

“To have this as a benefit at my job totally makes me feel valued, like I'm an important part of the business. We all love it!” - Ypsilanti resident Daisy M.

Dear Washtenaw County businessperson,

Every company invests to get an edge over its competition. The question is, what's the best investment? What's the key tipping point in the success of your business?

Is it a clean customer area with big screen TVs? Shiny restrooms with motion sensor faucets? Clever advertising?

All these things matter, but they're not going to make or break your business success. So what will?

Your employees.

You know it makes a difference when your customers are greeted by friendly faces and happy humans. The right employee can make customers feel great about doing business with you, even if they can get your product or service at three other places in town. The wrong employee can turn customers away, even if you have the best product or service in the county.

Think of it this way - What kind of people do *you* want to deal with when *you* go to a store or restaurant or doctor's office?

You've heard it before: **Your employees are your most important resource.** And of course you pay them for what they do for you. They expect that much from you.

But what if you give them something they don't expect ... something you don't owe them ... a little “frosting on the cake.” They just might say what Daisy said - “We feel spoiled.”

So what is Daisy talking about? What is her company doing that makes her feel like “an important part of the business?” What caused her to say, “We all love it! It rejuvenates us and helps us relax and be ready to go back to work.”

Daisy gets to recharge while she's at work, *but how?*

A massage. In the office. For FREE.

A simple in-office massage can do all that? Yes!

And when your employees reflect on what you're giving them ... when they become grateful ... happy while being at work and feeling good about being there – it'll come out in how they interact with other employees and with your customers. There's a cascading effect. You give something extra to your employees, and they give something extra to each other and to your customers.

Now THAT sounds like a place where people want to work. And a place people want to do business.

A Competitive Advantage

Here are some benefits of our in-office massage service:

- Convenience: your employees don't even have to leave the building
- Flexibility: we'll schedule around your busy times
- Tax write-off: workplace wellness programs are typically a tax deductible expense for businesses; the government rewards you for taking good care of your employees
- Improved employee work quality: deep tissue massage and acupressure typically improve employees' concentration and work performance by alleviating the distractions of chronic aches and pains, stiff necks, tense shoulders, lower back pain, and tightness in the leg muscles

But that's not the whole story. There's a set of intangible benefits that decidedly raises the value of in-office massage therapy. Consider the experience of an accounting firm that offers on-site massage:

“Our people get tired, so we decided to offer them a massage in the office once a month in order to give them a little break to see if it would increase their energy levels. And it has. It has increased their morale even more than we anticipated.”¹

And read this other comment from Daisy:

“We all feel happy because we're getting our massages. We know she's doing this for us. It increases our camaraderie. And when someone drives me crazy, I take a step back and remember this really is a nice thing my boss does for me.”

So in addition to the benefits mentioned earlier, you'll also see these valuable, intangible results:

- Improved work environment: deep tissue massages relieve stress and help people relax, which makes it easier for them to cooperate with each other
- Improved employee satisfaction: they can't help but feel good about what you're giving them
- Improved employee retention: who'd want to give up this perk?
- Improved customer service: higher morale means happier employees who treat your customers well
- Improved customer retention: your customers enjoy working with your company and keep coming back

But there's still more to consider. Massage is not just about the health and well-being of your employees. It also affects the health and well-being of your business – your bottom line.

An Effective Business Investment

Stress is expensive. It costs American businesses an estimated \$200,000,000,000 (that's billion!) every year in absenteeism, workers' comp claims, employee turnover, and other costs. Healthcare-related costs for highly-stressed workers are 40% higher than for average workers.²

Massage can help.

And what about repetitive stress injuries like carpal tunnel syndrome? How many people have you seen wearing a wrist brace to try to deal with carpal tunnel pain? The American Institute of Stress reports that almost 1/3 of all workers' compensation awards are due to carpal tunnel syndrome.

Massage can help.

No, massage does help. Studies have proven it.

- Massage therapy alleviates stress for a variety of medical conditions and stressful experiences.³
- 15-minute seated chair massages reduce blood pressure.⁴
- 15-minute chair massage given twice a week over five weeks lowered anxiety, improved alertness and showed increased speed and accuracy on math computations.⁵

And for a business, those findings translate into

- ✓ less absenteeism
- ✓ fewer workers' compensation claims
- ✓ less cost to employers

On-site massage **looks like an expense** on your financial statement, **but it's truly an investment** in your business success.

