

**SPECIAL NOTE:** This is a very intense Report. It contains some of the strongest things I think I may have ever shared about being successful as a massage therapist. I can't ethically sit here and apologize if I offend you with anything I say in the next bunch of pages, because doing so would deny my belief in everything I've written. Read this Report carefully. This is **IMPORTANT** material.

## **“Back To The Wall Massage Marketing!”**

**January 24th**  
**From the desk of Todd Brown**

Imagine this...

You're sitting around a campsite fire with your friends and loved ones.

Everyone is having fun... roasting marshmallows... singing goofy songs... laughing and just having a ball.

And as you're sitting there, taking in all the fun, you're thinking to yourself just how good of a time you're having. Not realizing what's about to happen...

Meanwhile, quietly in the bushes... lurking like the predators they are... are a pack of wild wolves just waiting for the time to strike against you and your group.

You didn't realize it, but those wolves have been quietly creeping up on your campsite for hours. Quietly getting closer and closer to you. Getting ready to just devour everything in their path... including you and your group.

As the wolves, all at once, begin coming out of the bushes to put a gory end to your wonderful gathering, you finally notice them upon your campsite.

With terror in your eyes and paralyzing fear in your heart, you frantically get up and start to back away from the wolves. Stumbling. Falling. Only to realize, they're all around you. You've got no place to go. You're stuck. Your back is "up against the wall". What now? If only you would have paid attention to all the signs around you that the wolves were getting closer and closer to you. If only...

A pretty frightening picture, huh?

Gruesome?

Sure.

Over the top?

Maybe.

Relevant to you and your massage practice?

Absolutely! Let me explain...

On January 6<sup>th</sup> at about 9:43 AM Eastern Time, I started a Priority Notification List for the massage therapists that wanted to be told as soon as I launched the Secret To Their Massage Success program.

Well... I had no idea what I had set in motion...

This is what happened – I sat stunned, refreshing our email list stats page again and again, every time surprised to see more and more practitioners signing up. In less than 6 hours of sending out the email, 161 practitioners had already signed up. It's grown substantially since those first few hours, to say the least.

The response was overwhelming... incredible...

### **HUMBLING for me.**

Yes, I'm humbled by the response from so many massage therapists that want to enroll in this new program. It shows me just how blessed I am to have so many great customers, members, subscribers, etc., that really enjoy what I do and see the immense value.

Because of the way things work on the Internet, I don't know when you're going to be reading this. But you can probably still see some of the posts practitioners left on the STTMS blog:

<http://www.SecretToTheirMassageSuccess.com/blog1.htm>

As I read the hundred-and-some-odd posts and questions practitioners left on the blog, I was overwhelmed by what I was reading. Lots of pure, raw emotion... fear... anger... joy... excitement... and not to get too sappy, but even love.

I found myself surfing on a wave of emotion. I went from excitement, to wonder, to fear, to frustration, to passion, and on and on.

Before I knew it my imagination had transported me to a place I hadn't been in many years... thinking back to the time in my own life not that long ago when I was focused on getting my own practice and "life" off the ground. A time when I didn't have much money at all, and just so wanted to succeed.

### **And then I started to get MAD.**

Now let's be clear... I'm NOT mad at the practitioners who signed up for the Priority Notification List or the ones who posted their comments and questions on our blog. Not at all. In fact, I salute their spirit, desire, zeal, spunkiness, and their hard work.

No... I got MAD at the massage educators and massage schools out there that didn't give these practitioners what they need to be successful in the real world. The people who gave these practitioners the impression that being successful in this field wasn't going to be that difficult. The people who led these practitioners to believe that marketing isn't really that important to build a successful massage practice. The people who told these practitioners that it's only going to get easier for most massage therapists as people begin to accept massage more and more.

Unfortunately, nothing could be further from the truth.

**It's not going to get easier for most massage therapists. It's going to get harder for most. A lot harder!**

And quite frankly, it pisses me off that nobody is telling practitioners this.

