



TAKING CARE
MOBILE MASSAGE
EVERYONE • EVERYWHERE • EVERYDAY

Create A Meaningful Massage Career

WITHOUT STRUGGLING FOR CLIENTS

By the team at Taking Care Mobile Massage





We wrote this guide to help massage therapists, like us, to benefit from.

It's likely that you become a massage therapist because you love helping others experience the benefits of massage and the opportunities for human connection.

But being a massage therapist isn't always easy.

It can wear you down to the point where you can start to lose your energy, positive mood and upbeat attitude, which your clients can notice.

So how do you stay connected with your deeper purpose? How do you create your career so that it continues to be personally meaningful and satisfying?

And how do you minimise the amount of time and energy spent on admin and marketing, so you can focus on doing what you do best – sharing the healing power of touch?

In this short eBook, we're going to walk you through the five key steps to ensure that your massage career is meaningful, not just today, but for many years to come.

What makes us qualified to share this with you? We know because we've been through it all too and come out the other side.

In 2004, massage therapist Sandra Allars founded Taking Care Mobile Massage, developing the business from being a sole trader, into an established company of more than 40 dedicated massage therapists.

Sandra faced her fair share of challenges, both common and uncommon, including the birth of her three daughters, postnatal depression, and diagnosis of Multiple Sclerosis and Graves disease.

Throughout this time, Sandra and the team stayed focused, motivated and upbeat about the future, which has been key to building a thriving business.

How did we do this? Through the five steps shared in this eBook. We hope these lessons serve you as well as they have for us.



THE FIVE KEYS

To A Meaningful Massage Career





01. CONNECT WITH

Your Purpose



Purpose fuels your daily motivation.

When you know why you do what you do, you are intrinsically motivated: you don't need so many breaks, rest, or external motivation from others. Of course, breaks and rest are good! But you don't collapse in a heap on the couch every night because you're upbeat and excited about what you get to do every single day.

Simon Sinek talks about this in detail in his groundbreaking book and TED Talk, **Start with Why**. Sinek points to the research that shows how intimately knowing why you do what you do will make every single day that much more rewarding.

As an example, at Taking Care Mobile Massage, our top priority is to provide high quality care. Why we do what we do is because we want to help make the last quarter of people's lives, their best quarter.

We deeply value senior Australians – we will hopefully all end up there one day! And we want to play a part in empowering them to enjoy their lives, to feel valued, loved and appreciated.



02. DAILY

Affirmations

Of course, it's easy to be inspired by your deeper purpose when you dedicate time to reflect on it. But how do you stay connected to your purpose during your busy daily life?

Regardless of whether or not you have experience in practices such as, daily affirmations, meditation or prayer, the benefits cannot be overstated.

These practices can have an immediate effect on your mood, perspective and attitude, with a ripple effect that will reflect in the quality of your relationships and your experience of everyday joy.

If you don't have experience with meditation or prayer, you're welcome to borrow ours - this comes from our "Taking Care" mindset, which is our belief in making the last quarter of people's lives, their best quarter.

Before seeing each and every client, we reflect on the following questions. Try this next time you're about to deliver a massage and be open to experiencing the difference.

- How can I make their day better?
- How can I best massage them?
- How can I be a positive influence?
- How can I take care of them?
- How can I show them kindness?

Taking just a few minutes to reflect on their questions before greeting your client connects you back to your purpose while reminding you of your power as a massage therapist to influence other people.



03. PRACTICE

Gratitude

As a massage therapist, you know exactly how important attitude is. Not just your own attitude, but the attitude of others. You can often feel someone's true attitude, even when they're trying their best to act.

But feeling upbeat, positive and energetic every single day of your working week is easier said than done.

So how do you stay positive, without acting and without burning up all your energy? The answer is gratitude.

Studies show how the deliberate daily cultivation of gratitude, for things large and small, has a massive impact on improving your mood.

By taking just five seconds a day, at regular intervals, to pause and acknowledge your gratitude for something will have a powerful cumulative effect.

Gratitude for what, exactly? Well, here you're only limited by your imagination.

A few quick ideas to get your gratitude ideas flowing:

- We love pausing to watch birds fly past every time we notice them.
- We're grateful every garbage day that someone comes to take away our garbage and recyclables – something which is rare in other parts of the world.
- We are grateful for working traffic lights that keep our streets ordering, even when they're red!
- We love imagining our favourite songs in our head when there's no other music present.
- We love the hollow sound of a teaspoon tapping the base of a porcelain cup.
- We love the smell of fresh rain on hot concrete.

