Join PocketSuite's 90 Day Challenge!

For phase one of our 90-day Challenge, PocketSuite is bringing you actionable steps to take your business to the next level and achieve your goals. Below, you'll find the most common goals from our **six-figure massage therapists**, and how PocketSuite can help you turn your goals into reality. We're rooting for you!

Phase One: Break It Down

Goals for My Massage Business!	Break It Down	The PocketSuite Solution
I want to make **$100,000+ this year!**	• **Step 1**: Hit the first 25% - 30% of your income goals. • **Step 2**: Determine how many new clients you need to hit that goal. • **Step 3:** Use proven strategies to attract new clients and reengage past clients. For example, launch a text promotion to convert old leads into paying customers.	Boosting your income starts with knowing your numbers! Use **PocketSuite's Smart Reports** to review your income and find your most profitable clients. Leverage **Premium features and Smart Campaigns** to develop and promote premium offers to replicate that success with new and existing clients.
I want to **start selling retail products to my clients.**	• **Step 1:** Research reputable brands to build referral partnerships or purchase wholesale products that align with your expertise and client needs. Prioritize merchandise that complements your services. • **Step 2:** Add your selected products to your PocketSuite online store, making them easily accessible for clients to browse and purchase. • **Step 3:** Promote your retail offers through social media, text campaigns, and in-person consultations.	You can set up an online store on your PocketSuite booking site. Use our **Online Products** feature to sell retail products, track inventory, and manage shipping and fulfillment. Use **Smart Campaigns** to begin promoting new online products with your existing clients and leverage **QR codes** on social media and on physical flyers to share your products with your community.
I want to **make connections and find partners in the massage community.**	• **Step 1:** Find or create a relevant, local professional group with massage as well as health & wellness professionals who share your goals. • **Step 2:** Attend local conferences and participate in learning opportunities, like webinars or workshops. • **Step 3:** Network with local estheticians, massage therapists, physical therapists, health clinics, and other health & wellness pros to explore shared needs and collaboration opportunities. • **Step 4:** Join Facebook groups for massage as well as health & wellness professionals in your community or specialty area. • **Step 5:** Speak or present at local massage schools, PocketSuite Pros & Profits webinars, or host a live event on your social media channels!	PocketSuite hosts a monthly **Pros & Profits Webinar**, where you can **host, connect, teach and learn** from other fitness pros. Join **PocketSuite's Facebook community** to trade notes and network with other health & wellness professionals.
I want to **launch a membership or renewable subscription to my clients.**	• **Step 1:** Identify the services that keep clients coming back and pinpoint loyal clients who regularly purchase your offers. • **Step 2:** Create a pricing plan that aligns with your revenue goals. Consider tiered options, loyalty programs, or discounts for longer commitments • **Step 3:** Launch your membership or subscription program seamlessly using PocketSuite.	Repeat business is key to growth. Keep clients coming back using our **Subscription** feature. Leverage Premium features and **Smart Campaigns** to develop and promote premium offers to replicate that success with new and existing clients.
I want to **nurture, upsell and retain my clients through automation.**	• **Step 1:** Identify repetitive tasks in your client management process that could be automated, such as appointment reminders, follow-ups, and payment processing. • **Step 2:** Automate routine communication with clients wherever you can so that you can focus on more personalized interactions. For example, send tips automatically after appointments with massage treatment reinforcement tips or promotions for similar services. • **Step 3:** Introduce loyalty programs or packages that encourage repeat business. Use PocketSuite to track client package session balances. • **Step 4:** Offer add-ons, like massage oils or body butter, with your most popular services.	PocketSuite makes automating your nitty-gritty business management tasks a breeze. You **chat with client in-app**, send **automated text campaigns** and bundle your offers as **packages** to earn more upfront.



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