

 <p>Chair Massage Marketing 101 The most comprehensive chair massage marketing book in the history of mankind!</p>	<p>\$99.00</p> <p>\$2.99 Kindle</p> <p>\$9.99 Paperback</p>	 <p>Chair Massage Techniques</p>	<p>\$29.99</p> <p>\$2.99 Kindle</p> <p>\$9.99 Paperback</p>
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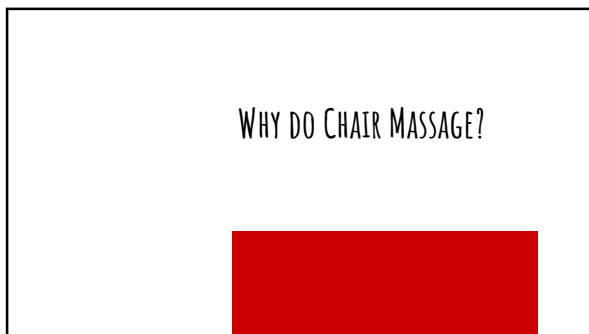
 <p>RELAX TO THE RHYTHM OF CHAIR MASSAGE TECHNIQUES</p>	<p>Two DVDs \$89.00</p> <p>\$4.99 DVD (each)</p> <p>\$9.98 Streaming (complete)</p>	 <p>Massage Anytime, Anywhere</p>	<p>\$19.97</p> <p>\$4.99 DVD (each)</p> <p>\$4.99 Streaming</p>
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On sale for this week only!

 <p>massage bodywork</p>	<p style="font-size: 24px; font-weight: bold;">FREE RESOURCES</p> 
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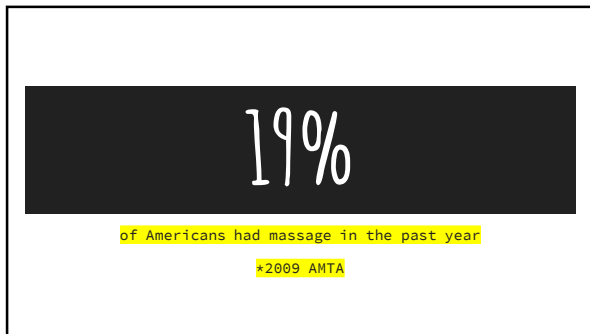
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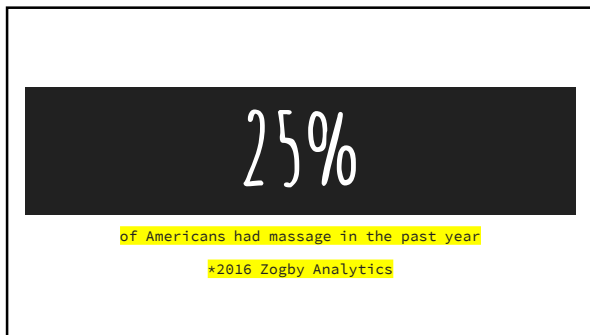




