



**A Word from Brandon**

Hi and welcome to the second edition of our newsletter from Brandon, Rebecca and Jayananda Raynor. We have a lot of new developments to tell you about, and would also like again to encourage you to join our new Association, which will allow you to keep in touch.

Well, we have returned from our first overseas expansion trip and after recovering for a month in Tasmania, we are now ready for our next stage, which will involve more courses in Australia, the US, another course in London and a new course in Toronto, Canada.

We have some staff changes too. Anna Fort, who some of our London graduates may remember, has taken over our UK office with a lot of enthusiasm, a charming personality and the experience of completing the Level I and II courses behind her.

We also have a new administrator for the INTA, Trisha Garnett, who is also managing our Natural Therapies Centre in Manly. She brings with her many years of experience in the legal secretarial area, as well as an abundance of enthusiasm. Trisha and her partner David, who is also practicing at the centre, completed our Level I course in Sydney and will be completing their Level II in March.

Ray Cooper, who has been teaching our courses in Queensland and Byron Bay for the last year, will soon take over teaching Adelaide and Perth courses as well. We have had some fantastic feedback from some of Ray's students. Ray is also running Meditation retreats on the Gold Coast for those who are interested. He can be contacted on 07 5575 1056.

Some new developments that we are looking forward to, include expanding our internet marketing and having a page on our website where graduates can list their business contact details. We have been getting an increasing amount of people looking for practitioners in their area. Please see the enclosed letter for more details, contact our office in Australia on 02 6679 1314 (Int. +61 2 6679 1314) or email us at [dina@brandonraynor.com](mailto:dina@brandonraynor.com)

In the future, we will also be considering offering a diploma course that will take 400 hours. Some of this will be done by correspondence but most will be done face to face. This course will allow graduates in Australia to receive health care provider status enabling them to give rebates to their patients. I am interested to see what level of interest there is from graduates before I go ahead and develop the course.

Please call our office on 02 6679 1314 or contact me direct on [brandon@brandonraynor.com](mailto:brandon@brandonraynor.com)



The course will involve aspects such as theories of Chinese and Ayurvedic medicine that are relevant to massage, anatomy and physiology, lots of practical massage, counselling and a number of electives. It will probably be ready, if there is sufficient interest, by early next year.

In my own studies, I have almost completed my Diploma in Ayurvedic medicine, which I have been doing for the last two years by correspondence from David Frawley in America.

Anyway, I hope you are all enjoying massaging and your career/hobby in natural therapies. Please stay in contact as we always like to hear what you are doing, and would love to have your business listed on our website.

Kind regards and Happy Massaging



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# Brandon Raynor's School of Natural Therapies

## Newsletter

Issue 2

### **International Natural Therapists Association**

by Trisha Garnett – INTA Administrator

Firstly, welcome to 2003. I sincerely hope you all had a safe, caring, sharing and peaceful festive season with plenty of time to either brush up on your massage techniques, or just relax.

To me the month of February is usually a time of reflection and contemplation. I think about where I went during the previous year, what I attained, what I put off for another day and what I cancelled altogether. I wonder what I could have done that would have been more positive for my personal growth and also in my career. Once I have completely confused myself with those thoughts, I get up, brush myself off and try to work out where I want to go in the upcoming year. I know that most of you out there are probably a little more organized than I am. Unfortunately I find that time passes so quickly and I seem to have so many things to attend to, that only a few of those actually gets done.

The idea of having a backup system in place is great and that is what I have in being a member of the International Natural Therapists Association (INTA). Just having the knowledge that there are other therapists silently working in the background towards the same ideals and assisting me in my chosen career path, is a very refreshing and secure feeling. I believe that, by being a member, of INTA I have a network of people around me who have similar interests and who are happy to share their experiences and give assistance if and when it may be required.

I know that massage is now part of your life and in most cases something that you feel passionate about. Being a graduate of Brandon Raynor's School of Natural Therapies is something to be proud of. I don't think the average person realizes just how 'intensive' four days can be. Be it Level I or Level II that you are certified in, you have learned a massage technique that will be with you for the rest of your lives. The true value of this gift is to be able to use it to its full potential. This can be achieved with the assistance of INTA.

As a member of INTA you will have an association behind you which will give each and every one of you more confidence in your daily business life, and also provide you with the support that a large group of people with similar interests can give. An annual fee of AU\$90 US\$60 £50 applies to join the Association. As a full member of INTA you will receive a quarterly newsletter, a business listing on our website, INTA stationery and of course the support of the International Natural Therapists Association.

INTA will serve as a professional body to represent our many interests when dealing with legislative issues concerning massage and the natural therapies industry. INTA will also serve as a vast networking and communication tool, giving members an improved public profile and better bargaining power when dealing with insurance companies etc.

