

What are your goals?

“Get a excellent education.”

“Do something I love.”

“Earn top dollar.”

“Help people.”

“Be the best I can be.”

“Become my own boss.”

“Work with great people who inspire me and help me grow.”

“Live a meaningful life.”

FINDING YOUR IKIGAI

Before setting out on the path to become a massage therapist, we think it’s a good idea to explore the concept of *Ikigai*. This will help you learn more about yourself—your motivations, values, and goals—and help you make the best decision for your future.

Ikigai (ee-key-guy) is a Japanese concept that combines the terms *iki*, meaning “alive” or “life,” and *gai*, meaning “benefit” or “worth.” When combined, the term means that which gives your life worth, meaning, or purpose.

Japanese psychologist Michiko Kumano teaches that *ikigai* is a state of wellbeing that arises from devotion to activities one enjoys, which also brings a powerful sense of fulfillment. *Ikigai* is not momentary pleasure (*hedonia* in ancient Greek), but rather *eudaimonia*, the ancient Greek term for a life well lived, which is considered the highest and most lasting form of happiness.

Ken Mogi, a neuroscientist and author of *Awakening Your Ikigai*, says that *ikigai* is an ancient and familiar concept for Japanese, which can be translated simply as “a reason to get up in the morning” or, more poetically, “waking up to joy.”

Ikigai also relates to the concept of *flow*, as described in the work of Hungarian–American psychologist Mihaly Csikszentmihalyi. For Csikszentmihalyi, *flow* occurs when you are in your “zone,” as in the case of high-performing athletes.

Flow is a string of “best moments” or moments when we are at our best. These best moments “usually occur when a person’s body or mind is stretched to its limit, in a voluntary effort to accomplish something difficult and worthwhile” (Csikszentmihalyi, 1990).

Flow can be said to occur when you are consistently doing something you love and that you are good at, with the possible added benefit of bringing value to others’ lives. In such a case, *flow* might be seen as in tune with your *ikigai*, or activities that give your life meaning and purpose.

We believe that everyone has an *ikigai* – It is only a matter of finding it. Finding it can be difficult and elusive at times, but it is well worth the effort!

Your *ikigai* can be found in the center “sweet spot” where all four spheres overlap:

- What you love
- What you are good at
- What the world needs
- What you can get paid for

To find your *ikigai*, take time to contemplate this diagram for yourself, based on your own experiences, self-knowledge, and understanding of the world. Some of the content might come easily to you. Other content might take more time and self-reflection. In any case, this exercise can be hugely rewarding.

What do you love?

What activities and experiences bring you *the most* joy in life? What makes you feel happy and fulfilled? Allow yourself to think deeply about what motivates and fulfills you. Also consider what activities and experiences do you least enjoy?

What are you good at?

What are you particularly good at? What talents or abilities were you born with? What skills have you learned in school or life? Contemplate your abilities and inabilities. What activities will you likely excel in? What activities are a challenge for you?

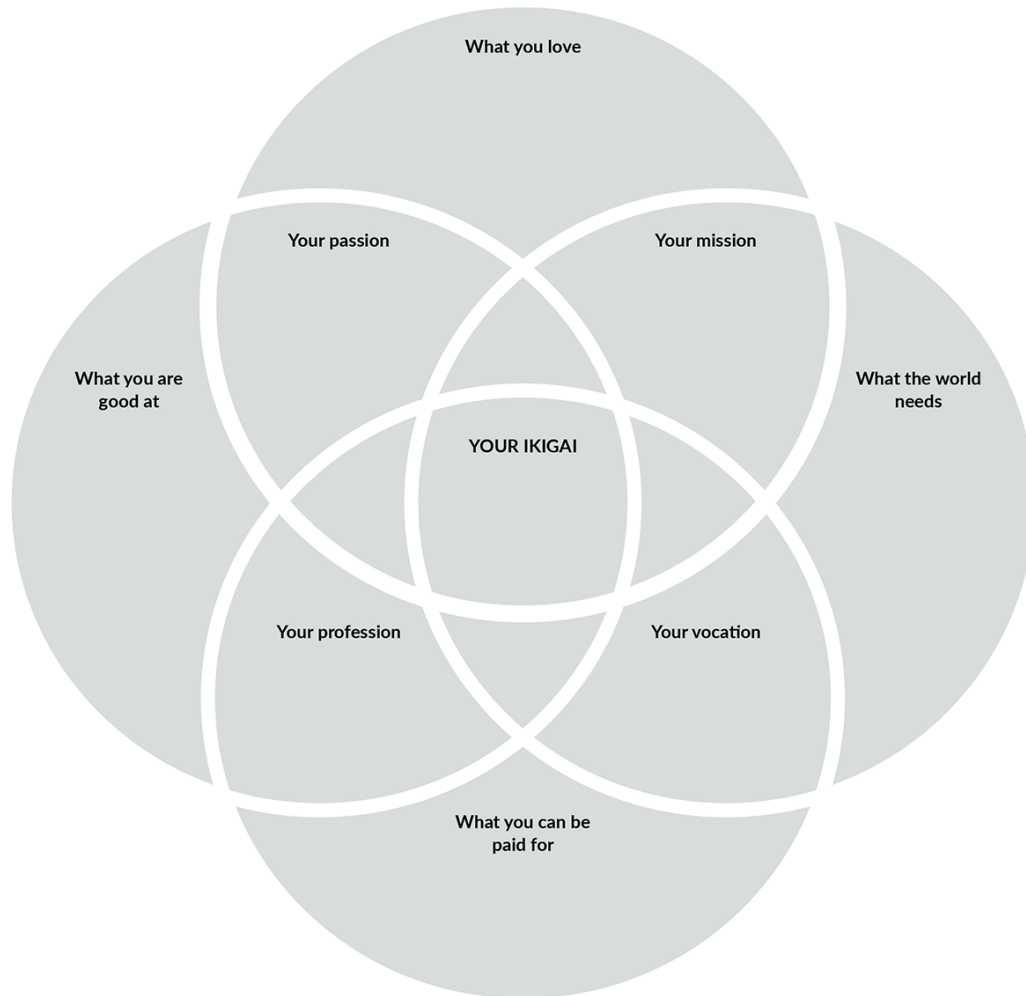
What does the world need?

