



I've had the HydroMassage bed for just over a month, and it's been a great experience.

I always considered having a HydroMassage bed in my club, and after the last time I tried it, I finally sat down and ran the numbers. I already had a room that I had previously rented to a massage therapist. So, I decided to offer my members an alternative form of massage that was much less expensive for them.

I offer 3 HydroMassage package options, and in just the first month alone, 64 members have already signed up for our Platinum "Unlimited Massage" package for introductory price of \$14.95 per month, which means I'm already making over \$900 a month from the massage bed. We require members to sign up for a 12 month minimum, so I should have a 100% return on my investment in just 15 months. This was done just with an in-house promotion only. I was concerned in getting started in June, a summer month, but it didn't seem to be a problem at all.

Feedback from my members has been fantastic! They really love it and are "talking it up" for us. We worked hard to get as many people on the bed as we could during those first few weeks. We saw a little over a 50% close rate on HydroMassage packages. People who already use a massage therapist currently or who have in the past were the most likely to sign up immediately – practically without question. I have one member who loves it so much she wrote me a great testimonial. She had been going to a chiropractor for years and years, and she told me that this is the best treatment she's ever had.

Another bonus, we followed your recommendation to have each member fill out a survey, which included referral names of their friends who we can call to offer a free massage. So, on top of already getting positive cash flow, we also anticipate that we'll get new members for our club when we call and offer them the free massage. We hope to start working this list by the end of the month and start an outside promotion for the bed.

We also are looking forward to the fall when our "snowbirds," as we like to call them, come home for the winter. I imagine we will get another significant bump of massage memberships upon their return.

Thanks for all your help and support during our HydroMassage launch. Jennifer Gibson and your staff were extremely professional and wonderful to work with.

Sincerely,

Betsy Rutkowski
Lady of America
New Port Richey, FL

