

MyofascialResource.com

MFRMail Newsletter

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Greetings,

“What do you do?” How many times have you been asked this question? How do you respond? During the early part of my career, my response was quite easy...“I’m a physical therapist”. This seemed to satisfy most who asked, though many may not have had a true idea what a PT did. When I began to transition into a full-time MFR career, I proudly answered that question “I am a physical therapist who does Myofascial Release”. I then spent a great deal of time trying to explain what MFR was. Did I ever truly answer the question? No, unless the person asking already knew what MFR was, and few did. How do you answer this or similar questions? Our MFR training may have compelled us to convert the world toward the benefits of MFR and our explanations of what we do followed along that need to educate.

I’ve recently read a book by Michael Port, titled “Book Yourself Solid”. One of the strongest points that I gained was to establish a “script” that clearly and concisely conveys exactly what it is that you do. As I worked through this process, it became clear to me that what I do is help people get rid of their pain. It is as simple as that. That is now my one line answer to “what do you do” questions. I have a medium and long version of the same response, all along the same lines. I help people get rid of their pain, even those who have suffered for a long time and have tried countless other means to rid themselves of the pain. Only when the explanation becomes long enough, or the questions become more detailed does Myofascial Release come up. It is not that I am trying to discount MFR, or hide it, it is simply that I am trying to convey to the person asking the question what it is that I do from a perspective of value to them. Emphasize what you can do for your target audience, not what it is that you do: A very important and easy lesson. This was only one of many lessons I learned from Port’s book. You can check it out online by going to my website to view it. It will be time and money very well spent.

Marketing ourselves as MFR therapists is often difficult, especially when you do not accept insurance. You need all of the good advice that you can get. Check it out at:

<http://www.myofascialpainrelief.com/books.html>

I've added more citations to my MFRresearch page, primarily having to do with fascial considerations of urinary incontinence. All add to the basis for why we do what we do.

<http://www.myofascialpainrelief.com/MFRresearch.html>

Don't forget to cruise on over to www.bodyworkonline.com for a variety of topics and issues relating to bodyworks of all types, including MFR. Of interest to many are marketing tips and troubles, "off the table" questions and problems, and a wide range of other therapy related topics.

<http://www.myofascialpainrelief.com/NewsletterArchives.html>

The Myofascial Release Practitioner Directory remains one of the best advertising values for MFR therapists. The \$40 annual listing fee is nearly one-tenth of other options on the Internet and exposure is vast due to Google AdWord advertising. Give it a try!

Check it out or sign up at:

<http://www.myofascialpainrelief.com/PractitionerDirectorySignUp.html>

This month's MFR Treatment Tip is an outstanding release for the shoulder, ribs, and cervical spine. Download it directly from my website at:

<http://www.myofascialpainrelief.com/NewsletterArchives.html>

My Foundations in Myofascial Release Seminars are scheduled for later this year in Rochester, NY. Foundations in Myofascial Release I is an excellent introduction to MFR, while Foundations II Head and Neck covers specific material on the cranium, cervical and thoracic spine, eye treatment (excellent for eye headaches and visual tracking issues), as well as oral motor

techniques. Please read through my Foundations in Myofascial Release page at:

<http://www.myofascialpainrelief.com/services.html>

As always, feel free to contact me with any questions or comments, or just to say hello.

Be Well,

Walt Fritz, PT



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