

MODULE 2



KICKSTART
YOUR
HOME-BASED
MASSAGE
BIZ

with Barbara Swiatkiwsky

DAILY PRACTICE



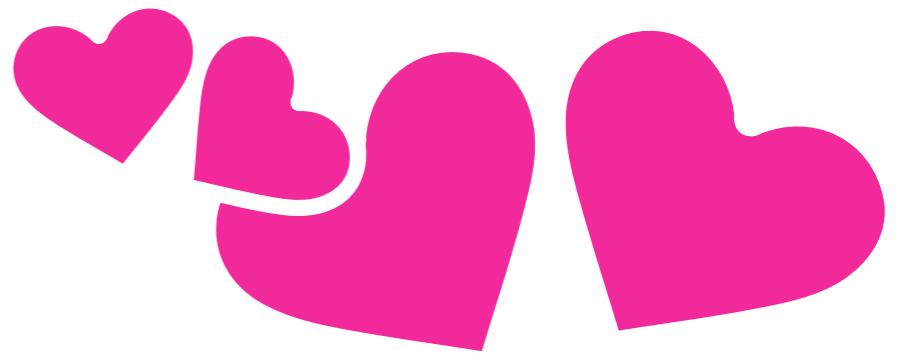
When you are in a high vibrational state you experience more ease. You feel light and enthusiastic. Good things, like regular new clients, seem to just come to you.

Journal about a time you felt this kind of joy and ease... delve deep and remember everything you can about the experience.

The good news is, we can create a high vibrational state for ourselves, whenever we desire... we just need to find our unique key. We will explore this more during our live training, but for now, make a list of 10 things that make you feel happy.

(Hint: they don't have to be complex... mine include preparing and drinking coffee, dancing like no one is watching...)

DAILY PRACTICE



Training Call Notes



AN ELEVATOR PITCH

that doesn't make you cringe



Why do you need to learn this?

It's so important to be visible in your community. You have a gift to share with the world.
You've spent time and money and heart training in your modality.

Now it's time to connect with the right clients. The people you can really help. They won't know how much their life can change for the better if you don't put that info out into the world.

Benefit to you

Confidence to proudly say out loud that you are a professional massage therapist in a way that feels really authentic and not like you are trying to 'sell' something... more like a conversation

But with polish so you can get your message out with ease

A message that is unique to you which will attract the clients that are right for you

Exercise 1: Talk to someone about why you love your modality. Record the conversation. If no one is available, talk to yourself in the mirror. Listen to what you recorded. Write down key phrases you used - especially the ones where you 'light up'.

Authentically you? Have look at the words/phrases you wrote. Are they authentically you or did you start to sound/feel stiff or formal or salesy? Transfer words/ phrases to this page that feel good.

Exercise 2: Talk to someone (or yourself in the mirror) about a client you loved working with. Record. Be super specific. Talk about them by name. Talk about why they came to see you, and what happened during, just after and later for both them AND you. Focus in on WHAT made it a great experience for you.

Listen and write phrases that feel GOOD

Your elevator pitch

Based on the previous exercises, what is important that you share with new people when they ask you "What do you do?"

Write key phrases, ideas here:

Your pitch

DRAFT 1

Setting the scene.... You are waiting for a prescription at your local pharmacy. You start chatting with another customer who is also waiting. They ask you, 'so what do you do?"

What will you say... (write it here)

KICKSTART CHALLENGE



BEFORE our training call.

Post a video in the group reading Draft 1 of your 'elevator pitch'
Make sure to tag me!



AFTER our training call.

Post a video in the group of your elevator pitch, with enhancements
you've made after our training call.
Make sure to tag me

Post Training Call PERSONAL STRETCH GOAL



The more you do your pitch, the easier the words flow.

Set your challenge so it feels like a safe stretch into discomfort

I commit to "starting the conversation" about myself as a professional therapist
with ____ people per _____ during the next week.

I will know I have been successful when...

I am most likely to sabotage myself by

The support I need to be successful is...

I can call in this support by

Training call NOTES