

Massage Therapists, if you don't have enough business, read on because . . .

“I'm so busy, I'm forced to turn people away.”

Nancy Zetes,
Nancy's Touch of Country Massage

By Nancy Zetes with Jean Millard

Dear Fellow Massage Therapist,

In 2006, I began my practice after graduating from massage school. But, lately, while many of my classmates are selling their massage tables for lack of business, I'm turning people away. I provide blissful relief to **nine very satisfied clients a day, five days a week**. My first client arrives at 7:00 AM—my work day ends at 7:30 PM. It's early May, and **I'm 90% booked through January, 2015!** Yes, I'm passionate about helping people, but I'm sure you are, too. So, what's my secret?

As incredible as this sounds, it's not a misprint. I specialize in Swedish massage, deep tissue massage, myofascial release, lymphatic drainage, nerve mobilization, and cranial sacral techniques—probably no different from what many of you do. But I'm doing something that's given me a decided edge and keeps my clients happy and loyal.

Years ago, I attended a meeting and discovered some amazing machines distributed by a company called HTE. While there, a drawing was held for one of their machines, an **Electro Reflex Energizer (ERE)**. Much to my surprise, I WON! Being at that meeting and winning that machine turned out to be a real game-changer for me.

Once I knew the capabilities of the machines, I had to have another one. So, early in my practice ('06), I purchased the **Chi Machine** and became a distributor. Soon after that I acquired the **Far-Infrared HotHouse Dome**. The **FIR** (far-infrared rays) **Pad** came next. In my practice, all the machines—the ERE, the Chi Machine, the Grande HotHouse Dome, and the FIR Pad—are in constant use, all day, every day so they're very durable.

But maybe you're wondering if my clients are really benefiting from their use? Would medical doctors refer their patients to me if they weren't? Hardly. Even physical therapists, after exhausting all their techniques, send patients my way.

As for my clients, they book far in advance because they love the way the machines make them feel. They don't want to risk losing their time slot! Many even purchase a machine/s to use at home providing me with a nice extra stream of income.

For those clients who don't purchase, I offer a rental program. The **ERE** and **Chi Machines** rent for \$35/week, **FIR Pads** rent for \$10/week. They seem to like that arrangement. Funny thing is, I seldom get a machine back—renters often end up as purchasers!

But does that mean I'm losing client base? No, not at all—the exact opposite is true. Remember, I'm already booked 90% through January, 2015. Last year, I was at 60%. But how

am I using the machines to make this happen? Can **you** duplicate this easily? You'll be surprised when you find out how simple this really is.

How I Use the Machines in My Practice

First of all, I want you to know I live in the country and work out of my home. It's easy to see why I have the name, Nancy's Touch of Country Massage. I charge \$50 for 1¹/₂ hours on the table and \$30 for 1 hour on the table. Yes, I could charge more, but, then again, some things aren't about the money.

For the 1¹/₂ hour session, 1¹/₄ hours of that is hands-on massage. I do 45 minutes hands-on for the 1 hour session. Basically, the rest of the time is spent moving the machines around.

Five minutes before the massage, I put my clients on the **Chi Machine**. Some of my clients use the **ERE** for 10 minutes before getting on the table.

I place the **FIR Pad** on my massage table and have the client lie on the table face down—this will heat the front side of the body. I set the pad at 40° C for one hour.

The **ERE** comes with three sets of pads. The pads are placed on any points of discomfort the client may be experiencing. Often, that's the neck, shoulders, and low back.

The **Grande HotHouse Dome** is placed over the client's shoulders and upper back and set for one hour. There are little rollers on the dome, so it's easy to move on the table. Since the dome is open-ended, I do a little something extra to keep the heat in (the far-infrared rays penetrate about 2" into the muscle tissue). I simply take an old sheet and drape it over the dome. I made cut-outs in the sheet for the control box (you don't want to cover that) and for the hand-holds. HTE offers a nice looking cover for the open ends, but this works great.

(Regarding the **Chi Machine**, if this is your client's first experience with it, set the timer for three minutes before the massage and three minutes after. The next time they come in, they can use the machine for five minutes before and after the massage. The point is to gradually build their time up on the machine. If your client is very large, it's okay to place one ankle on the machine at a time.)

Next, I put their ankles on the **Chi Machine** (remember, my client is lying on his/her stomach). So, the fronts of the ankles are on top of the machine. Although this might seem awkward, it works! If your client has used the Chi Machine for a while (remember, you've gradually built their time up), you can put them on it for 30 minutes. After the timer goes off, reset it for 30 more minutes. For some of my larger clients, this much 'swishing' might become a little uncomfortable because of being on their stomach. Simply turn the machine off and remove it from the table.

HTE's machines are so amazing, you'll want to experiment with them to discover even more ways to help your clients. I found placing my hands on the foot pads of the **ERE** helped break up the arthritic crystals in them!

Looking back, I would've never thought I could generate such a loyal following and be as busy as I am today. But using these incredible machines in my practice has made that possible. I'm so thankful I took the time to go to that meeting those years ago!

But what about you? If you'd like to take your practice to new heights—to help more people and stay as busy as you'd like, I urge you to get back to the person who spoke to you. Because the sooner you begin using HTE's machines in your practice, the sooner you'll see results. Your clients will love you for it, and your bank account will, too!

Take care,

Nancy Zetes

Nancy's Touch of Country Massage

P.S. I'm not afraid to experiment with the machines. I have a lot of faith in them and know what they can do. But don't take my word for it. Try them for yourself. The machines will make a believer of you.

P.P.S. Here's another tip: If you're doing deep massage, you'll find the rocking of the Chi Machine helps distract your client from the pain of the deep work.