QACADEMY
REMEDIAL + MASSAGE THERAPIES



A Guide to Establishing your own Massage Therapy Business

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How can I become a Massage Therapist?

The entry level qualification is the HLT42015 Certificate IV in Massage Therapy. This takes 6 months to complete, but would not make you eligible for Private Provider Numbers - which are required so your clients with private health insurance can receive a rebate on your treatments.

The HLT52015 Diploma of Remedial Massage is considered to be the benchmark qualification in massage therapy. The course takes 12 months full-time to complete, and would make you eligible for private provider numbers mentioned above. There are part-time options available, along with different speciailisation such as rehabilitation or sports therapy which may also extend the duration of the course.

Once you are a qualified Remedial Massage Therapist, you would be eligible to study the 22316VIC Advanced Diploma of Myotherapy. This is the most advanced qualification in this space, and is an additional 18 months of study. In total, it would therefore take you 2.5 years to become a qualified Myotherapist (with no prior experience).

The different courses have different finance and funding options, so we would recommend speaking with a Careers Specialist to determine which course best suits your career goals and financial needs. We offer interest-free payment plans, scholarships, Government Subsidy and Loan options to eligible students.

How can I find out the different specialisations in Massage Therapy?

Download the free Q Academy "Massage Careers Guide" from: https://qacademy.com.au/careers/massage-industry/

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Am I suited to Massage Therapy?

Our students are generally people who have an interest in health, the human body and helping people. We have helped many people who are qualified in related fields such as personal training, beauty therapy, nursing and/or aged care to study massage therapy. Either to add extra treatment options or skills to their clients, or to start a new career.

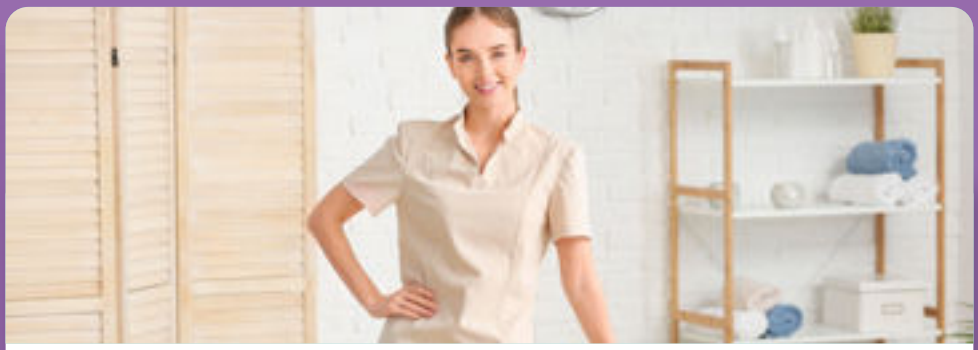
We also see people launch an entirely new career by studying massage. Think about if you've ever given anyone a neck rub and they've told you that you'd make a good massage therapist. Then massage could be for you! You may also want to consider if you like customer service, you're good at building rapport with people, and you find joy in helping others.

A great way to get a feel for the day in the life of a massage therapist and what's involved, we encourage you to visit our student clinic. You can get a massage from one of our students, hear their experiences and see a busy clinic in action. Again, chat to one of our Career Specialists and they can book you in for a treatment.

What's the schedule for a Massage Therapist?

Massage therapy can be a great option for someone wanting flexible working hours and the ability to control their schedule. You can determine how many hours you want to work each week, and the ability to fit things in around important events in your calendar.

Depending on the type of clients you want to attract, there might be an expectation that you be available after-hours and on weekends. To cater to clients who are working during standard business hours. However, this might look different if you decide to work in private practice or a multi-modality facility.



How much can I earn as a Massage Therapist?

As a small business owner you can essentially charge what you think you're worth. Naturally, as you're building up your client base and establishing yourself in the industry, you might want to offer a discounted rate to attract new clients. Once you have grown your business and built up your reputation and experience, you an increase your rates accordingly.

