

## TEN TOP TECHNIQUES FOR A THRIVING MASSAGE PRACTICE

Hands up those of you out there who have the massage practice you desire. By that I mean a massage practice in which:

- You are making the income you need to enjoy your life.
- You are getting the results you crave
- You feel confident in safely and successfully treating musculo-skeletal pain such as back pain, herniated discs or carpal tunnel syndrome
- You have all the clients you need
- Your body feels alive and vital after giving massage not achy and depleted
- You have no hand or wrist injuries

If the above seems like an impossible dream then read on! Unfortunately the reality of most bodyworkers in the UK often paints a sad picture; we love what we do but are unable to make a good living, we injure our hands and bodies, or we are unable to get the results to build a thriving massage practice.

The good news is that you CAN make a wonderful living out of this business. The secret lies in learning advanced massage techniques that will enable your practice to flourish and grow. At Jing Advanced Massage we say “a teacher’s job is to shorten the journey”... after 16 years in the business I am happy to share my “top ten” techniques and approaches that have been of the most benefit to my career.

### Great Body Mechanics

Good body mechanics is important for many reasons if you want to develop and maintain a thriving practice. Firstly good body mechanics will prevent you getting injured, as you will learn to use the strength of bodyweight and energy to work deeper rather than force and muscular strength. Secondly good body mechanics enables you to give a better treatment to your client every time. Relaxation massage becomes more powerful, trigger point work becomes more effective and deep tissue massage becomes deeper yet gentler.

For a thriving practice, learn the dance of massage, moving according to the principles of Tai Chi, using breath and energy and from a firm rooted foundation.

### Trigger Point therapy

Do you know clients, or friends, or family members, who have bad backs, persistent migraines, carpal tunnel syndrome, whiplash, bad knees or sporting injuries? Chances are you do and that even as a qualified massage therapist, your heart has sank at the expectation to “cure”, to move them out of pain – you really want to help but you just don’t know how.

The good news is that as a bodyworker you can learn to bring clients out of pain quickly, effectively and **permanently, within 1-6 weekly treatments** using trigger point skills.

Thanks to the work of Dr Janet Travell, the doctor who pioneered trigger point work in the US, we have a growing body of evidence that many pain conditions are actually caused by trigger points or small contraction knots in the muscles. Studies suggest that trigger points are a component of up to 93% of the pain seen in pain clinics and the sole cause of such pain as much as 85% of the time. (*Gershwin; Fishbain quoted in Travell and Simons: Myofascial Pain and Dysfunction: The trigger point manual Volume 1*)

Trigger Point skills are highly effective techniques that can be easily incorporated into your existing massage work and will astound you and your clients with the power of their results. As one of our students said “ I don’t know who was more surprised- me or my clients- when they came back the next week reporting dramatic relief from long standing problems”

### Hot Stone Fusion

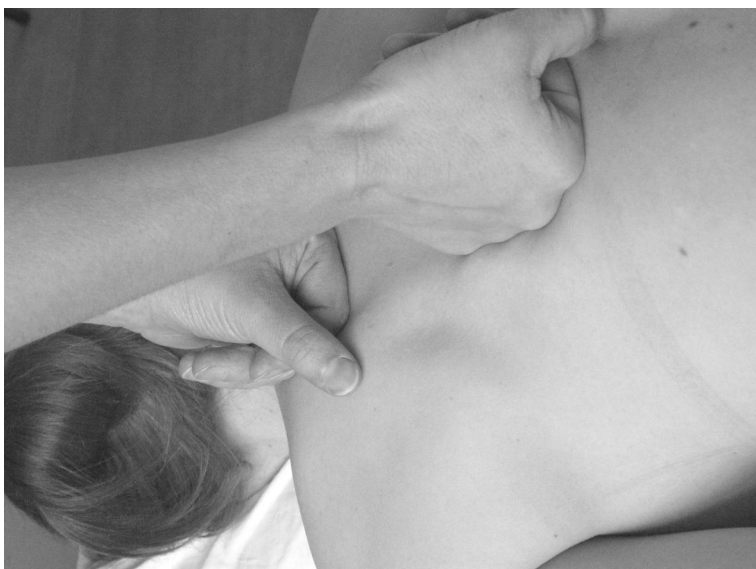
Without a doubt if you are looking to build your practice, make more money, and save your hands then learning Hot Stone Fusion will be one of the most worthwhile investments you make in your massage career. My students repeatedly come back to me and say, “This is the course that built my practice”.

The benefits of learning Hot Stone Fusion are boundless, here are just some:

- Enhanced relaxation: The nurturing and therapeutic effect of heat is like a delicious combination of a sauna and a massage encouraging a deep and lasting relaxation.
- Earn more money. Therapists can charge up to 50%-100% more than for their regular bodywork treatments.
- Increases blood supply to damaged areas, facilitating faster healing.
- Effective relief of chronic pain conditions.
- More effect with less effort. You can work deeper with less strain on your body. More and more therapists are shortening their careers through unnecessary injury to hands, wrists, fingers and thumbs that can be easily avoided. Learning to use the stones appropriately, in conjunction with attention to body mechanics can easily remove this threat to your career.

### **Myofascial Release (MFR)**

Learning trigger point therapy was the first big breakthrough I had in my massage career as it enabled me to start treating pain conditions successfully. However there were always some persistent pain conditions that would not respond to this approach. Learning MFR was another magical eye opener for me that enabled my work to progress to a higher level.



**MFR** techniques address the body's fascial system, that is, the 3D fibrous connective tissue that holds the body together and gives it shape. Most commonly taught massage techniques fail to address the fascia, thus denying practitioners a large piece of the puzzle when treating pain conditions. MFR techniques aim to restore mobility in the fascia and soften connective tissue that has become rigid, with highly effective results.

### **Stretching Techniques**

Learning effective stretching techniques will elevate your confidence in your work. Stretching will enable your sporting clients to improve performance, prevent injury and treat it effectively when it occurs. You can use stretching with everyone from the athlete to the elderly and enable your clients to take greater control over their own health by teaching them to stretch between sessions. And those are just the benefits to your clients! The benefits for you are tremendous: you will have a unique selling point to widen your practice and increase your income.

### **Forearm Fun!**

Anyone who works intensively with their hands is prone to upper extremity injury and unfortunately massage therapists are no exception. The arms and hands are just not designed to withstand heavy work over extended periods of time leading to carpal tunnel syndrome, tennis elbow and other hand and wrist RSIs. It is rare for massage therapists to be taught how to protect their bodies leading to an exceptionally high rate of injury in the profession.

Learning to work with your forearms will give you the vital tools to protect not just your hands but also your neck, back, body and ultimately your career. Protecting your hands is easy when you absorb the principles of dynamic body use and the good news is that it also helps to give your clients an even better treatment!