We are currently organizing a database of graduates who are working as massage therapists on a daily basis. Your details will be accessible to the public via the INTA website, in addition one of our consultants will direct people to your business when they are looking for a massage therapist in your vicinity. If you would like to be placed on the INTA website, please provide us with your updated details including a list of your modalities, your place of work, company address and of course your contact numbers.



"Healing Around The World"

As the INTA newsletter is extremely important to us, we are asking for your assistance in determining what style, format and layout you would like to see in your newsletter:

- ❖ How many pages do you think the newsletter should be?
- ❖ What type of stories do you want to read?
- ❖ Do you want more recipes?
- ❖ Do you want to discuss a different modality each issue?

These are but some of the questions we would like you to answer for us. At this stage our basic objective of the newsletter is to provide assistance to you and your business through practical helpful ideas, informative articles, including new developments in the natural therapies world and tips to enhance your massage techniques.

We look forward to receiving your application for your INTA membership, including your precise details, and your confirmation that you would like them to appear on our database, also your comments on your INTA newsletter.

Until next quarter, happy reading, and happy massaging.





# SHIATSU and more!!

## 2003 LEVEL II COURSES

Did you enjoy our Level I

Remedial Massage Course?

You now have the opportunity to attend one of our Level II Shiatsu and Advanced Massage Techniques Certificate Courses in the following cities:

Hobart:	March 3 – 6
Sydney:	March 17 – 20
Melbourne:	March 24 – 27
Adelaide:	April 23 – 26
London:	July 14 – 17
Darwin:	Aug 25 – 28
Brisbane:	Sept 22 – 25

Contact Dina on 02 66791314  
(Int. +61 2 66791314) or email  
[dina@brandonraynor.com](mailto:dina@brandonraynor.com)

if you would like to book a place in one of the above courses.



### Hello from North America

Evette Shamon – Hawaii USA

I'm the Director for the North American Division, and I really enjoy my job. We have recently branched out to North America this past year. In the next 5 months we have 6 courses coming up in the United States and Canada. Things are looking very promising over here since the Massage industry is booming like it is everywhere else in the world, and people are very receptive to Brandon's method of teaching.

I'm looking forward to organizing the courses and watching our students perfect the art of Therapeutic Massage. If you have any questions, please feel free to contact me toll free: 1.888.330.3338

Best wishes

### Ayurvedic Medicine

"The science of life"

by Rebecca Raynor – Tasmania Australia

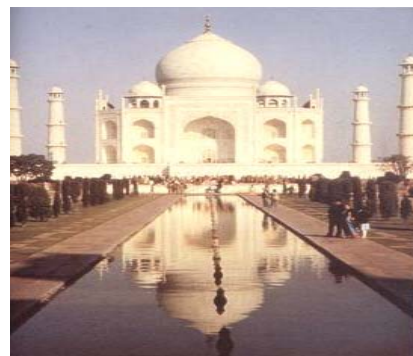
Ayurveda is perhaps the most holistic and in depth system of health and healing available in the modern world. It is the natural healing system of India, inspired and developed by the great Masters and Sages of ancient India with its traditional medicine going back 5000 years.

Ayurveda is a system of diet, healing and health maintenance that is deeply spiritual in origin. A fundamental principal of Ayurveda is the recognition of the interconnection between emotional, spiritual, mental and physical health and how an imbalance in one of these will adversely affect another. Therefore an Ayurvedic doctor will consider well beyond the symptom when diagnosing a particular condition, and in doing so, can deliver powerful results.

Ayurveda is primarily concerned with different methods to increase the body's vitality and life-force when treating the patient, as the key to maintaining physical health and well-being. It is a broad and profound science that includes herbal medicine, diet, bodywork, surgery, psychology and spirituality.

In this article, while we will touch on these different elements of healing, we are going to focus primarily on the diet component of Ayurveda.

This science sees diet as one of the foundations of maintaining good health and/or healing disease. Ayurveda treats food as medicine and is deeply concerned with the healing properties of food and how each food type affects the individual according to their particular *constitution*. Ayurveda holds that no-one can expect to retain vitality or fully recover from disease without the appropriate knowledge and application of the powerful effect diet has on physical health, mental clarity and even spiritual progress.



Ancient Indian Masters described the human body and the body of the universe as composed of *prana*



– the primary energy, and the vital life-force that manifests in the form of earth, water, fire, air and ether. Any imbalance of these elements in our body is experienced as illness, discomfort or pain. These elements are kept in harmony by a healthy body that consumes them through breath, food, water, sunshine, exercise and sleep. The Masters perceived foods such as grains, fruits, vegetables, seeds, beans, herbs and roots as vital carriers and balancers for the energy of *prana* in the body. The power of these foods manifests only when they are used in the proper combinations and in complete coordination with the unique conditions of each individual. This is where the profound effects of Ayurvedic food reveal themselves.