The “world” might include humanity as a whole, a small community you are aware of, or anything in between. What are their needs? How can you benefit and serve them? Is demand for this service or need growing or shrinking?

What can you be paid for?

Are people willing to pay for the services you will offer? How much can you earn? What will “the market bear?” What are your financial goals? How much do you need to live comfortably each Month? Will your income support your financial goals and needs?

IKIGAI
YOUR REASON FOR BEING



Consider the following:

- At the intersection of what you love and what you are good at is your ***passion***.
- At the intersection of what you love and what the world needs is your ***mission***.
- At the intersection of what the world needs and what you can get paid for is your ***vocation***.
- At the intersection of what you are good at and what you can get paid for is your ***profession***.
- At the intersection of everything is your ***ikigai***.

Is Massage Therapy Right for You? (Pros & Cons)

Massage therapy is a career for people that love to help others. It is a great route if you are interested in health and wellness. Massage can help with both physical as well as emotional aspects of people’s lives as it can decrease pain, stress, and improve quality of life. At the same time, massage can be very challenging physically and mentally for therapists. You are on your feet and in close contact with clients for long periods of time. Therapists often say they “take on” the energy and emotions of their clients, which can be a burden. You must get along with customers and learn good customer service skills. Sometimes you must deal with difficult customers. This can be very challenging for some.

Massage therapy as a profession often allows flexibility in when and where you work. There are many different settings to choose from, such as working from home, working in a spa, going to people’s homes or even working on the beach! You can often choose the days and hours you work, and whether you work full-time or part-time, but this is not always the case. Sometimes a set schedule is required. Evenings and weekends are usually very busy times for massage therapists, and working holidays is often required.

Becoming a licensed massage therapist does not require an expensive four-year education. Most programs can be completed in less than a year and offer day or evening classes so students can continue with other jobs, families, or busy lives. Many students find it challenging to juggle everything. And while the cost of a massage school is much less than college in most cases, the cost of attending massage school is a big burden to most students and requires careful planning and budgeting.

The job outlook for massage therapists is very good and there is strong demand. According to the Bureau of Labor Statistics, demand for massage therapists is expected to grow 32% from 2020 to 2030, which is much faster than average (source: www.bls.gov/ooh/healthcare/massage-therapists.htm). Spas almost everywhere are short-handed and in need of therapists. This is driving up pay, but income varies significantly depending on where therapists live and work, and how many years of experience they have. Making sure your financial needs and goals are in line with your likely future earnings is imperative.

How Much do LMT’s Make in Utah?

Average base salary ?

667 salaries reported, updated at October 12, 2021

\$33.74

per hour

The average salary for a massage therapist is \$33.74 per hour in Utah.

▼ 31% lower than national average

Years of experience	Per hour
Less than 1 year	\$26.39
1 to 2 years	\$29.46
3 to 5 years	\$38.32
6 to 9 years	-
More than 10 years	\$46.19

Source: <https://www.indeed.com/career/massage-therapist/salaries/UT>

Build a Career You Love

We are here to help you make the best education and career choices possible. Our hope is to help build the career you love and find your *ikigai*. In a very real sense, *your goals become our goals*. This leads to a life of meaning and purpose—not just for you—but for all of us!

We are here to help you:

- Make the best education and career choices possible
- Get a complete and well-rounded education in massage therapy
- Graduate and pass state exams (no student left behind)
- Get job offers *before* you graduate (contingent on licensure and overall performance)
- Career counselling and placement assistance (job placement not guaranteed)
- Have a feasible plan for paying educational costs without the burden of long-term debt
- Have the opportunity for continued education after you graduate
- Have fun and enjoy the path you choose
- Find your *ikigai*



It all starts here!®

