

Seven Tips to Grow Your Massage Business RIGHT NOW



CrossFunction Sports Massage

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Hi, my name is Jenny Mapes, owner of CrossFunction Sports Massage, and creator of the CrossFunction Sports Massage Certificate Program. Have you ever wondered if there are some quick tips or solutions to help grow your business? Well look no further! These following seven points can immediately apply to all aspiring business owners, as well as a reminder for those who have been in our service industry for decades. Ready for them?

1. Do you know who your target clients are?

Gaining **CLARITY** on who you are serving through massage therapy can be missed at times. Today spend 1 hr writing in your journal to reflect on the type of clients you currently have. What their goals and aspirations are. Their ages, gender, things they like to do, etc. Does your current business model best serve your clients? What are you doing well? What could you improve to better help your business's community?

2. Create ONE personal goal achievement for your business this week, and at what specific time you are going to achieve that goal. Example: 8am this Thursday I am going to _____. Put this goal in your calendar and add a reminder.

3. Contact your TOP 10 clients and ask if they can fill out a survey from Survey Monkey or Google Forms or other program. Let them know they are your top valued clients and you are personally asking for their insight to help the continued success of your company. What you can do to improve, what you are doing well. Give them no more than 3-5 questions, which take less than 2 minutes of their time (and let them know that!!). As a bonus gift, give them something for filling out your survey (10% off your service next time around, \$5 coffee gift card, or other). You may learn something you didn't know!

4. Reconnect with local massage therapists or health industry businesses in your area. Choose three people or organizations and send a quick email, or drop by their office to ask for a coffee connect time. Connections and networking are always helpful in the health and wellness industry. You are not known until your surrounding health and wellness providers learn about you!

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5. Plan out and schedule dates throughout the year for self-care. Put it on the calendar with a reminder. We all need to recharge and recalibrate emotionally, mentally, physically and spiritually. Boosting yourself will give more clarity and care for your clients, and ultimately they will reap the rewards of your self-care practices.

6. Read one book on an area you wish to focus on. This may be direct to our industry with movement science, pain science, sports massage (shout out to Bob McAtee's Sports Massage and Injury Care publication). Or it may be personal self-help, or even learning about a massage tool, or history behind something you are interested in (IASTYM, massage cupping, different massages throughout the world, etc).

7. Register for a local event. It can be several months from now, but adding an event on your books will ensure future clientele, when executed properly! Plus it will connect you even more with the community and to the people you wish to serve.

These are just **Some** ways to help boost your business, but there are *many more* opportunities available! Whether you are a novice in the massage field, or a seasoned veteran, we would love to help you deep dive into specific ways you can grow yourself, your business, and your brand, providing a solid framework of success for years to come.

During the trials of this COVID-19 pandemic, I would like to offer our new Sports Massage in Business online training for 50% off, and even break it up into three payments if you are unable to purchase all at once. Our goal is to make YOU successful in any way possible throughout your massage journey.

Share this code with a friend as it will expire May 24th! <https://courses.crossfunctionm...>

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This will also count towards credits for your CrossFunction Sports Massage Certificate!

I look forward seeing you [online soon](#), and please feel free to contact us if you have any questions at courses@crossfunctionmassage.com.

Blessings!

Jenny and the CrossFunction Sports Massage Team