

Massage Marketing Mentor

Review of:

“How To Make \$100,000 Per Year As A Massage Therapist”
Meagan Holub L.M.T.

Reading Meagan Holub’s “How To Make \$100,000 Per Year As A Massage Therapist” was like a breath of fresh air to me. It’s so great to hear a fellow massage therapist speak about the things she speaks about in the book. She has brought to light all of the subjects, issues, concerns and highlights that nobody prepared us for as LMT’s. Meagan has a simple, yet persuasive ability through words to convince LMT’s to think better and higher of themselves. Here is my honest, candid review of one of the greatest resources in this industry. “How To Make \$100,000 Per Year As A Massage Therapist”.

In my experience, LMT’s are somewhat brainwashed in school to think “inside the box”. We are told to expect to make roughly \$30,000 per year, for about 3-7 years because burnout at some point is expected. We are told to look for work in clinics & spas and we are told to dress in scrubs or khaki’s. We are told not to be friends with our clients and we are taught to drape very conservatively and “tight”. I left school feeling very scared and overwhelmed to fit into the black and whiteness that had been drilled into my head. Today, as a seasoned, successful massage therapist myself, I have learned through trial and error that most of what was told to me in school is only a small fraction of the real world of an LMT. Meagan has brought to the surface the reality of what it’s truly like to be an LMT, and how to be successful at it. Her approach to “thinking outside the box” is what captivated me and led me to read her book in a matter of days.

I laughed a few times throughout the book when I realized how much she and I have in common. We both live and work in Seattle, we both don't dress like your average LMT, we both experienced burnout early on, and we both have been very creative in creating successful businesses. I found it eerie that she even named her business at one point "Urban Massage" before deciding on "Spa Umi". If you didn't already know, the name of my business I opened in 2008 on the north end of Seattle is "Urban Healing Arts Studio". What are the chances!

With that said, Meagan has challenged me beyond my current success to continue to push even further. She has managed to ignite the fire within me to start planning in ways I have been reluctant to pursue. As LMT's we often lack self confidence and the true belief in ourselves to create high levels of success. When I first started, and sometimes to this day I don't push myself past certain limits. If we are to create true success within our businesses we have to constantly be pushing ourselves past the boundaries that keep us comfortable. Meagan does a beautiful job at teaching how to do this.

Throughout this 13 chapter book, Meagan leaves nothing under the table. From how to dress, billing insurance, marketing yourself, working in hotels, spas & clinics, the do's and don'ts, finding your niche and oh so much more! What is most wonderful about this book is that you will feel like you are job shadowing Meagan throughout her many years of struggle and now triumph and success.

While this profession is somewhat complicated with its many different avenues, expectations, challenges and constant changes, Meagan was able to capture the true essence of what is most important and how to create success around it. It's so very confusing and scary when graduating from massage therapy school. We are taught to believe so many things while we are in school. And while I am not necessarily saying those things are always wrong, there are a lot of differences in the "real world of massage therapy", compared to what we learn while in school. One can't often experience this until

actually getting out and experiencing it. Meagan has shared with us her knowledge so that we are able to feel like we have experienced what she has experienced. She walks us through, step by step into the life of a massage therapist, from the time she was young, to where she is at present day. This is the magic of the book that draws you in and won't let you go until you finish the very last page.

I can't imagine an LMT not reading this book. It should be a requirement for all! Whether you are in school, newly graduated, an employee, just starting your business, or are a successful LMT, you absolutely have to read this beautiful book. Meagan has touched every spectrum on the rainbow when it comes to our profession. She will encourage you to think outside the box, to challenge yourself, to believe in yourself and to create a life of happiness & success by doing what you love.

Don't ever stop learning! Continuously study other successful LMT's like Meagan, challenge yourself, have mentors, believe in yourself and abundance in every meaning of the word will come to you. I promise!

To your success,

Ann Ross, LMT

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