

To my fellow body workers:

I just want to take a moment and thank you for considering our seminar. I have been involved in the pain and performance end of the therapy business for more than fifteen years and have attended just about every seminar on the market today. While I have gained an incredible amount of hands-on knowledge attending these seminars, I have always felt like there could have been more...more to help me grow beyond the technique.

I remember completing my neuromuscular training and not having a clue how to implement my new techniques into a massage practice. My clients were used to a nice relaxing massage and now I wanted to inflict pain and discomfort on their unsuspecting bodies. It wasn't an easy transition, but I did it. I know that it's the fear of change that deters many therapists from doing what they truly want to do.

The massage market has changed tenfold since I began in 1992. Schools are everywhere and the therapist market is becoming more and more saturated. There has never been a bigger need or better time to "stand" out and make your mark on this industry. We are providing you that chance to make your mark and truly stand out.

I have made an average of \$150,000 per year for the past 5 years in an industry where the average "successful" therapist makes between \$35,000 and \$40,000. I have not made this amount because I own a big facility and have a large staff, I have made this one hour at a time, by myself, working 8 hours a day and taking every Friday off to play golf. I can assure you that I am not telling you this to brag. I am telling you this because after ten years of literally working my fingers to the bone I had had enough. I completely changed my business and decided to charge what I was worth. I was doing things for clients that no other therapist was doing, so why should I charge the same rate that they were.

I realize how incredibly proud this may sound, but I have never met a therapist who didn't want the same thing I had. I define myself by the confidence that I have for what I do. I believe it's the lack of confidence in most therapists and the fear of charging what we all "know" we're worth that keeps that average salary from rising. In an era where membership facilities are driving the average price of massage even lower the national salary average is steadily dropping even more.

If you love what you do as a therapist and want to learn how to make incredible changes in your clients' pain and performance, but more importantly want to make incredible changes in yourself, your practice, and your future as a therapist then please attend our seminar.

Thank you for your consideration and we look forward to helping you advance in this great industry.

Sincerely,

Paul Ruth, NMT

Owner/Director NPI