On average, the price for a Remedial Massage treatment is **$80-$100 for a one hour massage**. If you offer mobile treatments, you might want to consider charging extra to cover your travel and time expenses. It is important to note that you would need to consider business expenses for things such as rent, booking and accounting systems, laundry, oil and other operating costs.

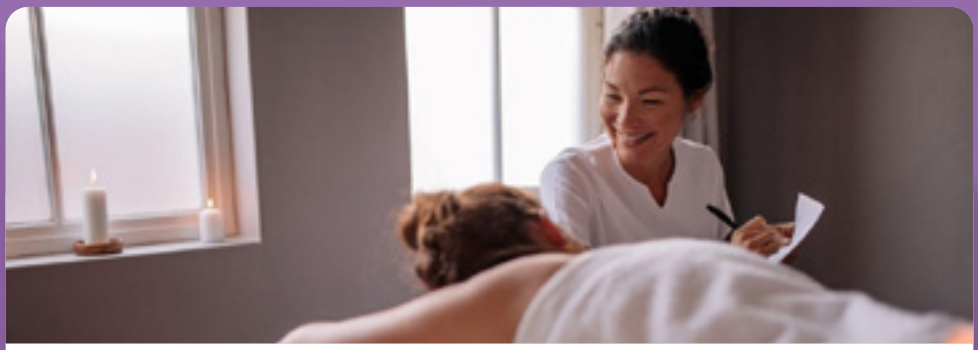
The national average earnings for a massage therapist is **$35-$50 per hour.** You can view these resources here:

https://au.indeed.com/career/massage-therapist/salaries/Queensland

https://au.talent.com/salary?job=massage+therapist

https://www.payscale.com/research/AU/Job=Massage_Therapist/Hourly_Rate

https://labourmarketinsights.gov.au/occupation-profile/massage-therapists?occupationCode=4116



Am I suited to at-home or mobile Massage Therapy?

Here are a few questions you should ask yourself:

What is your target (minimum) income working from home?

What commute time and costs would you save by working from home?

Ideally how much time would you like to allocate each week to working from home?

Can you manage your time if you were the boss?

Can you communicate and build relationships with people to build a client base?

Do people trust and relate to you?

Do you like to help people with their physical health and mobility?

Are you interested in understanding the human anatomy and how the body works?

Are you prepared to make the effort to be trained to gain a new professional qualification so that you can start your home business or work in industry with other allied health professionals?

If you answered yes to most of the above, then massage therapy could definitely be a rewarding career for you. While working from home could be of interest to you - that is not the only option once you become a qualified massage therapist.



How do I get Clients?

A big business starts small. Great ventures start from small beginnings, and that includes your small business. You can start with a small budget with some of these low-cost marketing ideas:

Decide what your business looks like – have a clear vision and set clear goals (eg will you have a home clinic or do mobile massage work, or both?)

FInd a name for yourself – register a business name and design a logo.

Create a Business Facebook page - its free!

Share your story - on social media channels and direct your friends to your business page. They will be happy to hear that you are having a career change and will want to support you.

List all your goals in your marketing plan - what you need to do every step of the way.

Set up a free Google Business Profile – so clients can find you via Google search and Maps. This will link you to your home practicing address and help to bring enquiries to your door.

Focus on getting "Google Reviews." (Getting Likes on social media only gives you an online perception of being popular). Reviews show up next to your Business Profile in Maps and on Google Search. You can request reviews from customers by sharing a URL specific to your business.

Ask your clients for feedback – Post and share feedback or testimonials on your business page, other potential clients searching for your business may be prompted to book with you.

Visual images – get a Bigstock account for a minimal cost and purchase some quality images that you will have the right to use for marketing campaigns and flyers.

Word of mouth – set up a campaign to get new clients. Ask existing clients to recommend people to see you and offer new clients an incentive for the first appointment.

Monitor your marketing - add a section on your Health History form with tick boxes: how did you find us? Google / Friend / Advertising / Signage**.**



How do I get Clients? Continued.

