



There are 5 areas you need to have in place to have a successful, sustainable bodywork biz — these are the key areas that we all have to look at in our business. To be a PRO, you need to Work toward Mastery in your modality, and you must Create a Safe Container for your clients. Then you become a CEO by diving into the business side of your practice. This is where you Reflect, Build, and Sustain your dream practice.

You're a SAVVY BODYWORKER - let's see what that means for YOU!



Savvy Bodyworker Overview

You've been a bodywork practitioner long enough to know that this is not just a hobby... it's a CALLING. And you're ready to step into your power and serve in a big way.

Maybe you've been:

- Working for someone else in a spa and you're ready to create your own practice.
- Doing bodywork part-time, and now you want to go all in.
- Trying to figure out how to fill your practice with clients you love.

But you're still not sure how to make a bodywork career profitable and sustainable enough to support the life you want to live.

This stage of your entrepreneurship journey can feel like two steps forward and one step back. While you're confident in your modality, you're probably building up an entirely new entrepreneurial skill set while you learn by trial and error.

That's why I've created this Quickstart Guide to help you zero in on the most important steps to take to grow your career as a Savvy Bodyworker.





Your Savvy Bodyworker Focus:

CREATE AND BUILD

Your Intention as a Savvy Bodyworker:

Make a LIFE AND LIVING

doing what you LOVE



Follow your bliss, and the
Universe will open doors
where there were only walls.

-Joseph Campbell-



Map Out Your Unique Marketing Plan



Because you got into bodywork to help people, rather than to become a business guru, you probably aren't quite sure how to go about your marketing. I was the same way.

At the end of the day, marketing from the heart is about building relationships.

Marketing doesn't have to feel salesy, pushy, or gross. Think of marketing as SHARING. Share what you do with folks. Marketing is the difference between bodywork being an expensive hobby and a sustainable career.

And guess what? If you like helping people, talking about your passion and how it's changed your life, and if you love inspiring people to make healthy change in their lives, then you are already marketing from the heart!



Intentional Ways to Map Out Your Unique Marketing Plan



●●● Do YOU

I always tell my students that your marketing shouldn't make you want to barf! It doesn't matter what the "experts" say, if a marketing strategy doesn't feel good to you, then don't do it. You might be nervous about putting yourself out there, but the right strategy will make you feel more excited than nauseous.

●●● Give your marketing a chance to work

Whatever marketing strategy you choose (networking, social media, advertising or public speaking are just a few) stick with the strategy for 3-6 months, and track your results to see how it's working. If you don't get the results you're looking for in 3-6 months, you can change to another tactic. Be patient, keep taking baby steps forward, and stick with it!

●●● Become a part of a community

Being in business FOR yourself doesn't mean being in business BY yourself. Nurture a community of like-minded therapists who can help you brainstorm, co-host events, and who can become terrific referral partners!



Narrow Your Focus

Don't make the classic mistake of going broad instead of deep in your work.

As counterintuitive as it may seem, **NARROWing** your focus is the fastest way to fill your client docket. Trying to be everything to everyone is a race to the bottom. You don't stand out, and your ideal clients can't find you because you and your services look just like everyone else doing bodywork.

Trying to be everything to everyone is a race to the bottom

Offering too many services or modalities sets you up for failure. Instead, you want to narrow down your focus so that you can concentrate on getting really good at what you do — working toward Mastery — **AND** you can serve the people who will get the most out of your work together.



Intentional Ways to Narrow Your Focus

••• By modality

What is your passion? What modality makes your heart sing? Which modality would you do all day every day and still love? When you narrow your focus by concentrating on a single modality, you become really, really good at it — a master. And eventually you can share that expertise with others, either as a mentor, teacher, or author.

••• By the clients you serve

What populations or types of people are you called to work with? Do you only want to work with women? Or do you get excited about working with athletes? Maybe your heart's calling is to work with infants. What could you become the best in the world at? When you narrow your focus by the population you work with, you'll become known as the expert for that population and quickly be able to fill your practice with the people you want to work with.

••• By condition

What do your people truly need? How can you be of service? Do you want to work with MS patients? Children on the autistic spectrum? People recovering from injuries? What can you offer, that's different from anyone else, to the people you are called to work with? If you are called to work with folks with certain conditions, you will possibly use more than one modality — that's OK. You're narrowing your focus by giving your people what they truly need.



Take the First Step!

The biggest mistake that big-hearted bodyworkers make is that they wait.

They wait because they don't feel like they're good enough. They wait because they think they don't have enough experience. They wait because they want to trust that things will "just work themselves out."

They wait because they don't feel like they're ready to step into their power...

So instead, they search the web for answers, do a whole bunch of trades, and spend time on social media trying to figure out how to make a go of it in their business.

It's like being on a hamster wheel -- you feel like you're making progress, but really you're just spinning your wheels.

Just start now. Take the first step into your power.





Intentional Ways to Take the First Step Before You're Ready!

••• Narrow your focus

Narrow down your focus so that you specialize in your favorite modality, and can concentrate on getting really good at it. Then you can focus on serving the people who will get the most out of your work together. (And narrowing your focus is the fastest way to fill your client docket!)

••• Share your message

Once you've narrowed your focus so you're specializing in what you really LOVE to do, start talking about it! You can create a blog or a weekly newsletter to send to your clients. Or offer a talk for local organizations about your modality and who it can help. Create a workshop to share the work!

••• Make the commitment to work on your biz

If you don't take care of your practice, it won't take care of YOU. Begin by giving yourself 30 minutes each day to implement some of the ideas in this guide. You'll be amazed at how quickly you begin to see results!





Ready to go from Bodyworker to Pro and CEO?

Take inspired action by reaching out to a community of like-minded, big-hearted therapists for support and accountability. We're here for you, and we want you to succeed!

Join us for the 100% free
Step Up & Fill Your Practice Challenge
beginning January 21.
Click [HERE](#) to save your spot!

You do great work in the world.
You deserve to make a great living doing it.