Instead, all the trade publications are talking about is how great things are going to be for every therapist. What a lie!

Don't get me wrong... a lot of therapists are going to help a ton of people over the next years, and clean up financially in the process – as they should. But most therapists... well... most are in for a tough time.

(We'll talk about how to make sure you're NOT one of the "most", and how to make sure, instead, you ARE one of the ones that clean up financially, in a few minutes.)

Let me digress for a second and ask a quick question...

Have you ever done a search for something on Google or Yahoo?

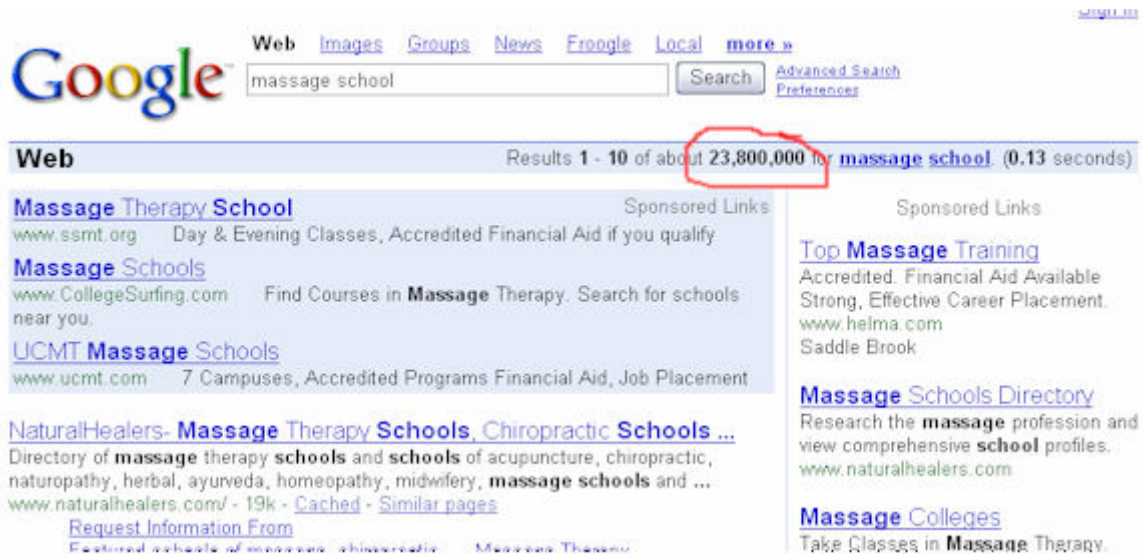
Of course you have, what the heck am I thinking.

Well, have you ever done a search for the keyword "massage school"?

I have.

Very recently in fact, (during one of those times when I was blowing off all of those good time management skills and just surfing around the Net). 😊

Well, what came up SHOCKED the heck out of me. Take a peek...



Just in case you can't see that - over 23 MILLION website listings came up for the keyword "massage school". 23 MILLION!! That means Google is showing over 23 MILLION websites out there on the Internet that have something to do with a Massage school.

That's a lot of websites for massage schools, right? Now, please understand, that's not to say that there are 23 million massage schools out there. But it is to tell you that there are lots. Thousands, at least. In fact, one list of massage schools showed over 600 in California alone.



So, of course, I started thinking... how can all of those massage schools survive and stay in business. I just had to know how many new massage therapists they were putting into the profession every year (most ill prepared for the business world).

I immediately went over to the AMTA website at [amtamassage.org](http://amtamassage.org), to see what they said. And this is what their demographic study showed. Look at how much just their membership size grew since 1990. 34,000 more massage therapists. And that's just the AMTA and just until 2002.



According to the advertising information the AMTA gives advertisers (people like me) they're adding approximately 12,000 new members EVERY year. That's 12,000 more massage therapists joining. And according to a September 2002 press release from the NCBTMB, the organization has seen a 25 percent rise in certifications EVERY YEAR since 1996.