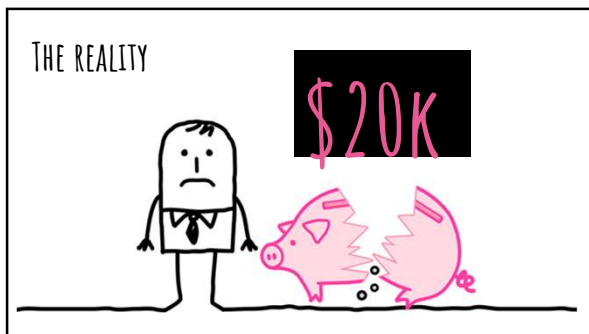


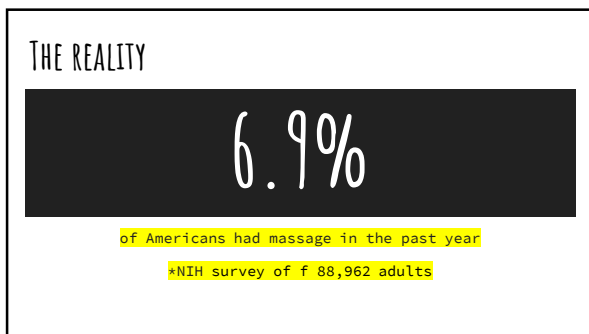


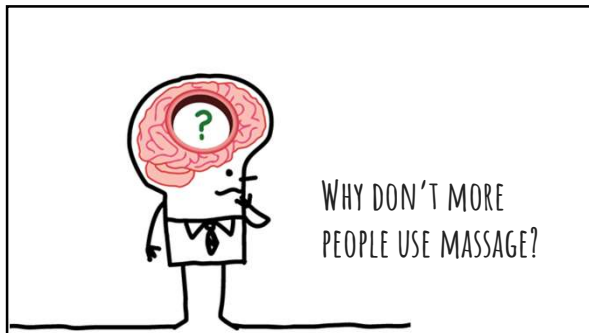












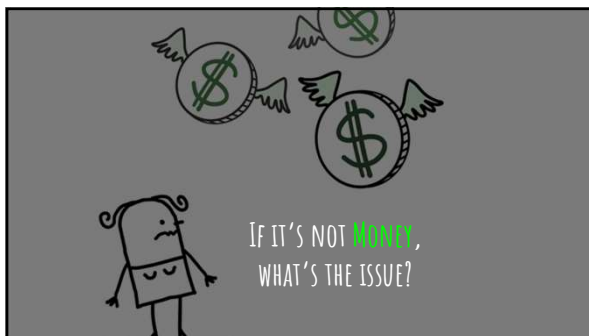




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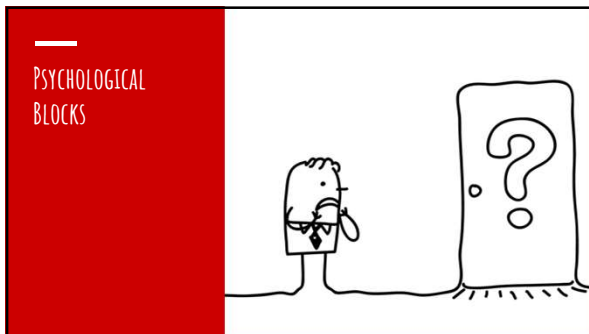
Used their massage coverage

*660,000 enrollees - NIH study



IF IT'S NOT MONEY,
WHAT'S THE ISSUE?

PSYCHOLOGICAL
BLOCKS



PSYCHOLOGICAL BLOCKS

- Nudity
- Time
- Convenience
- Sexual associations
- Fear of the unknown



WHAT IF...
... WE COULD PROVIDE A
MESSAGE SERVICE THAT
OVERCAME COMMON
BARRIERS TO GETTING
MESSAGE?



PSYCHOLOGICAL BLOCKS

- Quick
- Inexpensive
- Keep your clothes on
- No fear: You know what's going to happen and who's doing it
- Convenient
- Comes to where you're at
- No greasy oils

THE MESSAGE CHAIR

Why you need a message chair



IT'S A BALANCE

Ease of use
VS
Client comfort




A cartoon character with a smiling face, wearing a white shirt and a dark tie, stands on a horizontal line. It is holding a pair of scales of justice. The scales have two pans, one on each side, and a central vertical beam with a circular weight in the middle. The character's arms are extended to hold the top of the scales.

STRONGLITE PORTAL PRO



A red massage table with a silver metal frame. It has a headrest, a backrest, and a knee rest. The table is shown from a side profile, facing right.

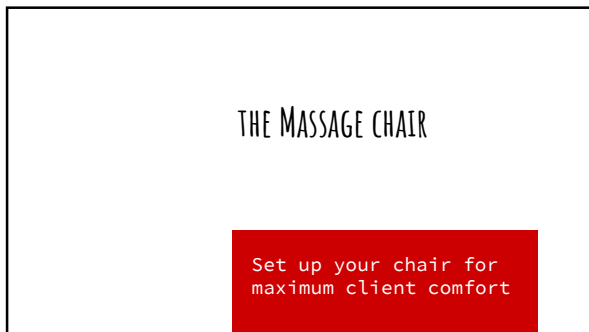
OAKWORKS PORTAL PRO



A green massage table with a black metal frame. It has a headrest, a backrest, and a knee rest. The table is shown from a side profile, facing right.







IMPORTANT POINTS...

The chair setup is important!
Show and tell, then watch and tell
ABC's
1,2,3's

ENSURES COMFORT & PREVENTS FAINTING

IMPORTANT POINTS...