Try this gratitude practise for yourself. It's simple and accessible. Notice the tiny details of life all around you and then spend just a few moments focused on the details for which you're grateful.

You'll see its powerful effect on how you feel, and the feelings you share with your clients, loved ones and others.





04. ALIGN INTENTION

With Action

One of the major reasons why we can feel stressed, anxious, depressed, have trouble sleeping, avoid forming deep and meaningful relationships with others, and suffer from low self-esteem, is that **our intentions and actions are out of alignment.**

Our intentions include our personal values that we hold dear, our belief in what is 'right', our desire to change or improve ourselves and the planet, and our identity – how we see ourselves.

For those working in the field of health such as massage therapy, “health” is a shared value. This value in health and human connection is part of the reason why we became massage therapists.

But our work (and life!) can undermine even our best intentions.

If we avoid exercise because we're unmotivated or exhausted, or eating convenience food because we're tired or don't have time, or getting poor sleep, because we're overstimulated or exhausted – these take their toll on our health, which undermines one of our values.

And what's at stake, exactly, when our words and intentions aren't aligned with our actions?

Self-trust.

Self-trust is central to so many things, including our self-esteem, ambitions, motivation, courage and relationships.

So how do we build up our self-trust?

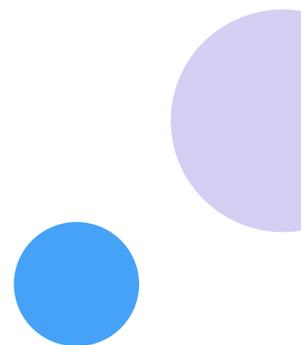
By being impeccable in our word. By strengthening our boundaries. By taking seriously the conditions around us that will sabotage our good intentions.

For example, let's say you're committed to eating more vegetables and minimising take-away. But your fridge is empty, your kitchen is messy, and you haven't planned a meal.

Your conditions surrounding this commitment are weak, so it's unlikely that you'll arrive home after work to cook a healthy meal, and far more likely you'll grab some take-away.

To help you align your intentions with your actions, try the commitment statements on the following page.

We recommend printing this and hand writing your answers then putting them somewhere visible to read every day so it becomes part of who you are.



My Commitments

For my health, I'm committed to: _____

In order to set myself up with the best conditions for success, I'm going to need:

_____, so that I can do this

daily/weekly/monthly habit: _____

I'll know I've been successful in this when _____

For my relationships, I'm committed to: _____

In order to set myself up with the best conditions for success, I'm going to need:

_____, so that I can do this

daily/weekly/monthly habit: _____

I'll know I've been successful in this when _____

For my creativity, I'm committed to: _____

In order to set myself up with the best conditions for success, I'm going to need:

_____, so that I can do this

daily/weekly/monthly habit: _____

I'll know I've been successful in this when _____

For my joy, I'm committed to: _____

In order to set myself up with the best conditions for success, I'm going to need:

_____, so that I can do this

daily/weekly/monthly habit: _____

I'll know I've been successful in this when _____

My Commitments (example)

For my health, I'm committed to: Maintaining my weight

In order to set myself up with the best conditions for success, I'm going to need:

Meal prep, family support, healthy snacks, so that I can do this

daily/weekly/monthly habit: Walk 30 minutes daily

I'll know I've been successful in this when 88kg in July 31st

For my relationships, I'm committed to: Building friendships

In order to set myself up with the best conditions for success, I'm going to need:

List of top 5 connections, so that I can do this

daily/weekly/monthly habit: Check in each week

I'll know I've been successful in this when Meet for coffee every 2 weeks

For my creativity, I'm committed to: Learning to draw an owl

In order to set myself up with the best conditions for success, I'm going to need:

Spare pencils, sharpener, good paper, so that I can do this

daily/weekly/monthly habit: 1 hour practice, 3 times per week

I'll know I've been successful in this when I share my owl drawing

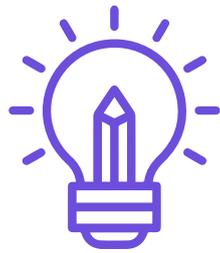
For my joy, I'm committed to: Going to the beach more

In order to set myself up with the best conditions for success, I'm going to need:

Tell my family, add to the calendar, so that I can do this

daily/weekly/monthly habit: Swim every saturday

I'll know I've been successful in this when I swim 5 weeks in a row



05. CREATE A

Flourishing Livelihood

If you're currently a self-employed massage therapist, you may find the need to constantly hustle for the next client a bit exhausting, even if you're working at a clinic.

