

YOUR MOST ATTRACTIVE AUDIENCES



Getting the right people
at the right time.

THE 'CONVERT'.

"I've been Rolfed™...and transformed."

"Skydiving accident messed my back/health up. I tried everything to fix my back...nothing worked. Finally I tried Rolfig®. And was changed forever. I found my calling, I became a Rolfer™..."

Anyone who has had this transformative experience is a more passionate, driven and committed student (and Rolfer).

"I wanted to give the same gift to someone else. It changed me forever."

MESSAGING IE:

These people need no convincing, they are ready. We just have to be there, at the right time, to guide them to their future.

THE 'DISSATISFIED MT'.

“I’m a Massage Therapist with 2-3 years experience.”

“I was just dissatisfied with not curing people.” “I had an incredible yearning to get people off the table and working better. Tired of treating symptomatically. I needed more skills, and anatomy.”

Across the board, we found that bodyworkers start looking around for ‘what’s next’, 2-3 years after graduating.

“I heard about Rolfing® about 1-2 years into my studies, at MT school: it was a ‘Full body experience’...whole body benefit...the stuff I value.”

MESSAGING IE:

Not only can you profoundly transform your clients with your bare hands, the emotional and personal rewards for both of you are huge.

THE 'ON-THE-FENCE MT'.

"I'm researching Massage Therapy schools."

"I wasn't convinced about Massage Therapy to begin with. Opinion was more of Spa Massage; 'Fluff & Buff'. But when I saw the school, their high level of education, the healing modalities on offer, structural healing of pain, etc...I was hooked." - MT GRAD AND MT SCHOOL ADMISSIONS

The common goal for would-be Massage Therapists is to relieve pain and cure people. The reality given the tools they learn is different.

MESSAGING IE:

You can indeed profoundly affect your clients with your bare hands...but not with Massage. The Rolf Institute has trained the best in the business, practitioners, trainers, influencers.

THE 'DR. OF BODYWORK'.

"I'm looking at Physical Therapy schools."

"I could be convinced to change to Rolfing® given I'm more creative than PT permits. I also could be persuaded given the rigor, cost and time demanded from a PT course."

A great opportunity to reach potential students who don't fit the PT mold, and have no interest/see no value in taking the DPT.

"I see no reason to take a Doctorate course. I don't want to get into research, I am way more hands-on."

MESSAGING IE:

The Rolfing course is a rigorous, challenging, hands-on professional education that is powerful, creative, and changes the lives of both client and practitioner.

THE 'BORED PROFESSIONAL'.

"I'm a Physical Therapist with 2-3 years experience."

"In my experience, the PT's who transitioned to Rolfing® find it so much more satisfying to administer and more powerful in healing." "Injuries don't respond well to protocols. PT is very process driven."

There's an opportunity to attract PT's who wanted a profession in manual therapy, but are unhappy with its rigid treatment structure and repetition.

"I look at the body entirely differently now."

MESSAGING IE:

Rolfing is the professional antidote to bodywork boredom and lack creative input. It's the perfect mix of structural process, intuition and embodiment.

THE 'LOVER OF BODY WORK'.

"I'm a Personal Trainer with 3 years experience."

"About 3 years in, I really wanted to upgrade my skills. I was passionate about learning strength conditioning, but also how muscle groups connected, aided movement, and when it all came together, helped people perform better."

There's a potential Personal Training audience, especially at an elite sports level, who want to take 'efficiency of movement' to the next level.

"My work improves injury prevention and recovery, optimizes physical and mental performance, and helps to sustain an athlete's career."

MESSAGING IE:

There is huge benefit for sports people in the Rolfing® whole body approach. Creating the most efficient movement vs energy expenditure is the holy grail.

THE 'SPORTS BODY'.

"I'm thinking of a Sports Science Degree, or..."

"My school spent way more time in the mechanical physical world than anything whole body/movement based. I wish it had been different."

There's an opportunity to speak with people who use their bodies, from dance and gymnastics to running and the martial arts.

"Some of the best students I've had have been those who are in touch with their bodies, and looking for professional growth in the bodywork arena."

MESSAGING IE:

If you're interested in a profession involving physiology, biomechanics, psychology, as they relate to sports performance and resilience, you should look into the Rolfing® whole body approach to movement and efficiency.