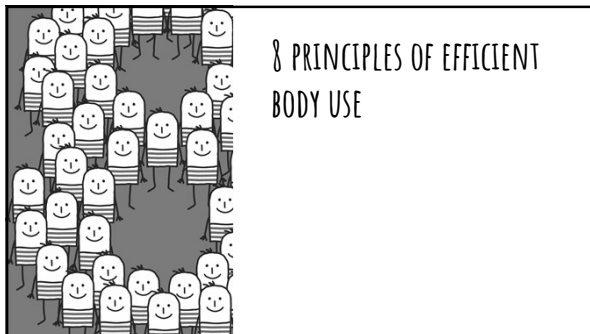
Have the person slide forward in the seat and make sure the abdomen is supported
Put the person's head in a comfortable flexed position and bring the face rest up to meet their face
Check that you can see their eyes and that there is clearance for the anterior neck
Visually check the head and neck throughout the massage

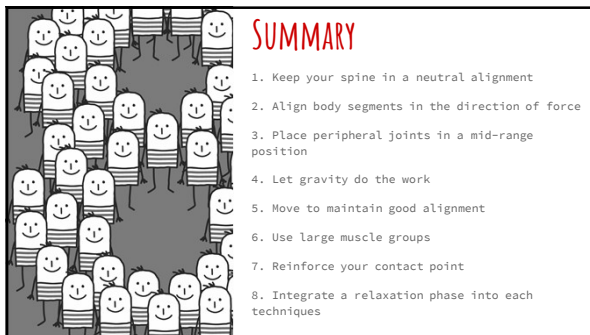
ENSURES COMFORT & PREVENTS FAINTING

EFFORTLESS CHAIR MASSAGE











Two DVDs
\$89.00

\$4.99
DVD (each)

\$9.98
Streaming
(complete two volumes)

\$19.97

\$4.99
DVD (each)

\$4.99
Streaming


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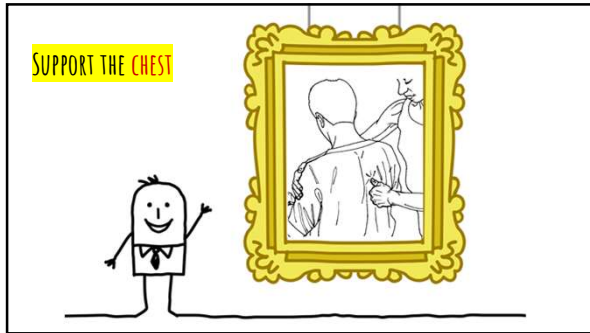


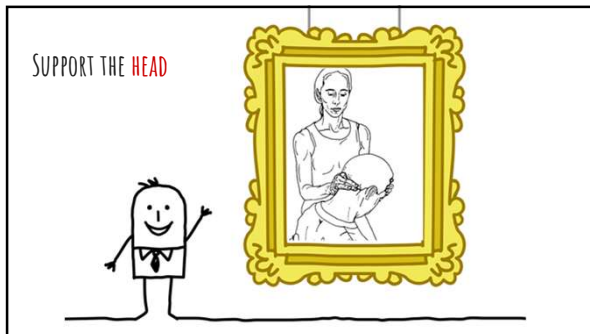
FREE AND PAID
RESOURCES

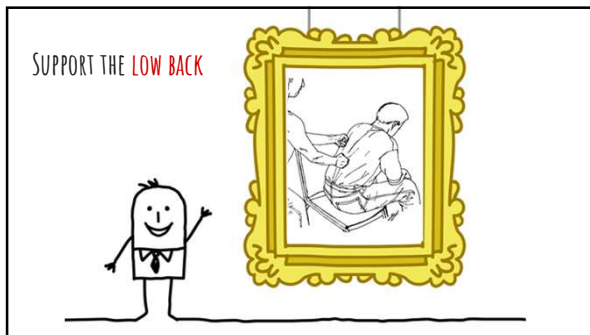
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SEATED MASSAGE
WITHOUT THE CHAIR



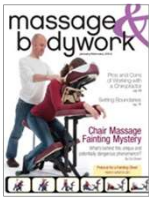






THE FAINTING PHENOMENON

Why people faint with
chair massage and how
to make sure it doesn't
happen to you

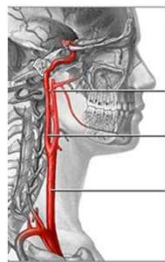


DOWNLOAD THE
COMPLETE ARTICLE

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CAROTID SINUS REFLEX

Pressure to the carotid
artery reflexly causes a
rapid decrease in blood
pressure



External carotid
artery
Internal carotid
artery
Common carotid
artery

HOW TO AVOID
TRIGGERING THE
REFLEX...



