

MODULE 4



KICKSTART YOUR HOME-BASED MASSAGE BIZ

with Barbara Swiatkiwsky

DAILY PRACTICE



In this module, I'm introducing a tool to keep your energy and enthusiasm flowing which has really been working for me to keep me aligned with my purpose. It's based on muscle testing/kinesiology

Step 1: Test Yes vs No

Step 2: Test first energy channel (Governing) 10 - 100%

Step 3: Clear if blocked

Step 4: Re-test and repeat Step 3 if needed

Repeat for each channel

Channels: Governing, Central, Fire, Earth, Metal, Wood, Water

Level of consciousness clear

Once you are confident in your testing and clearing process, it is possible to get more specific about which channels need clearing rather than testing for all of them.

Step 1: Test for Yes/No

Step 2: "Level of Consciousness Clear" 10-100%

Step 3: Test which Channel is blocked with Yes/No

Step 4: Test which part of channel is blocked with Yes/No

Step 5: Clear channel

Step 6: Re-test and repeat Step 5 if necessary

Step 7: Re-test Level of consciousness ... and repeat from Step 3 if necessary

DAILY PRACTICE



Training Call Notes



CHARGING WHAT YOU ARE WORTH

KICKSTART
YOUR
HOME-BASED
MASSAGE
BIZ



It's time to get crystal clear about WHO and HOW you serve
so you create a joyfully sustainable business

Exercise 1: If there were NO RESTRICTIONS, who would you like to spend your time helping? Be specific. Think of 1 real person. Journal about:

A. Challenges this person faces (health, social, \$, workplace)

B. What do THEY feel their BIGGEST problem is? - what do they WANT

C. What you believe their biggest issue REALLY is? - what do they NEED

D. How would their life be better if they work with you? (Be really specific)

1.

2.

3.

4.

5.

E. Your therapeutic opinion. What would it take to make sure your client ACTUALLY achieved ALL of "B"? (how many appointments, how long per appointment, how often, what would you do during an appointment, what would they need to change in their life?)

F. Justify your opinion. Each component. What makes you think/know your opinion has merit? *** Don't panic if you can't fill this in immediately - keep coming back here!

Based on this exercise, create your FIRST unique offering. Who is it for? How will it change their life? Session details. (no price)

What to charge for your unique offering?

1. Read over the offering you created.

2. Say out loud (into the mirror) ... My unique offering will and explain to yourself what it is that you will be getting - START with how it will positively impact your life, then go on to the structure (how many sessions, etc).

Get a really good flow going. Feel how awesome this will be for your client. Finish with the cost - whatever pops out of your mouth as long as you would be super excited as a therapist to receive that figure

What figure popped out?

3. Role play a client that has received this FULL offering. Become them. Share your experience as a client... what was your life like BEFORE working with you. What is it like now? Finish with "Thankyou, I'm so glad I invested{whatever amount pops out of your mouth} in myself"

What was the figure?

Training Notes:

KICKSTART CHALLENGE



Unique Offering ... GO social

Post daily as you are creating your unique offering.

Your purpose is to generate interest and engagement with your growing tribe ... especially in relation to your unique offering.

You want Likes, Comments and Shares

Keep a record of what you are posting and the response you are receiving.

Do 1 live on your page each week!

Questions often work well. You can reframe portions of exercise 1 to help you create questions.

For example:

" A. Challenges this person faces (health, social, \$, workplace)" could be become:

Sunday: Picture of rubbing your shoulder. Text = I'm on top of my weeding, but gee my neck feels stiff. What have you been up to recently that's left you feeling a little creaky? this could be done as a LIVE

Be creative. AIM everything at the 1 person YOU decided you wanted to work with. BE BRAVE, stick with that 1 person!!!



Post Training Call PERSONAL STRETCH GOALS

Online goal:  I commit to _____ during the next week.

I will know I have been successful when...

Il am most likely to sabotage myself by

The support I need to be successful is...

Community goal: I commit to _____ during the next week.

I will know I have been successful when...

Il am most likely to sabotage myself by

The support I need to be successful is...

Training call NOTES