Finally... I just wanted to wrap up my little research project by finding out how many total massage therapists there are out there. I figured with all those massage schools, and all those new massage therapists coming into the profession, there had to be a pretty large number out there.

Well, I wasn't disappointed. According to the one website I went to, there are between 160,000 to 220,000 massage therapists in the United States alone! Even if half of those practitioners are no longer practicing, that's still between 80,000 and 110,000 massage therapists in the U.S.

And that brings me back to the educators, schools, and the trade publications misleading practitioners into believing things are going to get easier for most massage therapists.

Let me ask you... how could that be?

**How could it get easier for most massage therapists when there are thousands of massage schools out there pumping out thousands and thousands of new massage therapists into the profession every year?**

Competition is certainly on the rise, right?

It's only a matter of time before there's a massage therapist on every corner, just like in chiropractic, right? I mean it's inevitable with the numbers of new massage therapists graduating from schools. Saturation in certain geographic areas is right around the corner.

Not to mention, a lot of these new massage therapists coming into our towns are just so eager to get clients they're charging pennies for their time. It certainly doesn't make it easier for the average massage therapist out there, already in practice, to do even better for themselves financially, does it?

And let's be real... and this is going to be a bit rough... but... those new massage therapists don't care about you or your massage practice or your income or your family. They don't! I'm not saying that they wish you ill. Not at all. But what I am saying is that the new massage therapists that are coming into your town, city, community, etc., are coming in to get as many massage clients as possible. Yours included, if they can.

It's just the unfortunate nature of business. Sometimes it's cut throat. Especially in a profession that's soon to be saturated with practitioners on top of one another.

**So, how the heck can these people say that it's going to get easier for most therapists? Easier how?**

Easier just because more people are using the services of a massage therapist? Not so if more practitioners are coming into the profession and YOUR town every year. And, if you're lucky enough to not have that many practitioners competing with you right now, don't get comfortable. They're on their way. Go look at those numbers again of new practitioners if you need to see why.

I know that sounds brutal. And I know you're probably hating me right now for saying some of this stuff. You may even be denying some of what I'm saying to you. But that's the whole reason why I decided to write this Report – because I can't allow you to sit back and close your eyes, denying that the "wolves" are on their way to your "campsite". Because they are!

You might not even see it. You may not even believe it. But they ARE on their way.

And there's going to come a time very soon when the average therapist, who doesn't really take his or her career and profession seriously, will no longer be able to afford being a massage therapist. The profession will just be too saturated for the average massage therapist to make any real money.

We're coming close to a time in this profession when most therapists will be standing in their "campsites" with fear in their eyes, realizing their "back is to the wall" and they're surrounded by "wolves" who are trying to take their livelihood and everything they've been working to create for themselves.

I know that seems like a ridiculous image, used just for effect. And it is. Not ridiculous, but used for effect. Because I really hope you see the severity of the situation. Because if you do, you still have enough time to secure your "campsite", avoid the "wolf attack", and continue to have more fun, help more people, and make more money than ever before in the exciting years to come.

Exciting years? Huh?

I thought you said things are going get tough, Todd?

Well, I did. Tough for MOST therapists, AVERAGE therapists who DON'T take their career and profession seriously. The sheer numbers of new massage therapists will weed THEM out.

**However, for the massage therapists that do take their career and profession seriously... well... you are in for one heck of a fun and prosperous ride... and here's why...**

Because no matter where you go or where you look or what professional organization you talk to, they're all saying the same thing – **more and more people are using the services of a PROFESSIONAL massage therapist, and more people than ever are going to start looking for one.** A lot more!

