

## **“Massage Therapists everywhere should be a member of Spa-Nique”**

This is a bold quote I will admit but over the course of this letter I will explain why I make this statement. My name is Reed Tripp and I am a Nationally Certified Massage Therapist like many of you. I created Spa-Nique, Inc. to meet many of the challenges that face Massage Therapists everywhere. It is my hope and commitment to provide a national solution for Massage Therapists to make whatever amount of money they want to make instead of being told what they will make. I also want to make massage therapy more convenient and more affordable for clients everywhere. To do this, one must overcome the many challenges that are present in our industry. The following represents our company's mission and why Massage Therapists nationwide are joining us to improve our profession.

As you will see, growing or starting one's business takes a lot of thought and money and ultimately places more risk on you. Many Massage Therapists get overwhelmed or do not have the resources necessary to grow their business the way they would like. I thank you for taking the time to explore Spa-Nique's opportunity and hope you will see the benefit and value in joining Spa-Nique. Remember, that no matter where you live from the most rural town to a major metropolitan city, you can grow a successful massage business with Spa-Nique anywhere in the country. The only things that are truly necessary to be successful with us or in life are the desire, dedication and belief in yourself to achieve your dreams.

Sincerely,

Reed Tripp, President & Founder  
Spa-Nique™, Inc.

## Spa-Nique Membership Details

**Income:** The average Massage Therapist expects to make anywhere from \$20 for an hour's work to \$60 and up for an hour's work plus tips. We break down our pay based on our drive time to and from an appointment. We sometimes forget that many people in America would love to make this kind of money and if they did they would probably not expect to get paid for their drive into work.

As a Massage Therapist, we work very hard but our income does not always translate in the amount of money that we make. There are many reasons for this ranging from our own realistic expectations, our background and our work experience. It can also affect how our massage schools/colleges prepared us for the business of massage and how we were going to market ourselves/businesses along the way and even how you were raised growing up. Let's also not forget "work ethic" as another good reason why some therapists just make more than others. (Being a male therapist in a predominant female industry even has implications for what we get paid as we all know.)

Your income can vary from week to week. Even if it doesn't, is your income guaranteed? Are you the one in control of what you make? Is your employer/boss committed to helping you make the income you need or want? If you are not the owner the answer is probably no. Have you considered what would happen if you stopped working how you would maintain the income you are currently making? What if you got hurt, became ill, moved away from your existing clients, were laid off or worse? What will happen to your income when you want to cut back your clients or retire? We have a solution for these distinct possibilities.

Most people in the country have life insurance if they die, have health insurance if they get sick, have disability insurance if they get hurt and can't work and so on. Do you have insurance to protect your income or provide a secondary income much like an insurance policy? These were additional concerns that I wanted to address when establishing a Compensation Package.

When considering pay for anyone, every company must take in account the expenses/debt that the company has and then decide what they can pay an employee or in our case an independent contractor for the work that they perform. As a massage therapist, we usually look for the most favorable "split" when deciding where we will work.

Other considerations that Spa-Nique wanted to address when thinking about pay: was experience, hard work and equality. Everything listed above was factored in when we came up with our Compensation Package.

We allow every Massage Therapist to decide for themselves what they want to make with Spa-Nique. We start Massage Therapists at \$35 per hour plus tips. This makes everyone equal and fair when they start. I will agree that experience, knowledge, work ethics and one's own ambition separates the good from the great earners in any industry.

In order to make more income we created a referral pay program that will help both you and the company grow. The plan is actually quite simple. We want happy and satisfied Massage Therapists to refer fellow Massage Therapists to us. This creates a new culture that allows us to work with other Massage Therapists as opposed to seeing them as competition. This is not so unusual when you think of it. Do you, like most people, refer friends and family to your favorite place to eat, shop or do business with? But what is unusual in comparison to other companies, is how Spa-Nique rewards you for the referral.

If you or when you choose to refer other qualified therapists like you to Spa-Nique we will pay a **\$5 bonus** on every massage that you and the therapists that you refer to Spa-Nique when the total amount of services equals to or exceeds 50 massages in a calendar month. \*This essentially would

allow a therapist to potentially make \$45 per massage plus tips and bonuses would start at \$250 per month.

Our system creates the same type of leverage typical found in the traditional business model just without the tremendous cost and risk. We basically pay you like an owner much like the system you are probably working in right now. Isn't this like every business in the country that has employees and probably like where you work now? The only difference is that you play the role of the owner without the costs and the risk. So no matter what you currently make just ask yourself: "Do you get paid now for everyone you introduced to massage or a portion of every service they will ever perform?"

**Locations:** *What would it be worth to you to have an unlimited number of upscale locations with an exponential number of sophisticated clients? We create the locations for you to work in with 4 and 5 star hotels and resorts, large corporations and hospitals, senior living centers, retirement communities and even Hospice agencies. Additionally, this is at no cost to you, no expensive leases or room rentals of any kind thus making it virtually free. How much more marketable would that make you or those you know?*

**Safety & Reputation:** *What would it be worth to you to know that your safety and everyone of our reputations was of the utmost importance and vital to our culture? We provide a Secret Shopper Program and work one-on-one with Massage Therapists and our partners to ensure this for everyone.*

**Advertising & Marketing:** *What would it be worth to you if a company would design a marketing campaign with graphic artists and then provide to you the marketing at no cost? What if they would also pay for most of the advertising and even design the ads necessary to increase the volume of your business? Spa-Nique provides this for you.*

**Uniforms & Business Cards:** *What would it be worth to you if the company created and branded a company name and logo? Provided you an embroidered shirt and business cards that would successfully represent you? Spa-Nique provides this for you to assist you in growing your business at a fraction of the cost that it would normally be. This is a one-time and your only fee. We want all of our Massage Therapists who are performing massages look professional. We also want to stand out in the Hotels and Businesses.*

**Accounting:** *What would it be worth to you if the company would: pay for the accounting, administration expenses, and keep track of all the necessary documents securely for everyone in the company? Spa-Nique provides this for you.*

**Appointment Scheduling:** *What would it be worth to you if the company established an appointment scheduling system and provided an on line appointment scheduling option for clients free of charge? Spa-Nique provides this for you.*

**Merchant Card Availability & Fees:** *What would it be worth to you: if the Company would allow you to accept All Major Credit Cards and pay for all the fees necessary to do this? Spa-Nique provides this for you at no charge.*

**Website Presence:** *What would it be worth to you if your company paid for the creation, design, updates, search engine optimization, on-line store and kept you up to date on company news all free of charge? This is included in your membership with Spa-Nique.*

**Group Discounts & Purchasing Power:** *What would it be worth to you to receive group discounts on everything you need to run your business from industry leaders like ABMP, Massage Warehouse, United Health Group & more? Joining Spa-Nique will give you all of these great benefits.*

**Continuing Education:** *What would it be worth to you to receive discounts on your continuing education needs? Spa-Nique can save you money on your CEU's.*

**The Cost:** Only \$29.95 includes your embroidered shirt, marketing cards, taxes and shipping and everything above.

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