

The Beneficial Challenge

What is in a challenge? Is it just an obstacle that gets in the way and has to be overcome in order to advance? Or can a challenge be beneficial, something to look forward to? I thrive on challenges! Promoting my business and educating people on the benefits of massage is a challenge I eagerly anticipate.

The focus of my massage therapy business is Sun City. Sun City has a population of 44,000 with more than 39,600 over the age of 55. That means that 90 percent of the residents were born prior to 1957. I believe that the medical establishment emphasized diagnostic testing and treatment with drugs during their life time. People were drawn away from alternative methods which stressed prevention and treating the body as a whole. Alternative methods were looked down upon as something the “hippies” use.

My challenge will be to convince these Sun City residents of the benefits of massage therapy. Those who do get massages may look at it for relaxation purposes only, or worse yet, as “fluff” for the wealthy. I want them to see how massage can ease pain, alleviate symptoms of many diseases and ailments, aid circulation and also help with overall relaxation.

I plan to accomplish this by offering massages to people I know who already trust me. I will educate them before the session and talk to them after the session about how much better they feel. I will give them a discounted massage for every five clients they can bring to me. I also want to offer yoga or Tai Chi classes at the recreation center.

I am a teacher at heart and love to be of service to people to help them attain happiness and peace. I believe some of these older individuals have been so programmed by their physicians that they need the treatments and drugs that they have never

investigated alternative methods. I want to open the door for them by taking the time to show them I care about them and their health. I will come to their home to discuss the benefits I can give them, prior to charging for any service. I want to convince them that prevention is needed before disease sets in.

Word-of-mouth will be my biggest asset in my journey. I am sure that once I give them a massage session and spend the time with them showing I care about them and not their money, we all will reap the benefits. People love to pass helpful information onto their friends and family. Sun City is a close-knit community who will welcome a good massage therapist.

Building my massage business among older, set-in-their-way individuals may be a challenge but it is a one I eagerly look forward to. Overcoming this challenge will be beneficial to my clients, me and the massage profession, as well. I know I can be of great service and will triumph over this hurdle!

By Judy Stuebs