

The Client Calm Toolkit

Scripts, Templates & Marketing Prompts for Massage Therapists

Help stressed clients relax while protecting your time, boundaries, and business.

Pre-Session Consultation Script

Use this before every session:

- “What areas feel most tense today?”
- “Is there anywhere you’d prefer I avoid?”
- “How would you describe your ideal pressure?”
- “If pressure ever feels uncomfortable, please tell me right away.”
- “You’re welcome to talk or rest quietly.”
- “We’ll stay within the time you booked today.”

Informed Consent Checklist

Before beginning:

- Intake form reviewed
- Health conditions discussed
- Areas of focus confirmed
- Areas to avoid clarified
- Pressure preferences discussed
- Draping explained
- Client understands they can stop or modify at any time

Reminder: Informed consent in massage therapy is ongoing, not one-time.

Boundary-Setting Phrases

Healthy boundaries make sessions feel safer. Use language like:

- “That technique is outside my scope, but I can...”
- “We’ll need to stay within your scheduled time.”
- “I’m not able to work in that area.”
- “For safety, I’ll adjust the pressure slightly.”
- “Let’s focus on what we agreed to today.”



Difficult Moments Quick Guide

Unsafe pressure request

→ “I want to avoid causing injury. Let’s adjust slightly.”

Emotional release

→ “Thank you for sharing. Let’s focus on helping your body unwind.”

Scope-of-practice question

→ “That’s something a medical provider would need to evaluate. I can refer you to...”

Late arrival

→ “We’ll use the remaining time today.”

Session running long

→ “We’re at the end of your scheduled time. Let’s book your next appointment to continue this work.”

Aftercare Template

“Today we focused on: _____. You may experience mild soreness for 24–48 hours. Drink water and move gently. If your discomfort feels unusual, contact me.”

Documentation Prompts

After each session, note:

- Areas treated
- Pressure level
- Client feedback
- Modifications made
- Emotional responses
- Any boundary clarifications



How to Market to Stressed Clients

April is National Stress Awareness Month, but stress is common all year long. Here's how to position your services intentionally.

Step 1: Speak to the Feeling, Not Just the Service

Instead of:

“Book a 60-minute massage.”

Try:

“Feeling overwhelmed, tense, or mentally drained? Let's help your body catch up.”

Stress-focused marketing works best when you:

- Name common symptoms (tight shoulders, jaw clenching, headaches)
- Normalize stress and highlight the benefits of your services
- Offer relief without exaggerating outcomes
- Emphasize safety and professionalism

Step 2: Create a Simple Stress Relief Package

Option 1: “Stress Reset” Package

- 3 sessions (60 minutes)
- Discounted bundle price
- Bonus: guided breathing card or mini self-care guide

Option 2: “April Stress Awareness Special”

- Add 15 minutes to any 60-minute session
- Or a complimentary aromatherapy add-on

Option 3: Corporate Mini Reset

- On-site chair massage for offices
- Bundle pricing for teams

Highlight the benefits of massage therapy in overall mental and physical wellness.



Social Media Post Ideas and Captions

Post Idea 1: Relatable Stress Hook

Post Content: Close-up of jaw or shoulders, followed by a slow pan across a peaceful treatment room

Caption: “Clenching your jaw right now? Shoulders creeping up toward your ears? April is Stress Awareness Month, but stress happens all throughout the year. If your body feels overwhelmed, let’s help it reset.”

CTA: Book Your Stress Reset Session.

Post Idea 2: Educational

Post Content: Short clip of gentle work on shoulders or neck

Caption: “Stress doesn’t just affect your mind. It shows up as tight shoulders, headaches, shallow breathing, and fatigue. Massage helps calm the nervous system and reduce physical tension.”

CTA: Schedule your session.

Post Idea 3: How You Support Calm for Clients

Post Content: You, speaking calmly to the camera

Caption: “A great massage starts before the first touch. Clear communication, informed consent, and safe pressure make sessions more relaxing for everyone. Here’s how I prioritize your relaxation at my practice...”

CTA: Learn more.

Post Idea 4: Behind-the-Scenes Calm

Post Content: You, preparing the room

Caption: “Before you arrive, I prepare this space with care. Let’s support your wellness journey together. Book a monthly special package today!”

CTA: Book now.



Email Marketing Script (Stress Awareness Month)

Subject Line Options:

- Feeling Stressed? Let's Help Your Body Reset.
- April Is Stress Awareness Month — I'm Here to Support
- Your Shoulders Deserve a Break

Email Body:

Hi [Client Name],

April is National Stress Awareness Month, and if your shoulders, neck, or jaw have been feeling extra tight, you're not alone. Stress shows up physically. Massage helps your nervous system slow down and your muscles release built-up tension. This month, I'm offering a simple Stress Reset package:

[Insert package details]

If your body needs stress relief, I'm here to help you find a moment of calm.

You can book here: [Link]

Warmly,

[Your Name]

Text Marketing Script

“Hi [Name]! April is Stress Awareness Month, and I’m offering a Stress Reset package. Click here to book now.”

“Feeling stressed? If your shoulders are feeling tight lately, I have a few openings this week, and I’d love to help.”

“Hi [Name], just checking in — how are your stress levels this week? If you need to unwind with a massage, I have availability this week!”

“Hi [Name], if you know of anyone who needs a moment of self-care, I’d love for you to send them my way! I’m offering a referral incentive, too. Let me know if you want details.”

Protect Your Peace of Mind With BBI

Protect your practice with the same care you give your clients. Beauty & Bodywork Insurance (BBI) offers top-rated coverage for massage therapists from \$9.99/month, so you’re supported if the unexpected happens. Focus on helping clients relax — we’ve got your business covered.