In fact, take a peek at some stats from the AMTA website:

- A new nationwide survey shows that **47 million adult Americans received massage in the past year.**
- **The latest survey results also show an increase in the number of consumers receiving a massage,** with 2 million more people having received a massage than a year ago.
- **Consumer confidence in massage therapy rose** from 2004, with 73 percent of respondents stating they would recommend massage to someone they know, compared to 65 percent a year ago.
- It is estimated that consumers visit massage therapists 114 million times per year, **spending between \$4 billion and \$6 billion annually on these visits.** (AMTA).
- **18% of the Adult U.S. population has had a massage in the past 12 months which has more than doubled** since 1997 when it was at 8% (AMTA).
- The use of massage therapy for people who had experienced severe neck, back, and shoulder pain gone from 14.6% in 1996 to 19.4% in 1999 (AMTA).
- **Massage therapy is not a luxury anymore**

## **You Know What This Means For You And Your Massage Practice?**

It means that the “opportunity” for you to achieve all your massage goals and dreams has never ever been better than right now. There are more people seeking out your services than ever before. And that number is only going to increase. People have more expendable income than ever before. There are more people turning 50, conscious about their health and wellness, than ever before. The credibility of massage has never been better. Consumer confidence in massage has never been better.

Again, the opportunity for the serious massage therapist has never ever been better than it is right now.

You see... even though thousands of new therapists are coming into the profession each year, trying to make their own dent in the market, trying to grab up whatever massage clients they can get, most sadly have not a clue about how to market their services and build a successful practice. Some don't even realize what they don't know (thanks to the educators!).

For those therapists, the saturation of the market with other ill-prepared massage therapists will unfortunately determine their fate.

But, for the therapists that understand how to market their massage practice and differentiate themselves from the ocean of average massage therapists about to come into their community, they won't ever feel a single bit of the saturation or competition, and will reap the GIGANTIC REWARDS of a hungry market of consumers desperately searching for help from massage therapists.

I'm telling ya... it's going to be a great thing for the SERIOUS practitioners. Like the gold rush years. Seriously. It's coming.

**The only thing that's going to determine whether you reap the rewards of a great economic time or suffer the pain of a saturated profession is your understanding of massage marketing and your willingness to sharpen your skills every year.**

If you take some small measures now to develop the skill that 90% of the new therapists lack and never learn, you'll put yourself in an unbelievable position to be one of the therapists that is poised to make A LOT of money in this upcoming surge of massage usage.

Is that self-serving on my part, being that I sell massage marketing and practice-building courses?

Sure.

But I sell those courses because that's the one single skill that determines whether a practitioner succeeds or not. That's why I don't sell lotions or music or anything like that. Because all of those things without the ability to get and keep clients won't get you a cup of coffee at the local Starbucks.

And if I didn't talk to you about YOU learning effective massage marketing and how critical it is to your success, especially with all the new therapists coming into this profession and YOUR town, I wouldn't be telling you the full truth. I would be leaving out the most important thing for you, regardless of whether it serves my best interest or not – that's irrelevant.

Personally, I spend anywhere from \$8,000 to \$15,000 per year learning how to better market my services. And I'll tell ya... for every dollar I spend on my marketing education I make at least \$12.00 back, if not much more. *(Yes, you can do the math to figure out what that means to me financially.)* Call it nuts. I call it smart.

Now, I'm certainly not telling you to go out and spend what I do. Not at all. You don't need to. By learning just a handful of effective marketing and practice-building techniques you can easily skyrocket your practice size and income. And I'm talking just a handful of good marketing tactics...

## **Take A Peek At What Happened To These Therapists When They Learned Just A Few Things:**

"...I got 4 clients in 10 working days, who booked in advance for the whole program (3 of them) and one of those 3 came today with her sister. Isn't it great?"

- Liliana Durkee, Passion salon & spa

"The number of clients I've gotten has almost doubled...from 4-6 wk to 10-12 wk and still growing. The business is still growing and I have not come close to implementing everything learned.

Thanks!"

**- Tanya Meyer, Better Body Solutions, Naperville, IL**

"With Todd's tid-bits of marketing ideas, I have tripled the number of clients and income in the last five months. I am now much, much closer to becoming a full time massage practitioner."