Ayurveda is not as concerned with the actual mineral, vitamin and chemical content of food as a western diet. From its view there is no standard diet for everyone, nor any minimum daily requirements. Its concern is that the food we take in and the manner in which we take it is in harmony with our nature.



While fast food meets the need for convenience, much is lost in the process. The life-force which cannot be measured (only reflected) in terms of vitamins, minerals or calories, is destroyed or reduced by artificial preparations. Nothing can substitute for Nature, either in living or in cooking. The more we depart from Nature in our living habits, the more we must suffer in the long run. Ayurveda teaches that the more removed we are from the preparation of the food we take in, and the more removed that food is from its natural state, the less likely it is to satisfy us. It also teaches that foods have therapeutic properties that are largely defined by the energy of their taste.

Spices are another aspect of Ayurvedic nutrition, both a science and an art. The vast array of Indian spices used are not only to enhance the flavour of food, but to enhance the therapeutic value of the meal. Even the use of different cooking oils and cooking methods are considered to affect the properties of the food. The proper use of these alter the properties of food to suit different individual constitutions. Whatever your constitution may be, the

Ayurvedic diet will provide a rich and diverse option of food choices. In fact, unless we are acutely sick, we do not have to avoid all food that does not agree with our constitution, rather if you just take care not to consume them on a regular basis you will still find considerable improvement to your overall vitality.

Ayurveda teaches us how to prepare a rich and tasty vegetarian diet. Much vegetarianism in the west has been identified with raw foods and salads and hence many people consider vegetarian cooking to be tasteless. Such raw food diets may also be found to be light and not nourishing enough for long-term consumption, though they are very useful for short-term detoxification. However, Indian and Ayurvedic cooking, with its wealth of spices, oils and cooking methods, offers a greater variety of food than would be possible through a heavy meat diet. It also shows us how to prepare vegetarian food that is nourishing and invigorating, while imparting the strength we usually associate with eating meat alone together with the sense of clarity that a vegetarian diet gives us.

Herbs are used extensively in Ayurveda as a vital support to foods. By using particular herbs, one can profoundly alter the balance of the constitution. Herbs are used to stimulate digestion and enhance absorption. They are used to balance a wide variety of conditions.

Along with food, actions and herbs, the fourth essential key to healing in Ayurveda is the thoughts and feelings of the person seeking healing. Ayurveda actively involves the individual. To utilize this system, you need to be willing to eat special foods, take specific herbs and follow basic lifestyle routines. It demands more of one than the passive acceptance of treatment (often drugs or other pills) operative in western medicine. If you take an active role in your own healing by understanding your basic constitution and condition, you can utilize nutrition as a deep source of healing. This resource is largely under your control. It is you who eats for you and nobody else. This can be profoundly empowering. In the next INTA Newsletter we will continue the Ayurveda Medicine with "Discovering your Constitution" and also give you the opportunity to establish which type of constitution you have, be it **Vita, Pitta or Kapha**.

I'd like to share with you the steps in finding out what type of constitution you have and how to enrich your life through that knowledge.

I am looking forward to the next addition of the INTA Newsletter as I'm sure you are.





*A Guide for the Advanced Soul*

*Expect the best;  
Convert problems into opportunities;  
Be dissatisfied with the status quo;  
Focus on where you want to go  
instead of where you're coming from;  
and most importantly,  
decide to be happy, knowing it's an  
attitude,  
a habit gained from daily practise, and not  
a result or payoff.*

Denis Waitley "The Winner's Edge"



**Discover Bartercard**

by Dina Davis – NSW Australia

Bartercard Members enjoy the flexibility to purchase everyday goods and services with trade dollars instead of paying cash.

Many of our graduates are possibly not aware that our School is a member of "Bartercard".

Consumers pay with trade dollars, which can then be used towards the purchase of goods or services from other participating businesses. For example, a student pays for one of our courses in full with trade dollars, we are then able to use these trade dollars to pay for printing, accommodation, advertising etc. with only a minimal expense to us.

Advantages of being a Bartercard member include free advertising in Bartercard's local and Australia-wide distributed directory, and a good referral process from the staff at Bartercard. There is also an auction site where you can auction various items and services and an e-market site where you can buy and sell products.

An added bonus to belonging to the Bartercard network, is being referred extra cash-paying clients from other satisfied Bartercard members.

Bartercard often organise "trade shows" in various areas, where members can promote their businesses and products/services. These shows are an excellent way to allow other members to have a little "taste" of what you have to offer. At a recent trade show in Tasmania, we promoted our School

and offered 5 or 10 minute massages by one of our graduates for a small fee. This not only made our display stand out from the rest, but also attracted more than a steady flow of interested potential customers.