Self Promotion – find ways to share your business. Volunteer at a local community event. Do some massage at a school fair and hand out flyers. Approach a gym for cross-marketing opportunities. Offer a free morning of seated massages at a market or event, in a visible position. Share your business cards with local businesses. Connect with local practitioners in your area for referrals, eg a Physio, Osteopath or Acupuncturist. Choose complimentary services, even hairdressers or beauty therapists.

Do I need a website? – not initially, unless you want to appeal to large businesses for corporate work. You can run a small home clinic on a business Facebook page.

Website templates - if you want to go to the expense of creating a website, there are templates available (eg Squarespace) that offer a free trial. If you have some reasonable computer skills you can get this done yourself and pay a monthly hosting fee. You will also need to register a Domain and pay for this annually, to keep your website live.

Find your feet, get established and then grow.

The first goal is to get enough bookings and get booked out, for yourself as main practitioner. Once you are in demand, momentum will build as clients will need to book ahead to get an appointment. If your goal is to expand and have other therapists working in your clinic, you can refer your clients when you are too busy. It is true that clients get attached to one person sometimes, but if you build a professional brand and earn their trust, they are likely to listen to your recommendations.



What do I need to set up an At-Home or Mobile Clinic?

Consider your home space - working from home is great, but keeping work separate from family is recommended. Do you want to have general public, people you don't know walking into your house? Its ok when its mainly friends-of-friends. If you can convert a section of your house into a treatment room, this is ideal. With access to its own entrance, bathroom and laundry, is even better!

Online bookings & receipts – check out and compare PowerDiary, Timely or Setmore. These are a few examples of Apps, some give you a free trial to see if you like it.

Payments & Health fund receipts – receipts can be issued manually after the treatment, when you are just starting out. Down the track you can set up HICAPS and EFTPOS or Square, via an online payment gateway.

Cashflow – Start simple with an Excel spreadsheet. Use this to track your monthly income and expenses.

Accounting software Xero - is user friendly and highly recommended, but talk to your Accountant. You might be able to provide them with reports from your booking system or do manual invoices in the first year, or until you get enough revenue.

Schedule / Planning – what does your week and availability look like? Opening on Saturdays is a good business decision, you will always be in demand. Consider when your clients want appointments. Schedule your availability into a Calendar and remember to factor in time for admin/marketing and communicating with your clients. These are the hidden business tasks we need to allow time for.

Get a mentor or coach – don't try to wear all the hats and run around in circles. Seek out people you know in successful businesses, or look for a mentor.

Join an Association – find networking groups, attend workshops, make contacts, share ideas and get advice. AMT (Association of Massage Therapists) is a not-for-profit company that represents practising Massage Therapists and Massage Therapy Students.

Massage industry forums – connect with other like-minded therapists and get invaluable information via a professional Association Forum. https://www.facebook.com/groups/amtnetworking

Resources for great information of setting up your Business. https://business.gov.au/guide

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About Q Academy

Q Academy is is a massage and myotherapy training college, who over the last decade, has trained thousands of highly skilled manual therapists. Q Academy has grown across Queensland in recent years, and currently has campuses in Brisbane, Gold Coast, Sunshine Coast and Cairns. As well as a campus in Sydney for our NSW students. Q Academy also has an online division, NETQ, for anyone wanting a more flexible option to study massage from home.

Here are 3 things that you should know about Q Academy:

1. 92.3% of our graduates were satisfied with their training from Q Academy (NCVER 2021 Survey)
2. We offer a unique Guarantee which allows you to come back and refresh or re-sit your completed course, for the life of the qualification.
3. Our completion rate is double the national average for vocational training.

Book in a Chat

You are more than welcome to visit your preferred campus, to find out if Q Academy is the right training college for you. We will gladly show you around the campus, answer any questions and introduce you to some of the team. Bookings are advised.

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Level 1, Robina Town Centre
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