Loosen ties, collars,
jewelry
Ensure proper
positioning in the
face cradle

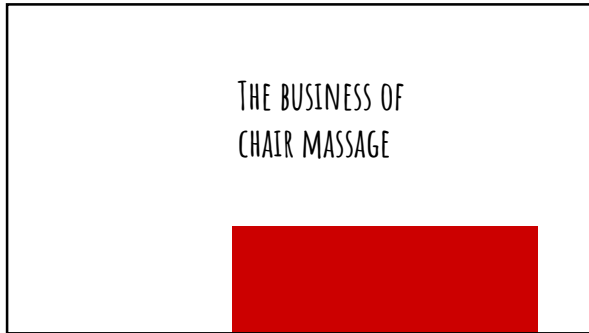
NAUSEA AND
LIGHTEADEDNESS

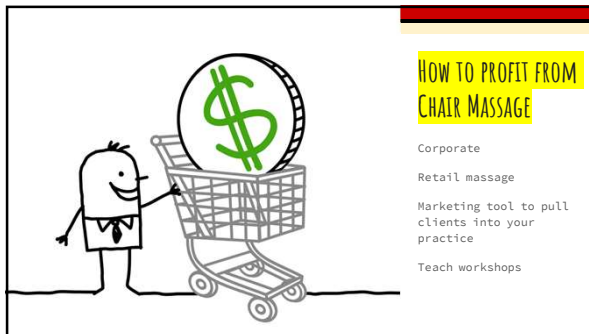


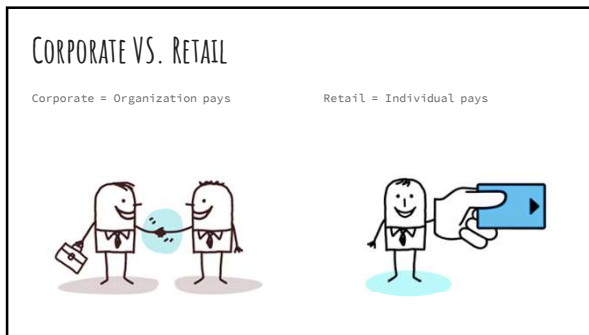
WHAT TO DO WHEN SOMEONE FAINTS

- Don't leave them alone
- Get them on the floor
- Be a crash mat
- Do NOT panic!!










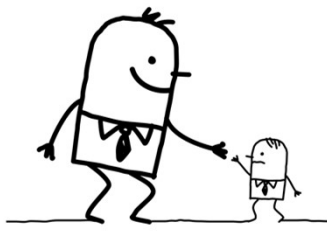
CORPORATE



PROS

- High \$\$ value
- High utilization
- Prestige

CORPORATE

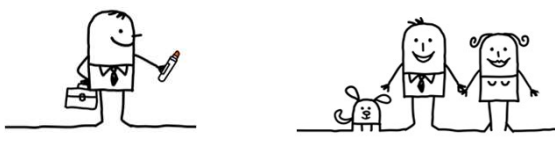


CONS

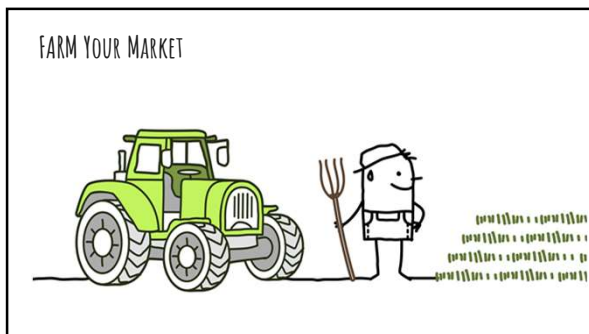
- Sales issues:
Bureaucracy and reaching a decision maker
- Long sales cycle
- Extend Accounts Rec'ble
- Ability to scale

FORTUNE 500 VS. MOM & POP

Complex sale Simple sale







	\$99.00	Just launched on Amazon! On sale for this week only! 400 pages!
	\$2.99	
	Kindle	
	\$9.99	
	Paperback	

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"RETAIL" DOES NOT MEAN "STORE"

Retail message is any situation where you are paid by an individual



MINIMIZE YOUR RISK

HIGH RISK

- Rent a retail space
- Rent a space within a host facility

LOW RISK

- Work in a host facility for a percentage of sales
- Work in a host facility rent-free

MOVE PEOPLE INTO YOUR PRACTICE



