

Portobello Massage Newsletter

May 2009

Hello!

Welcome to the May edition of the Portobello Massage Newsletter. I hope you're well and thriving now that we're well into spring. The King's Road roundabout has been transformed into the Seafield Junction and traffic is finally flowing smoothly. Winter is behind us and summer ahead!

Special Offer

I've got a little offer on the go this month of which you might like to take advantage. As you know, I'm keen to build up my business and part of that effort means sending this newsletter to more people. This is where I hope for your assistance. I am offering **£5 off the next massage** to clients who help me add five people to my mailing list. If you copy me into an email to five people you know who live in the Edinburgh area and whom you think would be genuinely interested in receiving this newsletter, you will pay £5 less on your next massage. You can't just send it to a bunch of your colleagues who can't stand the idea of massage! (Not that you would do that, right?)

Reviews and suggestions

The new training is getting rave reviews, alongside some older, trusted techniques. **Client comments** recently have included, 'That's the best £35 I've spent in a long time!' and 'That was the best birthday present'. My favourite this month is:

'Dear Ann – ah those fingers really are magic. I had started to think my head and my shoulders were one immutable block of something solid. Now they can operate in concert but independently, and without pain. Huzzah! Not only that, but I had an excellent night's sleep, so am significantly more alert than yesterday. Huzzah again!'

Some clients have also found that massage is making a difference in their lives, allowing them a bit of space to think and relax and reassess. Why not give yourself or a friend the gift of massage? **Gift vouchers** are always a popular gift!

Someone recently said to me that she only goes for a massage when her back is actually 'locked', even though she can feel it coming on for weeks beforehand. That doesn't make a lot of sense to me. The longer someone is in pain, the longer it takes to get that person out of pain. The old saying about an ounce of **prevention** being worth a pound of cure is still true. My clients that get the most out of massage are the ones that come regularly and have made it part of their routine, like eating well and being active.

Positive thoughts and the Jokes!

I hope you like these positive thoughts. On a rainy morning like this one it's a good idea to keep focussed on the positive!

'Those who bring sunshine to the lives of others cannot keep it from themselves.' - James M. Barrie

'When you carry out acts of kindness you get a wonderful feeling inside. It is as though something inside your body responds and says, yes, this is how I ought to feel.' - Harold Kushner

'I've never seen a monument erected to a pessimist.' - Paul Harvey

OK, in the spirit of 'laughter is the best medicine', here are the jokes. It's hard to find clean, positive jokes that are actually funny to send out to a diverse audience, but I hope these two fit that bill. Please remember, they are intended to get you to laugh rather than be witty, urbane humour to impress people.

A militiaman is stood by the side of the road with a penguin when a Major General drives by. The Major General says to the militiaman, 'Take that penguin to the zoo'. A few hours later the Major General again sees the militiaman stood by the side of a road with a penguin. The Major General is furious and says to the militiaman, 'I thought I told you to take that penguin to the zoo!' The militiaman replies, 'I did as you ordered, Comrade Major General. I have taken the penguin to the zoo and to the circus and now we are going to the pictures.'

The Dalai Lama goes up to a hot dog seller and the hot dog seller asks if he wants onions, mustard, pickle, ketchup or chili with his hot dog. 'Make me one with everything', the Dalai Lama replied. So the hot dog seller makes him a hot dog with the works. The Dalai Lama pays the hot dog seller and asks for his change. The hot dog seller says, 'change must come from within'.

Please remember to **pass this newsletter on** to someone you know who might appreciate it. It may be just the thing to brighten their day! And if you send it on to five people and copy me in, you'll get £5 off your next massage.

I hope you've enjoyed this newsletter and look forward to seeing you soon for a massage.

Enjoy,

Ann Milović

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