**- PJ Sutton, Gaia's Touch, Nashville, Indiana**

"I now have 12 more regular clients a month. I'm at least \$800 more a month."

**- Jason, Massage By Jay, Beverly, MA**

"I partnered with a fellow therapist and we are seeing some very good results. 6-10 clients more a week. Consistent, and actually making a profit."

**- Geri Wester, Muscle Therapy By Geri, Cedar Rapids, IA**

"My income has increased at least 100% since using Todd's ideas. By using Todd's methods I've increased my client base and income, streamlined my marketing by tossing what doesn't work and only using what works!"

**- Nancy Woods, The Center for Health & Healing Arts, Ulysses, KS**

"Todd has helped me tremendously with starting my NEW massage practice! From 0 to 28 in 6 weeks. Being a new therapist, he has given me the courage to start brand new and with short cuts of developing clients and a new business. He has done his homework...time and time again!!!"

**- Norma A. Short CMT, Roanoke, VA**

"My income has at least doubled! With His program, I have created a marketing plan specifically for my business and the type of people I am targeting."

**- Kimberly Hoffman, LMT, Altamonte Springs, Florida**

"Since becoming a subscriber/customer of Todd's my income has improved by at least \$100 more a week."

**- Mende Lawrence, Mende's Massage Therapy & Bodyworks, Selma, AL 36701-6631**

"2 new clients - not bad within 3 days! I no longer have to worry about who I am going to massage. I am just starting out and am really grateful for your direction!"

**- Gloria Bloore, Dayglow Massage, Alamosa, CO**

"New clients that reschedule is about 80%"

**- Christine Brasmer, A Massage Connection, Missoula, Mt.**

"Todd's Mega-Success System has revolutionized my practice. Taking the haphazard approach I was using to run my practice and making it streamlined and effective. Business has increased 25%. More money less work- you gotta be happy about that!"

**- Anthony Presotto, Anthony Presotto Massage, Redcliffe, Queensland, Australia**

"I have noticed that each time I employ a marketing tactic, I usually get about 10 new clients and probably 5 of them are return customers after coming in."

**- Tammy McMahan, LMP, Everett, WA.**

"I haven't been practicing that long, but I've acquired 10 new clients in 1 month by following Todd's suggestions. Increased client base, increase of re-books, not spending the big \$\$\$ on newspaper ads. My income has become more regular instead of just "hit and miss". Thanks Todd."

**- Beth Jensen, RN, LMT, Special Kneads Massage, Davenport, IA**

And I could easily go on and on with literally hundreds of stories like that from practitioners that learned just one or two new massage marketing techniques and - WHAMO! – their practice and income took a massive jump.

And, quite frankly, I could easily continue to educate practitioners the way I have, and they would continue to breakout from the crowd of therapists and safeguard themselves from the onslaught of new practitioners - by bringing in a lot of money and achieving a lot of success for themselves.

But... honestly... I'm a bit bored.

And for some time now I've wanted to do something different with practitioners. Something exciting. Something that's never been done before and will produce even **GREATER RESULTS** for practitioners. **EXTREMELY RAPID RESULTS!** And that's just what I believe I did...

After a huge amount of agonizing brainstorming, I finally came up with an outrageous way for you to short-cut your massage marketing education, learn a proven blueprint for success as a massage therapist, avoid costly, painful mistakes, and achieve your massage goals in record time.

**Here's what I did...**



I rounded up a group of former ordinary massage therapists that were able to achieve extraordinary, super-duper success with their massage practices, and bribed them with a pretty hefty cash payment to spill the beans for you on exactly what they did to build their super-successful massage practices.

I got them to agree to hold back nothing. To give you every juicy detail of how they built their money-making massage practices.

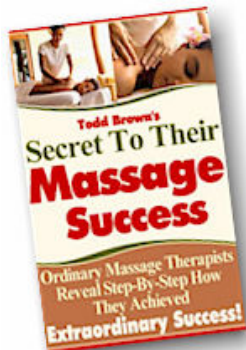


To share with you the things that worked like gangbusters to bring in new clients, as well as the things that failed miserably.

