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MASSAGE

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RESEARCH: SHIATSU IMPROVES FIBROMYALGIA SYMPTOMS



COURTESY OF NICOLE E. ROSDAHL

Nicole E. Rosdahl

Nicole E. Rosdahl, 27, lives in San Ramon, California. She received her education from the National Holistic Institute (NHI), a college of massage therapy in Emeryville, California. She graduated with honors after 1,350 hours, with the title Advanced Neuromuscular Massage Therapist and Health Educator in May 2013. Shortly thereafter, she began her business, Cornucopia of Healing: Holistic Bodywork and Medical Massage. Rosdahl's clients are active people and athletes ranging in age from 18 to 80, whom she sees in her private practice and also as an independent contractor at the Berkeley Tennis Club. In her free time, she is an NHI alumni ambassador.

There are so many different sports, the possibilities for a massage therapist to secure a position working with athletes are limitless.

How do you define business success?

A: When I am booked! This means I have been effective in making a professional impression, scheduling promptly and providing high-quality massage. Business success becomes personal success because of my passion and ability to make a difference. Marketing is key. To obtain a steadily growing practice, I give chair massage so potential clients get a feel for the quality of my touch and become interested in the modalities I offer, and we simply start a conversation.

What is the best way to market new techniques?

A: Clients and potential clients are aware of the massage services I offer because they are listed in my pamphlet with short explanations. I always enjoy doing a variety of techniques in my sessions geared toward the goal of the client, something I call mixed therapeutic. I generally explain techniques I'm doing with new clients, and I'm aware of my returning clients' scope of experiences with massage. Specific modalities are best approached and marketed by educating the client on how this new style will be helpful. I always offer half off the first massage in a new modality the client has never experienced.

What conditions do your athletic clients frequently present with?

A: I work mostly with tennis players, and I see a lot of unilateral favoritism with the dominant arm. Most clients have a decreased

range of motion or compensation issues in the scapulothoracic junction because of a tight pectoralis minor, subscapularis and biceps brachii muscles, as well as overused extensors of the forearm and stiff or tender iliotibial bands.

What advice can you give massage therapists regarding how to secure a job with athletes?

A: Obtaining proper training from an accredited school will be pivotal for your career. The subjects of anatomy, kinesiology and physiology, as well as proper body mechanics training, will be a must. Volunteering at multiple sporting events will help you gain experience and are excellent places to network.

There are so many different sports, the possibilities are limitless. Check around to see if athletic teams have a therapist, and possibly create your own position. I created an athlete package that consists of three visits—pre-event, post-event and a rejuvenation session—for a reasonable price and geared to the athletes' needs. Once you land a job and start to work with athletes, make sure to work symbiotically with their personal trainers and other practitioners, so everyone works toward the same goals for the client.

What advice would you give someone wanting to pursue a career in massage you wish someone had given you?

A: The demand for massage is already here. There is a need for your special quality of touch. There will be jobs available, and you can even create your own niche. 🍷