

# Michelle Lea Massage Therapy

Cultures all over the world have known about the calming and medicinal benefits of massage therapy for centuries. Today, people like Michelle Lea are working hard to remind others that a massage is more than just a mental vacation – it's legitimate health care. As more and more people seek supplements, and sometimes alternatives to western medical practices, the market for high-quality massage therapy is growing by leaps and bounds.

"In 1989, I started working part-time for a massage therapist who managed her own clinic and herb store," says Lea. "After I was involved in a car accident with a drunk driver, all the doctors I went to said I needed neck surgery. Instead, the therapist I worked for introduced me to a combination of massage and acupuncture therapy which, combined with an occasional visit to the chiropractor, kept me from needing surgery and helped lead to my healing." Since then, Lea says she's been a true believer in the benefits of massage therapy. "My therapist convinced me to go to school for it," she says. "So I got my certification and soon thereafter opened my own clinic."

Lea's accident and recovery came to embody her entire massage therapy philosophy, and when she opened her 'anchor' clinic in 2001, she incorporated that philosophy into what would eventually become a successful business. You could say that the rest is history, but it would be more accurate to call it a beginning. "When my husband and I opened our first clinic, we built it with the idea of selling health care in the form of alternative therapies," says Lea. "We prototyped various 'spa' techniques and dabbled in some 'luxury' treatments, but the overwhelming direction our customers took us toward health care. And we followed their advice."

Eight years later, Lea has turned her attention to franchising her revolutionary massage/health care combination. Based on the success of her inaugural clinic, Lea is confident in her business model and eager to help entrepreneurs from all walks of life. "We designed our clinics so folks of all income levels could open one, or even three,

while duplicating it affordably, realistically and professionally," she says. "And, as far as I know, we're the only one in the industry selling alternative health care."

Claims of "alternative health care" have left a lot of companies dead in the water in the past, but this simply isn't the case with Michelle Lea Massage Therapy. In fact, one of the most prominent features of Lea's franchise opportunity is her complete endorsement by the often-pragmatic medical community. "We've been very well-accepted," says Lea. "Our office is respected, recommended and endorsed by chiropractors, physical therapists, orthopedic specialists, general practitioners and obstetricians." While this alone is impressive, Lea has also made strides to get massage therapy recognized as an insurable health procedure. "We're at the front door for insurance reimbursement," she says. "As soon as insurance companies start covering massage therapy, our reputation will be what helps push us through that door."

And there are also a lot of doors waiting for prospective Michelle Lea franchisees. Besides a comprehensive training process by a licensed therapist, Lea helps new franchisees with all aspects of the business – from finding office space and hiring therapists to learning the local and state laws and analyzing the market. "We provide trainers who have a 'cellular' knowledge of the industry," says Lea. "We teach our franchisees everything, including the ability to act from the bottom up. By the time we're through with them, they can explain in detail why a therapist must act and train in a manner suitable for a Michelle Lea Clinic."

After an initial franchising fee, ranging between \$62,450 and \$108,000, franchisees have access to all of Lea's knowledge and experience, which in turn avails them to all kinds of data to help their businesses really take off. "As far as I'm concerned, it's my name on the door, and I have a reputable brand to uphold," says Lea. "We have a franchise qualification process that allows for our success as well as theirs. We're always there for our franchisees with ongoing support. We would never



Michelle Lea

## *From massage therapist to franchising entrepreneur*

leave a franchisee out to hang."

As far as franchisee qualification, Michelle is adamant that you don't have to be a therapist to own a franchise. "All it takes is knowledge of office management, the ability to book and handle multiple therapists' schedules, basic book-keeping and a general knowledge of alternative therapies such as massage, acupuncture, reiki, nutritional health, alternative counseling, hypnosis & meditation," she says.

When all is said and done, the Michelle Lea opportunity stands out for countless reasons. The entrepreneurial spirit certainly shows in this franchise, and its potential seems virtually endless. "We've built our reputation on integrity and honesty, and we've served people from all walks of life and all ages, from infants to the elderly," says Lea. "Everyone hurts, everyone deals with pain. No matter what the state of the economy, people will always need this service and, if you maintain your integrity and honesty, you will succeed." □



### Contact Info:

**Tara Collis**

Director of Marketing

Phone: (301) 475 – 2200 Ext. 102

Web site: [www.LeaMassageTherapy.com](http://www.LeaMassageTherapy.com)

E-mail: [info@LeaMassageTherapy.com](mailto:info@LeaMassageTherapy.com)