I even got them to agree to share with you their referral secrets, their retention tricks, their pricing models, their hiring methods, their business management approaches, and of course, their best, most effective client attraction tactics.

Just think about the value of having super-successful massage therapists share all of these things openly with you. It's really unbelievable. Well... I put this all together into one big program called...

## **The Secret To Their Massage Success Program**



## **What You Get When You Enroll In The Secret To Their Massage Success Program**

- ✓ You get to listen live to a different super-successful massage therapist every month totally reveal how they built their thriving practice, step-

[Click Here For The Secret To Their Massage Success Program](#)

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**by-step.** This is where you'll get a real-deal blueprint for success as a bodywork practitioner.

- ✓ **You get an additional 30 minutes to ask any massage-success related questions to each superstar therapist every month.** This is where you'll get personal attention for YOUR practice.
- ✓ **You get an audio recap from me (Todd) of each of the key points discussed and shared during each of the Grilling Calls.** Here's where you'll get a fast and furious dose of the most important success secrets each super-successful therapist shares during their hot seat.
- ✓ **You get a recording of each one of the live interviews.** This way you can listen as many times as you'd like, so you don't miss any one tip shared during the interview.
- ✓ **You get a word-by-word transcript of each of the live interviews.** So, if you'd rather read what each MT shared you can do that also. Not to mention, you'll never miss any one interview even if you can't make it to the live call with these transcripts.
- ✓ **You get copies of the marketing materials each of the super-successful massage therapists talk about during their interview (as long as they're available).** This way you can see exactly what their marketing materials look like. With this you won't even have to think.

Nothing like this has ever been put together for massage therapists before, at least not to my knowledge. Now, there is a bit of bad news... it can't all be good...

With all the emails we've been getting from practitioners about being part of this new program once we launch it, I came to the sad realization that there's just no way we're going to be able to allow everyone to be part of it.

I know it stinks, but we really have no choice.

**To make sure all the practitioners involved can get their personal questions answered by each of the superstar massage therapists I have lined up, we're going to have to cut the enrollment off at 200 practitioners max.**



Don't get me wrong... from a business perspective I would love to allow 400 or even 500 practitioners to take part in this... I mean it would be more money for me... but I wouldn't be able to control a program with that many practitioners in it, and it simply wouldn't be fair.

So, again, we have no choice but to limit the enrollment in the 'Secret To Their Massage Success' program to just 200 practitioners.

Once we reach the 200 mark, we will stop accepting new practitioners. The only way we'll allow a new practitioner in, is in the event someone gives up their spot or if we ask a practitioner to leave the program.

Other than that, the 200 is it.

**PLUS, If You Enroll Today You'll Also Get The  
Massage Mastermind SUPER Bonus!**

Believe it or not, this is the part I'm most excited about. Even more so than the core of the program!

I'm still a little blown away, to tell you the truth, that we thought of this and were really able to organize it. But we did...

You're also going to get enrolled into a sort of club... what we call a Massage Mastermind group... where once a month I'll personally be facilitating a tele-mastermind group just for Secret To Their Massage Success members.

Each month you'll be able to exchange ideas, plans, successes, failures, marketing materials, motivations, referral strategies, retention tactics, etc., with other sharp and savvy MT's. And they'll be doing the same for YOU.

This is VERY SPECIAL BONUS that, to my knowledge, has never been done before for MT's.

**You will have your own team of massage therapists that all take part in a group teleconference call once per month to help one another achieve maximum success with your massage practices.**

It's going to be the most valuable massage educational experience you've ever had.

## **Okay Todd, So How Much Is Enrollment In The Secret To Their Massage Success Program Going To Cost?**

If you saw my "Price Video", you know a little bit about what I'm thinking about how I would price the program. This is the deal...