More Than a 2-minute Back Rub

At Massage for Life, we practice a specialized form of massage therapy called deep tissue massage, and we combine it with acupressure.

Deep tissue massage focuses on realigning deeper layers of muscles and connective tissue. It differs from traditional massages by using slower movements and deeper pressure that reaches the sublayer of muscles and the connective tissue around the muscles.

Deep tissue massage breaks down the bands of stiffened, uncomfortable tissue that can block circulation and cause pain, inflammation, and reduced movement. The result? Your employees will notice relief from stiff shoulders ... lower back discomfort ... fears of getting carpal tunnel. For employees who take pride in the work they do, this removes a huge obstacle.

We integrate **acupressure** by gradually pressing key healing points to stimulate the body's ability to cure itself naturally. It has been used for thousands of years in China. Why? Because it works. It boosts the immune system, brings relaxation, and is even used to treat some diseases, like osteoarthritis and fibromyalgia.

Each of our licensed Massage Therapists has at least 11 years of experience giving deep tissue massages, so they know exactly how to produce the best results.

How it works

You choose a day for us to come. We'll provide a website through which your employees can schedule 30-minute chair massages in a 4-hour block. All our customers are fully-clothed through the entire massage, so there's none of the awkwardness that can accompany other massage services.

We don't need much space. A small room is all we require. We'll bring our own chair, tables, and supplies.

Our fee is \$30 for a 30-minute chair massage, or \$55 for a one-hour full-body massage. Some companies give their employees the time for the massage but require the employees to pay the fee. Other companies split the cost, while still others cover the entire massage fee. It's entirely up to you to decide which payment structure will work best for your company.

Attract and Retain Good Employees

Are you ready to experience the benefits of on-site massage at your workplace? To have employees who feel rejuvenated and de-stressed and ... spoiled? To have a work environment with less stress ... fewer injuries ... more camaraderie ... extra happiness?

We've served hundreds of people in our 12 years of business. We've seen both the tangible and the intangible results of massage, and we're eager to bring these benefits to you and your employees. By helping your employees, we help your business. By helping your business, we help our community.

Of course, you probably have questions that aren't answered in this letter. Please, call us today at 734.545.xxxx and ask your questions. We won't launch into a hard sell. We provide our massage services because we know it helps people feel (and be!) better, so we'll simply answer your questions and let you decide if you want to proceed.

Every person appreciates it when their employer does something special for them. Now, you probably can't let your employees bring their dogs to work. But in-office massage is something you can do to make them feel good about being there.

It may not be your responsibility to take care of your employees in this way, but that's the point. They know you don't owe this to them. It's that frosting on the cake. And *everyone loves a little frosting*.

Let us help you take care of your most important resource – your employees. They will think, “what a great place to work!” They might even say it out loud.

Sincerely,

Tony and Yi-Ching Zhang
Owners, Massage for Life
Ann Arbor, Michigan
734.545.xxxx

P.S. If you have any reservations about this, we'd like to invite you to try it out for yourself. Come to our office on Huron Parkway just south of Washtenaw and we'll give you a FREE 30-minute chair massage. You decide if your employees would appreciate it. Just give us a call at 734-545-xxxx, tell us you'd like to schedule your FREE Business Chair Massage, and we'll set you up.

P.P.S. If you're *still* not sure, we're willing to reduce your risk by 50%. We'll cut our price in half for our first visit. We want to make it easy for you to see for yourself the many ways on-site massage helps you take care of your employees and your business.

¹ www.amtamassage.org/articles/3/MTJ/detail/1613

² <http://www.referenceforbusiness.com/encyclopedia/Str-The/Stress-in-the-Workplace.html>

³ "Cortisol decrease and serotonin and dopamine increase following massage therapy," PMID: 16162447

⁴ "Massage therapy as a workplace intervention for reduction of stress", PMID: 9132704

⁵ "Massage therapy reduces anxiety and enhances EEG pattern of alertness and math computations", PMID 8884390