There is a joining fee but this entitles you to an interest-free line of credit. This line of credit allows new members to trade immediately with any barter member worldwide.

If you would like more information on Bartercard or would like to become a member, please contact Dina on 02 6679 1314 (Int. +61 2 6679 1314) or email [dina@brandonraynor.com](mailto:dina@brandonraynor.com).



**Brandon Raynor's Natural Therapies Centre, Manly**

by Trisha Garnett – Sydney Australia

Can you imagine sitting at a desk where there are no computers, no fax machines, no photocopiers, one silently ringing telephone, fresh flowers floating in a water bowl, pleasant incense burning, a few candles gently swaying in the breeze, and peaceful music softly playing. Combine this with the soothing sounds of running water emanating from a water feature, which sits just in front of your desk, unbelievable!! This reads like a wish list, it is, or should I say it was. Now this peaceful, serene and calming environment is what I work in happily every day.

The energy flowing through Brandon Raynor's Natural Therapies Centre in Manly has been nurtured and given freely by every person who has been involved in the dream, the conception and finally the day-to-day running of this natural therapies centre.

The Centre has been set up to provide a "safe haven" for Brandon's graduates. A place for them to build on their knowledge, to expand and fine-tune the Brandon Raynor techniques they have learned in either Level I or Level II.

**"Brandon provides you with the knowledge.....**

**....the Centre provides you with the confidence"**

To be a good massage therapist you need both, they go hand in hand. I believe confidence comes with experience and experience can only be gained by massaging on a regular basis.

When I told my mother that I was going to leave the corporate world (I was a legal secretary) and become a massage therapist, she was quite



horrified. My mum was worried because she felt there were already too many massage therapists out there. I had to agree with her, she was right. However, I pointed out to my mum that I wasn't just going to be a massage therapist, I was going to be a *good* massage therapist.



*"Manly Beach, Sydney Australia"*

My partner, David, and I had completed Anatomy & Physiology last year as we both had future thoughts of getting into some kind of natural therapy, exactly what modality we were not sure. I saw the advertisement in the Sydney Morning Herald for Brandon's School of Natural Therapies and it just struck me that that was the way to go.

We took ourselves off to 4 days over two weekends of intensive training. David absorbed Brandon's teachings and techniques like a sponge. David was a paramedic quite a few years ago and so he was very confident and assured that he could benefit others with massage. I, on the other hand, needed lots of confidence and lots of experience. I knew I was capable of massaging well, I just didn't have the confidence to do so. It was close to Christmas 2002 and several of the regular therapists at the Centre in Manly were going on holidays, in fact the Centre was going to close for a few days. As we lived near Manly, and we were available for those few days, we decided to open the centre and be available for people who wanted a massage. In theory this sounded great. In my mind I was shaking like a leaf.

I gave David several massages at home and he critiqued my style. My confidence was waning; I thought I was hopeless at massaging. David told me to slow down and to feel what I was doing with my eyes closed, as Brandon had done. We then sat down and watched Brandon's video yet again, what a lifeline that video was and still is today. Each time we watch it, we recall little things and then we apply them to our next client, and they always work. Do yourself a favour and buy one if you haven't already got one in your video library. It is well worth the money.

Our first shift at the centre we had no appointments in the book, things looked grim (great for me as I wouldn't have to touch anyone). 10 o'clock and the first walk-in came through the door. I naturally let David do that massage while I acted as the receptionist. I gave the client the medical history form to complete and David readied himself and looked like he had been doing this for 20 years. I settled back and relaxed. Half an hour later there was another walk-in. I was it, I introduced myself as 'the massage therapist' and then that is what I became. I once again gave the medical history form to someone who immediately trusted me.

I showed the lady to the massage cubicle and left her to get ready. I went and scrubbed my arms and hands and took a giant breath. I closed my eyes and imagined myself jumping off a bridge. I jumped into Brandon's shoes (albeit I had plenty of room). I saw myself massaging, in fact I was massaging well and I was really enjoying it. I had landed and found exactly what I wanted to do.

That first day I did three massages. All the clients went away feeling relaxed, dazed, and even aware of some tension they didn't know they had. I felt elated and I looked forward to the next day at the centre.

I enjoyed several days of massaging and working in the most amazing energy field - it was like being at home, it was a comfort zone. I knew I had to return to the corporate world and also knew that I wouldn't be happy doing what I had done for 30 years. I had found my spot, my niche and it was in massaging.

