



Mind Over Matter Allied Health

Background

I launched Mind Over Matter Allied Health, a mobile massage and physical therapy business, in January 2019. During an internship in Phoenix from January to May that year, I focused on sports massage therapy, working with college and professional football players.

Upon returning to Miami, I recognized a gap in my marketing skills. I briefly worked at a physical therapy office for car accident patients but found it unsatisfying. A turning point came in April 2020 during the COVID-19 pandemic. Through word of mouth, I began offering mobile massages with safety measures, gradually building a client base.

In 2021, I expanded my reach by establishing a website. The following year, I introduced "Wellness Days," offering chair or table massages to employees in various settings, starting with the City of North Miami Beach. This concept gained momentum, extending to other cities, law firms, doctor's offices, and educational institutions.

Looking to 2024, my goal is to target larger companies like Amazon, FedEx, UPS, and major hospitals. Additionally, within the next two to three years, I aim to establish a brick-and-mortar location.

Solution

The Miami-Dade Business Navigator program has been an incredible asset for my business. I joined in 2021 when it was announced and began to make my connections through the training events and networking opportunities that the MDBN provided. I initially worked with the Florida SBDC at FIU who served as the hub under the MDBN Program with Business Consultant Myrtha Wroy, who shared invaluable insights about business development, networking opportunities to solicit my services. At that time, I was still learning, and she educated me on

certifications, vendor opportunities, and various aspects of business acumen that I wasn't aware of.

The amount of knowledge shared in these trainings provided by the MDBN were particularly helpful especially topics on Marketing, that to this day, I still refer to my notes from those sessions. The support provided by Florida SBDC at FIU has been amazing and continues to be valuable for my business.

In the business world, where you often must pay for valuable information, the no-cost business consulting provided by the Miami-Dade Business Navigator Program was especially beneficial for someone like me, starting up and unfamiliar with business terms in reference to government contracting opportunities and how to navigate them was eye-opening.

From the Owner

“In this journey, you'll experience both good and bad days, seasons, and times. The key is perseverance; you must stick it out, regardless of your bank account or challenges. Moving by faith and not just by sight has been my main takeaway.

Networking and meeting people is crucial. I've even done some work for free to gain exposure, which is significant when starting off. People need to know who you are and what you do, and exposure through various events and mindsets is vital.

Changing your mindset to a millionaire's mindset is another key aspect. Regardless of your current financial situation, you must believe you've already made it. It might not happen immediately, but with consistent effort, success will come.

For massage therapists specifically, understand that the job is physically demanding. Taking care of yourself is paramount. Self-care is crucial, considering the strain of providing multiple massages in a day. I've done up to eight massages in a day, and without proper self-care, it can take a toll on your well-being. So, my takeaway is to prioritize self-care in the demanding field of massage therapy.”

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Company Name: Mind Over Matter Allied Health, LLC