After all, you probably didn't likely start your massage career so you could do more admin and marketing!

It's more than possible to make a flourishing livelihood in massage by minimising your admin and marketing, and spend more time doing what you do best – providing a great massage to your clients. This has the added effect of keeping you connected with your purpose.

There are several practical ways to reduce the need for admin and marketing while increasing your time spent massaging your clients.

Here are our top recommendations:

- 1** Always ask for rebookings at the end of each and every massage you deliver
- 2** Consider creating an incentive for clients to pay for a package upfront, with a discount or bonus.
- 3** Invest in relationships! Nothing beats a personal recommendation from a trusted person. Look to GPs and other allied health practitioners, such as physiotherapists or psychologists, to forge friendships with and ask them to refer people to you, making sure to thank them when they do!
- 4** Specialise in a particular health condition or demographic. The more of an expert your knowledge and experience is, the more well regarded you are and the higher you can charge.

With specialisation, there's an opportunity with a growing number of clients that can be incredibly rewarding for the right person – in-home massage for over the 65+ demographic.

Research from the World Health Organisation (Key Facts, February 2018) reveals that, between 2015 and 2050, the proportion of the world's population aged 60+ years will nearly double from 12 to 22 per cent.

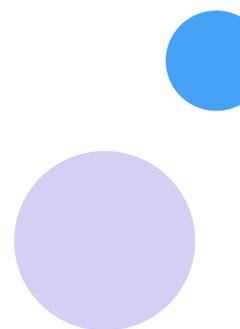
To add to that, in Australia there are federally funded Home Care Packages that allow for services such as massage to be provided to over 65s from the comfort of their own home, without needing to spend their personal finance.

In other words, there's a growing number of people in the 65+ age bracket that have funding for massage services.

This presents an additional opportunity for massage therapists to find ongoing clients beyond working in sports and clinics.

Massage for the 65+ age group is not just a smart financial move, but it also gives great meaning and satisfaction to both the giver and receiver of massage.

At Taking Care Mobile Massage, we specialise in exactly that - in-home massage for over 65s on Home Care Packages. We've partnered with over 70 aged care companies, which allows us to provide consistent client bookings each week to our growing massage team.



Looking for A Secure, Rewarding Career in Massage?

We specialise in giving the highest quality massages for the 65+ age group, at their convenience, in the comfort of their own home.

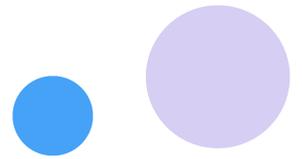
Founded in 2004, we have steadily grown to offer mobile massage services across Melbourne, with a growing team of more than 40 dedicated professional massage therapists.

The majority of our clients have regular treatments as part of their Home Care Packages (HCPs) organised through their service providers, which allows us to provide ongoing care and consistent work to our massage team.

Our Values:

- We believe in making our client's last quarter, their best quarter.
- We believe that a quality massage improves quality of life.
- We believe all people should be able to access quality care in the comfort of their own home.
- We believe in the healing power of touch and the joy of face-to-face connection.
- We're privileged to do what we do: to give our clients respect, connection and freedom to our clients from all walks of life.

Join our team!



We're an established and fast-growing company looking for massage professionals who are committed to delivering consistent, quality care.

Whether you're seeking contract work, or a permanent part-time role, we have a growing number of clients requiring ongoing massages and we're looking for dedicated massage therapists who share our values to join our team.

We offer flexible work arrangements to suit your availability and we take care of the rest, including your superannuation. You're backed by our dedicated support office to manage your appointments and our app makes it easy to see your schedule for the day.

Our mobile massage team are skilled, professional and provide the highest level of care to our clients.

If you'd like to join us, we'd love to hear from you!

[APPLY TO JOIN OUR MESSAGE TEAM](#)

Visit the **Careers section of our website** to learn more about working with us.

<https://takingcaremobilemassage.com.au/careers/>

 0425 801 856

 info@takingcaremobilemassage.com.au

 Launchpad Evolve, 132 Cremorne St,
Cremorne VIC 3121