My body had been screaming at me for over a year in the form of adhesive capsulitis (frozen shoulder). I attributed this to my work environment and just got on with it. I had the attitude that I was too old at 50 to change what I had been doing for 30 years. I thought "that's my lot", "that's what I do". I tried to accept this, but still my body screamed in pain, so much pain that in early 2002 I did not work for seven months. I knew that the repetitive action of typing was damaging my body, my mind and my social life to boot.

I knew I had to do something else, but what. I saw Brandon's advertisement in the Sydney Morning Herald and decided to speak to David about it. We called the 1800 number and we were sent the prospectus. The rest is history.

I became a remedial massage therapist and I'm very proud to be a *good* massage therapist. Managing Brandon Raynor's Natural Therapies Centre has shown me that there is life after the corporate world and that at 50 you're never too old to learn.



Remember the next time you're taking a relaxing day trip to Manly please stop in at Suite 5, 21 Sydney Road Manly, come in and spend some time in our meditative centre and enjoy a cup of herbal tea or just chat to one of our friendly therapists. We are open 7 days a week until late.



"Our Centre is upstairs among the trees"

If you would like to work a shift or two, please give me a call on (02) 9977 1313 and let's see what we can arrange.

**Client Comments:**

- ❖ Very beneficial - could feel the muscles relaxing. Also very professional. - Maryanne Manly
- ❖ Wonderful massage - very relaxing - both physically and mentally. - Judith - Para Vista SA
- ❖ Relaxing massage that seemed to hit points of pressure and tension that haven't been isolated in many massages that I've had over the years. Amazing. - David - Mosman NSW
- ❖ Lovely atmosphere, attentive and very skilled masseuse. I Feel wonderful. Liza - Melbourne Vic
- ❖ A very enjoyable one hour, came away feeling very relaxed. Will do it again. - Julian Manly NSW



**Sauna Use Improves Heart Health**

by Evette Shamon – Hawaii USA

A recent study shows that using a sauna improves cardiovascular health. These results were published in the "American College of Cardiology" May 15, 2002 issue. "Repeated sauna treatment improves vascular endothelial and cardiac function in patients with chronic heart failure". This study demonstrated that patients' clinical symptoms were improved in 17

of 20 cases, after receiving two weeks of sauna therapy.

The research group consisted of 20 patients, who used a dry sauna at 60 degrees for 15 minutes then rested whilst covered on a bed for 30 minutes.

A control group, which consisted of 10 patients, who also had chronic heart failure, were placed on a bed in a temperature controlled room for 45 minutes each day for two weeks.

"We hypothesized that the sauna restores endothelial (flat cells that line the blood and lymphatic vessels, the heart and other body cavities) function and then improves cardiac function," the researchers stated.





**Firm-n-Fold Massage Equipment**

Brandon Raynor uses and recommends Firm-n-Fold Massage Equipment.

Firm-n-Fold tables are built to the highest standards and come with a lifetime warranty. Your assurance is guaranteed that these massage tables will stand up to the rigours of a busy practice.

Order through Brandon Raynor's School of Natural Therapies and receive up to 10% discount off your order.

**Call 1800 987 987**



**Going Into Business As A Massage Therapist**

by Rebecca Raynor – Tasmania Australia

There are so many different possibilities to explore when going into business as a professional massage therapist.

Two of these possibilities are to set up your own practice or to work in an already established massage practice. While there are obvious advantages and disadvantages to both, this article



will address those who have decided to start out alone, and hopefully shed some light on what might seem to be a daunting process. However, let me guarantee having your own business can be an opportunity rich path.

So you are the more adventurous type or just feel ready for a challenge that might possibly lead to a big career break, financial rewards and the freedom of being your own boss! You have opted for the more risk laden but seriously exciting choice ie: to set up your own practice from 'scratch' and to market yourself as a sole trader to the general public. While the long-term benefits of this decision are potentially plentiful, you will also reap the obvious immediate benefit of starting to establish a name for yourself from your very first massage, rather than using your hard work to help promote the reputation of an already established practice.

#### **Finding the Right Premises:**

The first step to setting up your own practice is to find the right premises to operate from.



My advice is to lease a small one or two room office in a central location in your local community or nearby suburb. I believe that there is always room for a good massage therapist in any neighbourhood, don't worry too much about socio-economic considerations. Look for an office space preferably near a busy landmark, even if it has no street frontage. It is best if the building has clean and tidy public toilets or alternatively they should be only a short walk away. The room should be fitted with running water and a sink to facilitate washing your hands as well as the availability of fresh water for your clients.

A golden rule when you are starting out is 'don't over capitalize!' I recommend that you look for something well within your budget. Decorate the room in a relaxing theme with charts and/or pictures rather than over extending yourself on modern luxury premises. Often the best practitioners operate from a simple room or out of their own home.

