BTMT

BEYOND THE MASSAGE TABLE

FREE GUIDE

EDUCATE
EXPAND
EMPOWER
EARN

Booked Isn't the Only Way to *Get Paid*

7 INCOME OPPORTUNITIES

MASSAGE THERAPISTS CAN EXPLORE BEYOND HANDS-ON SESSIONS

1. Digital Products
2. Affiliate Marketing
3. UGC (User-Generated Content)
4. Education & Workshops
5. Corporate Wellness
6. Consulting & Business Support
7. Licensing or Selling Original Resources



EDUCATE | EXPAND | EMPOWER | EARN

Your skills travel beyond the table

As a massage therapist, you already know how to listen, educate, build trust, manage appointments, and deliver a professional experience. Those skills can create value beyond one-on-one massage sessions.

HOW TO USE THIS GUIDE

01 Explore all seven income opportunities.

02 Choose two that fit your strengths, time, and resources.

03 Test one idea with a real potential buyer this week.

A QUICK REALITY CHECK

Not every income stream is passive. Some require active delivery, marketing, contracts, specialized experience, or upfront setup. You do not need to do everything. You need one realistic starting point.

Before selling, check licensing rules, employer agreements, advertising disclosures, intellectual property rights, taxes, and other requirements that apply to your specific offer.

Seven ways to earn beyond sessions

1 Digital products

Sell original guides, templates, checklists, or planners.

TRY THIS

Ask five therapists which admin task wastes the most time.

REALITY CHECK

You still need original work, an audience, and marketing.

2 Affiliate marketing

Recommend useful products through approved programs.

TRY THIS

Make an honest demo of a product you already use.

REALITY CHECK

Disclose commissions and avoid unsupported claims.

3 User-generated content (UGC)

Create product videos and demonstrations for brands.

TRY THIS

Film a 20-second problem-solution product video.

REALITY CHECK

Agree on payment, revisions, and usage rights.

More ways to expand your work

4 Education & workshops

Teach self-care, ergonomics, or business processes.

TRY THIS

Outline a focused 30-minute workshop.

REALITY CHECK

Stay within your qualifications and competence.

5 Corporate wellness

Offer employee wellness events and recovery education.

TRY THIS

Find three employers and their wellness decision maker.

REALITY CHECK

Plan pricing, staffing, insurance, and contracts.

6 Consulting & business support

Help businesses with systems you know how to run.

TRY THIS

Describe one problem and a fixed-scope solution.

REALITY CHECK

Only claim expertise you can demonstrate.

One more opportunity

7 Original resource licensing

License your original training materials or worksheets.

TRY THIS

Create one reusable resource and ask about demand.

REALITY CHECK

Define ownership and permitted use in writing.

WHICH ONE SPARKS AN IDEA?

Think about problems you have already solved in your own practice. Could another therapist, wellness business, or organization benefit from a practical solution you know how to deliver?

An idea I want to explore:

Choose your best-fit opportunity

Score each idea from 1 (low fit) to 5 (high fit). Look for a practical starting point, not the most exciting idea on paper.

OPPORTUNITY	SKILL FIT	TIME FIT	BUYER ACCESS
Digital products	___ / 5	___ / 5	___ / 5
Affiliate marketing	___ / 5	___ / 5	___ / 5
UGC	___ / 5	___ / 5	___ / 5
Workshops	___ / 5	___ / 5	___ / 5
Corporate wellness	___ / 5	___ / 5	___ / 5
Consulting	___ / 5	___ / 5	___ / 5
Resource licensing	___ / 5	___ / 5	___ / 5

MY TOP CHOICE: _____

WHY IT FITS MY CURRENT SEASON: _____

Your seven-day mini test

You do not need a finished business to learn whether a real customer wants an offer. Start small and look for evidence.

DAY 1	Choose one specific buyer and one problem.
DAY 2	Talk with 3–5 people who experience that problem.
DAY 3	Draft a clear, simple offer.
DAY 4	Set a test price or propose a small pilot.
DAY 5	Share your offer with a relevant audience.
DAY 6	Record questions, objections, and actual interest.
DAY 7	Decide: refine, continue, or change direction.

Success may be a useful conversation, a qualified lead, or a first sale.
No particular result or income is guaranteed.

Your next step

You have seven possible directions. You only need to test one.
Choose an idea that fits your resources and gives you a clear buyer.

READY TO TURN AN IDEA INTO AN OFFER?

Beyond the Massage Table Income Starter Kit

The $17 workbook includes an income decision matrix, offer builder, pricing math, outreach scripts, AI prompts, and a 30-day plan.

Find the starter kit where you received this free guide.

Small steps. Real conversations. Better information.
Build beyond the table—one offer at a time.

BEYOND THE MASSAGE TABLE