

Massage Therapist

2007-05-01 13:47:12



There is nothing quite like a relaxing massage to work out kinks and aches from sore muscles. Stressed out executives and over worked sports people are increasingly turning to massage therapists to relax their bodies. Are you warm and friendly, enjoy working with people and have an excellent set of hands? If so, this is a rewarding, easy and inexpensive home business to start.

Before The Start-Up, Let's Not Get Ahead Of Ourselves

To be a successful massage therapist you'll need to be personable; it's important your clients feel relaxed and at ease with you. You'll also need to be physically fit as you'll be spending many hours working on your feet, using your hands and arms.

A certification in massage therapy is required in some countries and states in America. Unless you have plenty of experience we recommend taking some kind of course or training before getting started. Try to find a course that includes some basic business training in addition to the usual syllabus.

The Start-Up

To get started you'll need some basic equipment and supplies. These include a massage table, towels, massage oils and a portable sound system to play soothing music. As an independent massage therapist you can choose to see clients at their home, place of work or even at your own home. The simplest way to get started is to meet clients at their homes or place of work, for this you'll need a reliable vehicle. A cell phone is also essential to stay in touch during the day (don't forget to switch your phone off during consultations). Finally appearance is very important in this business; look the part by keeping a fresh wardrobe of gym, fitness or casual clothing, whatever your preference.

Most therapists charge an hourly rate of \$45 - \$60 (USD). Do research on the Internet and by phoning around to establish the average rates in your area. Don't be tempted to undercharge simply because you are new to the business.

Making It Work

Create an experience beyond a simple massage by using fresh white towels, scented massage oils, tranquil music and an even burning incense. Some clients might not enjoy music or the smell of a particular incense, so don't forget to ask before getting started.

Marketing

Market your services by advertising at local gyms, in newspaper classifieds, on community bulletin boards and with the use of direct mailers. Until you have an established client base you'll need to aggressively market your services. Always carry business cards with you and be on the look out for potential clients and business contacts. Building a client base takes time, so don't get disheartened if you don't attain instant success. The rewards for sticking it out are consistent business, referrals and

word of mouth marketing.

Don't Forget

Being a massage therapist is physically demanding. Don't forget to take good care of yourself by staying physically fit and getting enough rest when not working. As you rely on your body to run your business you might also consider taking out insurance against accident or injury.