

SET TALK

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MAKING YOUR GOALS A REALITY IN THE NEW YEAR!

In the field of massage we have many talented people who love to use their creativity and imaginations. Over the holidays, much of the creative energy of LMTs moves in the direction of what they would like in the way of presents, gifts, and new beginnings in the New Year. So, let's make a couple of wish lists:

For the LMT:

- A weekly massage!
- A new table
- 20 new clients
- a gift from each client over the last year
- a new CD player and CDs
- a week off
- a full private practice
- a new wardrobe
- a full bank account after bills
- 100 gift certificates sold
- a larger massage room
- a new fountain
- more efficient bureaucracy in Tallahassee

For the massage client:

- a weekly session
- stress relief
- pain relief
- pampered time
- someone to listen
- a warm room
- a nurturing therapist
- a positive outlook
- freedom of movement
- a dependable and efficient LMT

WOW!!! HAPPY HOLIDAYS and HAPPY NEW YEAR!!!

Now back to reality-----Making wish lists are wonderful and give us a direction in which to go. However, our dreams will only come true when we are responsible for making them happen – in other words, making them **goals**. When you look at the two lists above, you will note that they are different, and, to the casual observer, may seem incompatible. However, if we look at both lists from the vantage point of a massage therapist responsible for making them a reality (**goals**) for both the therapist and clients, then the seemingly impossible

becomes attainable, and compatible with LMTs developing themselves, their expertise, and their skills to the highest level.

The wonderful thing about goals is they make our intentions concrete and, in so doing, are measurable and attainable. A good example is the goal to become a licensed massage therapist. Each of you attained this goal by: 1. having it concretely defined, 2. having a time line to achieve it, 3. being able to refocus to it anytime you were off course. So, that same dedication can be applied to achieving goals of success as a massage therapist.

The goals of 20 new clients, a gift from each client over the last year, a private practice, and full bank account after bills are all compatible with giving our clients:

- weekly sessions
- stress relief
- pain relief
- pampered time
- good listening
- freedom of movement
- healthy nurturing

This can all be accomplished within the framework of being a dependable and efficient therapist with a warm room and a positive outlook. Now, most of you already have many of the necessary skills to expand your practices. But, to be truly successful, we need to maximize our skills as therapists in order to stand out and be uniquely effective in our clients' lives.

This is a good time to take account of the skills you currently possess that will help your clients achieve pain relief, stress relief, and a positive outlook. Then, consider the training you need to expand these skills, to become more effective with your treatment, and to enhance the success of your practice. This is a perfect time to set your goals for training in the next year to meet your clients' needs as well as your own with your clients' presenting conditions and symptoms in mind.

An example: Most of my clients present one or more of the following problems in the first session:

- stress
- headaches
- neck pain
- back pain
- arm and hand pain
- emotional stress

Therefore, for me to meet my client's needs, I need to become the best I can be at treating all the above problems. A gift to my clients for the 2004 year would be for me to pursue further training to increase my expertise in treating at least one or more of the above

client symptoms. My willingness to increase my effectiveness in helping my clients would most likely be on their wish list, and I would realize my own rewards personally, professionally and monetarily. This could very well assist me in achieving several of my goals.

Often, it is easy to dream about your wish list, but it won't become reality without taking affirmative action for the accomplishment of these wishes – make them your goals. Many of you will be making resolutions for the New Year – make them goals. What better time for planning to make your wishes come true by making them your goals. Even if you have been in practice for 20 years, I'm sure you have seen some training books or tapes that will increase your effectiveness as a therapist. I find almost weekly a new opportunity to learn and expand my knowledge and skills, and then I pass these benefits on to my clients.

It becomes almost scary to see how much in demand my services are, and how far in advance people have booked. My wish for you is that you, too, will have the full practice with all the personal and monetary rewards that I enjoy. Your clients will appreciate you so much more when they see that you are willing to learn new techniques and modalities so that you can meet their needs more efficiently and enhance the quality of their lives.

The more highly trained you become, the more effective your treatments will be, and the more referrals you will receive. You will also grow immeasurably as a person and therapist. With that growth, you will become more self-confident, develop a more positive self-image, and be able to be more understanding of and nurturing to your clients. Your room automatically becomes warmer as your confidence and positive self-image fill the setting for the client.

Focus on this win-win situation – fulfilling your client's wishes, and attaining your goals. Make 2004 the most exciting year of your life!

Healing war wounds

Since 911, our country has basically been in a state of war with families disrupted, and sometimes tragically fractured with loss. Everyone knows of someone who either has lost somebody, or misses somebody who is out of the country and in deadly danger fighting for our safety.

The stress to the families who are missing one of the major care-giving members is enormous at this time. The stress on the remaining care-giver, when a spouse is overseas, is constant and very intense. The holidays are a perfect time for us as massage therapists to help these

families by offering a complimentary massage to someone in this situation. I sincerely hope that many of you will find it in your heart to give of yourselves to someone who is in this unfortunate situation over the holidays. Hopefully, this will help heal some of the wounding that takes place in times of war. Give from your heart and you will be twice blessed. Be part of the healing from times of war.

I hope the information in this article will increase your awareness of who you are, as well as the healing power that knowledge gives you. Keep up the good massage therapy until we communicate again in the next installment of SET TALK. I hope your holidays were happy, and much love and success in the New Year! TRUE PROSPERITY!