#### **Advertising and Marketing Yourself:**

Once you have established your premises, consideration should be given to marketing your business. I recommend that you invest in good signage, which clearly directs the clients to your room. A simple and conservative bronze plaque style sign with your name and qualifications, eg Cert. R.M., seems to work well and creates an established and solid feeling. Take advantage of whatever 'on street' advertising your Body Corporate and/or Council allow. For example a sandwich board is a great way to bring in passing traffic and to advertise special offers.

Another important basic is the preparation of a leaflet, which incorporates some information about yourself, the services you provide, your clinic hours and naturally your contact details.

As a sole trader, you should also get some business cards printed for your desk and to hand out to potential clients. The style of your business card is entirely up to you and your imagination. A good rule to go by is, 'the easier it is on the eye, the easier it is to remember'.

Another effective way to market your business is to approach local businesses and introduce yourself. We find that many local business owners and staff can quickly become among your main source of regulars as they are located close by; can afford regular treatments; often suffer with a very tight body and /or sore legs from standing all day.

We recommend that you get out there and introduce yourself not only to your local business community but the local sports club, library, government offices and even police station any or all of these sources can offer huge potential clientele for the aspiring massage therapist.

<p style="text-align: center;"><b>Massage Therapy</b> <b>Brandon Raynor's School of Natural Therapies</b> Sydney NSW 2000 Ph: 1800 987 987</p>
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*"Our Free Sydney Yellow Pages Advertisement"*

Another time-tested way to market your business is through the Yellow pages. A lineage advertisement under the heading 'massage therapists' is a free service for people with a ground line telephone, so take advantage of it.

Your local paper can be another effective source of marketing. For example in some areas like Byron Bay (Australia), the local paper can become the main source of work for a massage therapist, as it is bursting with natural therapies information and is



extremely popular among the local community. However, not all local papers will prove so successful and some even fill the massage therapy column with sleazy advertisements, so it really pays to check out the type of ads already posted in the paper. If there are a number of serious regular massage therapists advertising, then it is a good sign that the paper will probably work for you too.

There are also some free natural therapies magazines, which are distributed around health food stores that offer a cheaper option for advertising. Within Australia, I would recommend "Living Now" in NSW and Vic, "Natural Life Review" in Qld, and "Nova" in W.A. to be of value.

An alternative for the natural health magazines that retail in newsagents and some supermarkets in Australia, is the back of "Well Being" or "Nature and Health" in their practitioner directory, this offers highly reduced rates compared to advertising in the body of the magazine and are highly recommended. If you are WA based, you could consider advertising with "Conscious Living" magazine.

If you are USA based, you might like to look at the "Yoga Journal" or else "Massage Magazine", which seem to have a broad-based national readership. In the U.K., I have found "Kindred Spirit" and "Here's Health" to be good quality magazines, but not having placed these type of advertisements with them, cannot vouch for their success rate.



So by this stage you will probably have the phone ringing hot and people booking in treatments. Now all you need is to ensure that the finishing touches are all considered and prepared for. You don't have to outlay huge amounts of money to attain a professional and relaxing feeling to your business; things like soothing music, candles, incense, a small electric fountain, hanging your professional certificates and diplomas, a few books or a mini library in a waiting room, some plants and fresh cut flowers are all little things that help make a difference.

On a practical level, fans or air-conditioners for summer and a heater for winter; a CD player with a repeat function; a coat hanger for your client's clothes; a voice mail style answering machine that does not replay the message out aloud and a hands

free phone for privacy with a pleasant and soothing ringing tone. These are just a few things to consider.

On an administrative level, you will need to arrange a few basics for your business such as insurance and for those who are Australian based, an Australian Business Number (ABN) if you set up as a sole trader or subcontractor. Stationary, such as letterhead, receipt books, a stamp with your ABN on it, a petty cash book, along with accounting books will also be advisable. A cash box and a float look far more professional than trying to find change in your wallet.

At the end of the day, the most important thing about any business is keeping your clients happy. This can be achieved by showing a professional and caring attitude, being a good communicator, and most importantly making the treatment suit the individual's needs. Always remember a fresh stack of clean towels is a necessity, this is a must for you to become a successful massage therapist.

According to Brandon, if you are not getting a success return ratio of at least 25%, then you need to look at improving what you are doing. If you are getting 50% return, then you are well on the road to establishing a successful practice, especially when you also take into account that word of mouth is the most cost effective way of getting new clients.



NOW AVAILABLE.....



Brandon Raynor's  
School of Natural Therapies

**REMEDIAL MASSAGE COURSE VIDEO**

(NTSC or PAL)

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## Naming your Business

by Trisha Garnett – Sydney Australia

Have you ever had to decide on a business name or name a child? If the answer is “yes” then you are well aware of the difficulties involved in making the final decision.

