## My first clinic hours and a spotlight on West Norwood Therapies

Something that I have been eager to do ever since I qualified in Sports massage, I can proudly announce that I will be starting a Tuesday afternoon clinic at West Norwood Therapies on 5th June. My client base and bookings have been steadily rising through my independent mobile massage service and I could not be more grateful. I must say though, it can feel a bit isolated sometimes which is why I am so excited to tell you about West Norwood Therapies and the great inclusive community vibe they have.

When I first launched my business in March nobody really prepared me for how tough it would be to market myself and advertise my business. I had my massage couch, couch roll, oils, lotions, a qualification, insurance and most importantly my hands - I was ready for clients! But the trouble was they weren't ready for me, or to put it more accurately, they didn't have a clue I existed. It was then that I longed for a support network, a nice organisation to umbrella myself under and be seen by potential clients. Unfortunately that wasn't the case and I wondered out into the expanse of the internet alone, armed with my determination and passion to grow my own client base from scratch.

In the beginning it felt tortoise-like, a tortoise that has just eaten a whole grocery shelf of cabbages and can't move from the food coma. But with a little help from my friends and the great wonders of Facebook group pages, it started happening. Because I had done it purely by myself, each client interest and booking felt 100 times more amazing and every time I did a little mini celebration. I am proud that I took my business off the ground with my own two hands but I now have the opportunity to spark a little fire under it with the support of a community and clinic network. Allow me to introduce West Norwood Therapies.

West Norwood Therapies is a team of complementary health professionals who work together to offer a broad range of therapies and classes to the local community. As well as massage the clinic offers osteopathy, acupuncture, pregnancy treatments and classes in yoga, pilates and hypnobirthing. Being a dancer, I am passionate about yoga and pilates to help me maintain my form and stay in shape. I think they are such great practices to get involved with no matter what your background and can help to develop a stable core and promote efficiency in your day to day movement. If a clients muscular imbalance is due to poor flexibility or an inefficient movement framework then I always recommend yoga and/or pilates to help rectify the problem and prevent further complications and bad habits.

That is what is so great about West Norwood Therapies. We are a team and ultimately provide a complete spectrum of practices all under one roof! We are a community and are there for each other for advice, marketing, support and to generally make being self-employed a bit more fun and less isolating. All of the practitioners contribute to a blog, speaking about different topics related to them and their interests making it a really unique and engaging read every time. I hope to do it justice when it comes around to my turn!

I am already excited to attend my first Feast festival this Sunday 3rd June. Me and two of the WNT team will be handing out flyers and no doubt sampling all of the yummy food on offer. Happening every first Sunday of the month (April - December) 10am - 4pm at 5 different sites around West Norwood station and along Norwood Road, Feast is a volunteer powered street market festival. Find out more at westnorwoodfeast.com. If you're local to West Norwood come along, it's not to be missed.

As it will be my first clinic hours on Tuesday 5th June, I am keen to fill my slots between 2:30 - 5:30pm. If you are interested in booking a massage and available, please message me for more details on SPECIAL OPENING RATES.

Check back to the blog soon for more updates on upcoming events I will be attending as part of the West Norwood Therapies team. Exciting times ahead!

Stay fabulous.

Lauren x