If you were to locate and pay 12 super-successful massage therapists for an hour and a half of their time to pick their brain and give you their personal success secrets (if they would even do that for you), at just \$70.00 per hour (*much less than what I'm paying them for you, by the way*), you would have to pay \$1,260.00 just to hear what they have to say about succeeding as a massage therapist.

That's \$105.00 per month.

And even at \$105.00 per month it would still be worth it's weight in gold for you. Just think about it... if you only got 2 new clients a month from what you learned, at just \$60 per hour that would give you \$1,440.00. A profit of \$180.00 for you. If you only got 3 new clients a month from what you learned, it would give you \$2,160.00, or \$900.00 profit.

Again, that's if you were paying \$105.00 per month and only got 2 or 3 new clients a month.

I wouldn't be shocked or surprised if some massage therapists enrolled in the Secret To Their Massage Success program end up getting 2 to 3 new clients A WEEK. At least for the first month or so of the program. No doubt about it.

**Plain and simple... the Secret To Their Massage Success program is going to make some massage therapists a small fortune. More important to me, it's going to change lives drastically for the better.**

In the "Price Video" I went on to explain that if we made the program \$60.00 per month, instead of the \$105.00 it's really worth, it would be an unbelievable bargain for you.

But, because I want to fill up the 200 spots in the program as soon as possible, I decided to make enrollment in the Secret To Their Massage Program **just \$34 a month** (with the option to stop whenever you want).

The reason I priced it so low after so much thought, again, is to make this a no-brainer decision for the serious practitioners, so we can fill up the program the day we launch it, and move past this roll-out phase of the program.

Really, I should easily be charging the \$60.00 per month. And we would get it. But, for the sake of speed to fill up the program, just \$34 a month it is.

## **LET ME SAY THIS...**

When I started this Report I told you I was pissed off that good practitioners were being lied to, and set up for failure in the near future. And I meant it. Every word of it. But, I hope with this Report I didn't give you a feeling of despair. I hope not. Because you should be feeling anything but despair.

You're about to enter into one of the best times in the history of the world – literally! – to be a professional massage therapist. **Opportunity is going to be all over the place for the professional, who knows how to market his or her practice and differentiate themselves from the flood of average therapists pouring into the profession.**

Really, I wrote this overly long report for one reason... because I want you to really, truly face the reality of the situation with the bodywork profession, and I want you to get real and honest with yourself. I would hate to see you lie to yourself and tell yourself that it's all going to be okay even if you don't do anything to make it okay. HOPE is not a good marketing plan.

**You need to market your massage practice like your BACK IS TO THE WALL. Because if you don't, it soon will be.**

THAT IS THE BOTTOM LINE.

[If you're ready to take a good hard look at what the Secret To Their Massage Success program can do for you and your massage practice, then click here!](#)

I'm sorry if I offended you with this Report. That was not my intention at all. I'm just sick and tired of seeing practitioners struggle to make ends meet. I needed to send a wakeup call.

That's it. The next time you get an email from me or a video or an email postcard or something, I'll be back to good ole nice guy Todd. And please, every now and then, shoot me an email and tell me about how you're marketing your massage practice like your back is against the wall. I'd love to hear it.

Talk to you soon,  
Todd Brown  
[SecretToTheirMassageSuccess.com](http://SecretToTheirMassageSuccess.com)

**P.S.** I really poured my heart and soul into this Report. I also poured my heart and soul into making the Secret To Their Massage Success program the most valuable massage educational experience ever created for practitioners. Take a look at it. I think it might change your life. Here is the link: <http://www.SecretToTheirMassageSuccess.com>

**P.P.S.** Remember, we're only excepting 200 practitioners into the Secret To Their Massage Success Program. Once we reach 200, enrollment will be closed.

One last thought..

If you don't enroll in the Secret To Their Massage Success program, what ARE you going to do to make sure the new therapist wolver in the waiting don't ravage YOUR massage campsite?

Think about it.