



## FOR IMMEDIATE RELEASE

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### **Massage and Prosper™ Teaches Massage Therapists How to Build a Thriving Practice in Five Steps**

(SEPTEMBER 18, 2008 | COLUMBUS, OHIO) — **Massage and Prosper™** is the first marketing system designed to build thriving massage practices. Developed by licensed massage therapist and massage marketing expert, Kelly L. LeFevre, **Massage and Prosper's** five-step system teaches massage therapists how to create and execute a customized marketing plan to build their ideal practice.

“**Massage and Prosper** helps massage therapists build a newfound belief in themselves and their ability to make it in an ever-growing, increasingly competitive profession,” said Kelly L. LeFevre, creator and instructor of **Massage and Prosper**. “It teaches the critical importance of having a clearly defined, targeted market and niche and how to implement it.”

The components of the **Massage and Prosper™** system include:

1. Lay Your Mental Foundation
2. Establish Your Core Marketing Essentials
3. Create Your Marketing Strategy
4. Make Easy Client Conversions
5. Implement and Assess Your MaP

**Massage and Prosper** is a professional development course designed to work with the busy massage professional. The student can choose to learn how through one of the following methods:

1. A series of one-on-one, telephonic consultations
2. A small-group, webinar course
3. Self-taught, paper-based workbook.

-more-

## Massage and Prosper™

Add One

### Why Massage and Prosper™

Massage is one of the fastest growing occupations in the country. The U.S. Department of Labor predicts that employment as a massage therapist will grow 20% annually through 2016.

Plus, medical practitioners, including doctors, chiropractors and both physical and psycho therapists, more often time recommend massage as a course of remedy for both chronic and clinical conditions. Even corporate wellness professionals are suggesting massage to the workforce to better manage stress.

“In working with massage therapy schools, I have discovered that most curriculum lacks the instruction of basic business management and marketing techniques,” stated LeFevre. “As more people are becoming tuned into the benefits of regular massage, they will be seeking out the services of a practitioner. Having a clearly defined focus of modality will benefit both the client and the massage therapist.”

For more information, please visit [massageandprosper.com](http://massageandprosper.com).

About **Massage and Prosper** and Kelly L. LeFevre

**Massage and Prosper** is a five-part marketing system designed by licensed massage therapist and massage marketing expert, Kelly L. LeFevre. Kelly developed **Massage and Prosper** as a professional development course for massage therapists seeking to better define and promote their massage practice to a given targeted market.

Kelly received her massage therapy education at the Central Ohio School of Massage in Columbus, Ohio, and earned her license to practice massage therapy from the Ohio State Medical Board. 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.

A published author, speaker and marketing strategist, 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.