

Meet Kelly L. LeFevre, LMT, MSM

A licensed massage therapist and massage marketing expert, Kelly L. LeFevre is the founder and creator of **Massage and Prosper™**, the first marketing system designed to teach massage therapists how to create and execute a customized marketing plan to build their ideal practice.

Kelly works with massage therapists around the country who love helping others but often struggle with how to promote their practice. Using her **Massage and Prosper System**, Kelly teaches massage therapists across the country how to strategically market their modalities to targeted clientele to build successful and rewarding practices.



Professional coach and published author

Along with teaching **Massage and Prosper**, Kelly is a professional coach and published author. As founder and principal of Focal Point Alliance, LLC, Kelly coaches service-based business owners on building and sustaining clientele. She also is co-founder of the 2008 APEX Award-winning Business Building Roundtable (businessbuildingroundtable.com), a free virtual community helping service-based solo/micropreneurs create powerful strategies and implement innovative techniques to achieve their ultimate success.

Kelly has written multiple articles on the topic of marketing and is a contributing author in the book Conscious Entrepreneurs: A Radical New Approach to Purpose, Passion and Profit, where she co-authored a chapter on Marketing Karma™.

Keynotes and courses

As a professional speaker and educator, Kelly offers keynotes and courses on the following topics geared toward massage therapists:

- Massage and Prosper
- Marketing Karma
- Build Your Marketing Train
- Solve Your Marketing Puzzle

Affiliations and education

Kelly is a member of the American Massage Therapy Association, International Coaches Federation, eWomen Network and Business and Professional Women/USA, where she has served as chapter president.

Kelly received her massage therapy education at the Central Ohio School of Massage in Columbus, Ohio, and earned her licence to practice massage therapy from the Ohio State Medical Board. Plus, she holds a bachelor's degree from Akron University in Akron, Ohio and a master's degree in management from Mount Vernon Nazarene University in Mount Vernon, Ohio.

Kelly lives in Newark, Ohio with her husband and two children.