Anyone who has ever spent days deliberating over the choice of a business name will understand that this seemingly simple activity can be one of the most challenging aspects of starting a new business.

No doubt you'll spend hours brainstorming for a business name that represents your products or services – a name that's both marketable and infused with personality. To help the creative process along, you might surf the net, browse the telephone directory, read trade/fitness magazines and bounce ideas off friends and colleagues. As you hunt for the perfect name, keep these few simple things in mind:

- Will your proposed business name be available? ([www.search.asic.gov.au](http://www.search.asic.gov.au))
- Will your proposed business name be distinctive?
- Will your proposed business name be memorable?
- Will your proposed business name be spelled and pronounced correctly?
- Will your proposed business name suggest products or services you offer? and
- Will your proposed business name distinguish you from your competitors?

Including a descriptive term, such as “*massage*”, in your business name can be useful when marketing yourself and/or your product, as the nature of the business is expressed in the name.

I honestly think one of the most important things in a business name is the ease of spelling and the ease of the pronunciation of your business name. The last thing you want to hear from people after you've selected, registered and printed your business cards is, “Huh? How do you spell that?”

A good name and business name is one that can be mentioned on the radio, television or over the phone, without a lot of explanation. A great name does this and is memorable.

Everyone in Australasia knows the business name “Dick Smith Electronics”. The name Dick Smith is not difficult to spell. It is not difficult to pronounce. I bet from the first time you heard the name, it was

something that was recognisable as to whom he was, what he did, and the photo on the advertising was very memorable. Great marketing Great promotion. Where is that business now? Owned by a large concern. The name Dick Smith Electronics was so recognisable that when a multi-national company bought the company, they kept the name as it was. A very ordinary name became something that is now a household commodity. The six bullet points above were all answered in the simple name of “Dick Smith Electronics”.



My parents to this day believe that they gave myself and my siblings strong names, names that we could be proud of and names that were something to live up to. My eldest sister and myself were both given unusual names, my other three siblings were given more conventional names. My eldest sister abbreviated her name to a simpler form, so it then became more conventional. My name couldn't really be abbreviated, as it was already in an abbreviated form and that was very confusing, and still is to this very day. Even as a very small child I can remember saying my name and then having to spell it, inevitably I would be asked, “Are you sure?” Was I sure how to spell my own name? Oops here we go again.

“No it's not Patricia, it's Trisha”. I would say with a rye smile.

‘Sorry’ would usually be the sheepish reply.

“No, not a ‘P’ it's a ‘T’ T-R-I-S-H-A, not T-R-I-C-I-A” I would explain.

‘I see’. By now the hand holding the pen would have become rigid.

“Lynne with a ‘y’. Two n's and an ‘e’ on the end”. By this stage I would be smiling politely.

‘Of course’ would come the muffled reply without raising their heads or looking at me.

“Garnett has two t's”. I am staring at the top of the person's head, eye contact is no longer possible.

‘Of course’ would be the stern reply.

They would then make the final ‘t’ very pronounced and exhale loudly. I would smile, I had made my point, we would both give a strained smile, we had made contact, and I know that I would be remembered the next time I see them. I have told my story.



It seemed like an unbelievable pain to me for many years, but now I know that my parents in their infinite wisdom did do me a favour. I am not one of millions. I am different. I have a name to be proud of.

A name can be simple, but always a name is a storyteller, it tells others exactly who you are, what you do and/or what your aim in life is.

When you drive along a highway and a truck zooms past you and you manage to read the name on the side "Smiths Frozen Chickens" you know what's inside the truck, you have read the story in a flash. You continue down into the little country town and you see a sign "Tom's Maintenance – no job too small", you know that Tom will come and fix your broken step or build you a garage, he probably won't charge too much for it either. You leave town and you see the sign "Police" and you remember to do up your seat belt and slow down. Everything tells a story and as simple as that seems, it is exactly what your business name and/or business card should tell. It should be an instant recognition of what, who, and where you are.

My personal business name is "Twocan Massage". We have a beautiful picture of a toucan in the top left hand corner of our business card (the toucan being a tropical bird, which is where we will eventually establish our business). Naturally there are "two" of us in the business, we "can" both massage and "Massage" is our business. We have told a story. People will instantly recognise what, who and where we are.

One of the most important and even dangerous aspects of a business name is the "where". Try not to use a town, district, city, or state in your business name. Remember there is always the possibility that one day you may have to move that business elsewhere. Can you image "Northern Territory Fine Foods" being an established concern moving to Victoria, for example, the name wouldn't tell a story of fact. It would be old news. It would be outdated. It would be useless information on a business card. Why would people call "Northern Territory" if they wanted something delivered or done in "Victoria". There are always exceptions to every rule, Kentucky Fried Chicken is a great example. But nevertheless, locations in a business name can be tricky and usually best to be avoided.

