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## Accentuate the Positive

presented by  
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*“You’ve got to accentuate the positive  
Eliminate the negative  
Latch on to the affirmative  
Don’t mess with Mr. In-Between.”  
-Johnny Mercer*

More than half a century ago, Broadway’s Tin Pan Alley offers the above advice to Americans who wanted to succeed in love and business. It’s also true today for those in Florida who want to succeed in life and massage.

Most LMTs think of their massage work as a “practice”. If you want to “practice” massage, call me and I’ll be glad to let you practice on my back. If you want a massage *business*, call me, but for a different reason – I’ll show you how to change the attitudes about money and business kicking around in the cellar of your subconscious mind that hold you back from success.

A powerful way to accomplish this transformation is by rewiring your mind through affirmations. It’s critical to release the negative thoughts preventing your success. In coaching 125 LMTs, I’ve discovered four such common thoughts:

1. Healing is pure, money is dirty.
2. Doing massage is so enjoyable, I don’t need to get paid much for it.
3. Marketing my practice? I have a massage license, not an MBA.
4. If my business gets too successful, I’ll burn out.

These limiting messages must be released to take your massage business to the next level. In this column, we’ll focus on healing the second thought – “Doing massage is so enjoyable, I don’t need to get paid much for it”. I recommend the following affirmation – “When I do the massage work I love, the world is enriched and so am I, as money flows to me in large amounts quickly and easily”. Write the affirmation as 1-A, then the negative response it elicits underneath it as 1-B. Suppose the negative thought that comes up is “If I do the massage work that I love, not enough people will come”. Write the response without judgment. Underneath, as 1-C, create a new affirmation to specifically treat this response. A good one is “The same force of nature that helps my clients heal on the massage table supports me when I do the massage work I love”. Writing the resistance releases it from your being. I recommend writing this process for 10 minutes a day until its truth manifests. Each of the 10 written repetitions has three parts.

It would have been wonderful if your parents had taught you positive thoughts like these every day – it would have been nice for your massage school to teach it, too – but it’s hard to teach what you don’t

know. Imagine what your life might have been like today if, when you were a child, your parents had whispered such affirmations into your ears. Imagine if your bedtime story was of your future success, demonstrating the truth of the affirmation they were teaching that night. Since they didn't, however, you are giving yourself the training they didn't have the knowledge to give you. (You are parenting yourself the way you wished you could have been. It's never too late.)

Enhancing your self-esteem wasn't the topic of conversation at the dining room table where you ate some 20,000 meals with your parents. That meant 20,000 sessions with financial advisors who were probably ill-equipped for the task. They were, however, far more persuasive than advisors at brokerage houses because they created, reared, and loved you. And you did your best to love them and be loyal to their teachings.

It's now high time you become loving and loyal to your higher self as well. Writing these affirmations daily helps a great deal, and can put more food on your dining table and more clients on your massage table.

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*The keynote speaker at the 2006 American Massage Therapy Association (AMTA) National Convention, Cary Bayer will present a 2 CEU program called "Success Aerobics: How a Prosperous Mindset Creates a Successful Massage Business" at our November 19<sup>th</sup> meeting. A life coach, CE provider licensed by NCBTMB, and faculty member of Massage Business University, Cary writes for "Massage Today" and for AMTA publications in 14 states. His 27 publications include "Massage Therapists and Money", "Reach Out and Touch Someone", "Tips for Marketing Massage", "Affirmations for Massage Therapists", "Breakthrough Coaching for Massage Therapists", and "The Prosperity Aerobics", among others. His AMTA keynote is also available on DVD and as a mini-book. Cary has coached more than 140 massage therapists. His "Build a \$100,000 Annual Massage Business in Just 1 Hour a Day", a 6 CEU seminar, is very popular among LMTs.*