Finding a name isn't always easy, but if you invest the time and effort, you should be able to come up with a great name for your new business. In the long run, this effort can add considerable value to your business – and the bottom line.

Have fun in whatever you do and remember a name is what you are known by, so be proud of it.





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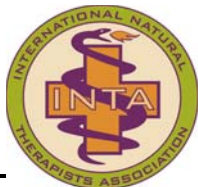
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### Organic Food - Better Choice

by Evette Shamon – Hawaii USA

A growing body of evidence is revealing that on average organic food is safer and more nutritious for your body and mind than non-organic foods. In the UK an organic certifying body, The Soil Association, released a comprehensive report "*Organic Farming, Food quality, and Human Health*", which concluded after comparative research between organic and non-organic food that; "Consumers wishing to improve their intake of minerals and Vitamin C should choose organic foods wherever possible, thus reducing their exposure to potentially harmful pesticide residues and food additives". The following is an overview of some of the major health benefits of organic food.



### **Pesticides:**

The majority of non-organic food producing plants are sprayed or treated with often harmful pesticides. Because organic farming prohibits the use of chemical pesticides, you can be sure that it has not been contaminated by the residue of toxin producing chemicals.

### **Food Poisoning:**

With the incidents of food poisoning rising in the Western world, a recent survey gave organic food the "clean bill of health". This confirmed expectations that organic methods of farming, such as selective composting of manure, reduce pathogenic risks.

### **GMO:**

You've probably heard that genetically modified organism (GMO) are infiltrating our supermarket shelves in the form of fruit, vegetables and some soy products. The use of any genetic modification is completely banned in organic farming. The harmful effects of genetic modification have been observed and proven in animal trials.

### **Antibiotics:**

The use of antibiotics to artificially stimulate the growth of animals for meat production is now unfortunately standard practice in the meat industry. Due to this misuse and abuse of antibiotics, some non-organic meats run the risk of being infected by antibiotic resistant micro organisms which may threaten our health. Organic regulations do not allow the use of antibiotics in rearing animals for human consumption.

### **Food Additives:**

Currently more than 500 additives present in food on supermarket shelves are permitted for use. This is nearly 17 times more than the 30 allowed in organic processing. Many of these 500 food additives (often translated into numbers and/or unintelligible words) are derived from harmful and highly toxic chemicals, some of which are now banned in various countries, due to their damaging side effects. Organic standards prohibit additives and ingredients, which have been linked to allergic reactions, headaches, asthma, growth retardation, hyperactivity, heart disease and osteoporosis.

### **Primary Nutrients**

Research shows the clear and gradual decline in the trace mineral content of non-organic fruits and vegetables, a problem, which does not exist in organically farmed produce.

### **Secondary Nutrients:**

The report also showed that organic crops contain an increased range and volume of naturally occurring compounds known as secondary plant

phytonutrients. These increase the plants capacity to withstand external challenges from pests and diseases, moreover they are known to be beneficial to human health.

### **Why are these findings important?**

Today more than ever diet is a significant factor often directly linked to major diseases, notably cancer and heart disease. Rates of cancer have skyrocketed from one in 80 people, early last century, to an astonishing one in 3 in 2002. These days the air we breathe and food we eat are exposed to between 300 to 500 toxins. The numbers appear to be growing yearly. Sadly, nutrient deficiencies are also rife. Official data shows that over the past 50 years there has been a rapid decline in mineral levels in fruits and vegetables. Organic soil produces 86\5% higher nutrient levels than non-organic soil.

### **Conclusion:**

Based on these facts, now is the time to take a stand by urging our members of parliament to support farmers in a shift from conventional to organic farming methods. By doing so organic food can be made cheaper and more accessible to everybody. The long-term savings to our public health system will be in the form of healthier and happier people.



We hope you have enjoyed the stories and articles in this newsletter. As we have mentioned earlier, this is the last newsletter that will be coming your way from Brandon Raynor's School of Natural Therapies. The next addition will come to you direct from the International Natural Therapists Association.

We are looking forward to receiving your membership application along with your views, ideas and suggestions regarding the format of the INTA Newsletter. If you would like to contribute a story or an article for the newsletter, please forward them to either myself at [trisha@brandonraynor.com](mailto:trisha@brandonraynor.com) or to my mentor, Dina on [dina@brandonraynor.com](mailto:dina@brandonraynor.com). Please remember that the Association is there for all of us.

I would like to thank everyone who has contributed to this newsletter. We have all worked together, with the same goal in mind, which shows me, that an Association is really just a big family. To know you have that support network around you is very energizing.

Until next quarter, keep happy and keep massaging.  
Trisha Garnett – INTA Administrator

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