

# JENNIFER BRAND®

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Any licensed massage therapist or esthetician who comes in for an interview and performs a practical will be paid \$100 for their time.

We believe the most successful massage therapists are Healing Arts graduates. As an alumnus of the best school in Missouri you will provide the safest, most ethical, and highest quality massages to the public. No other program is more invested in their students than your instructors. Their focus on the intangible, and the essential aspects of massage will guide you throughout your journey as a licensed massage therapist.

We look forward to interviewing you, because graduates from your school radiate with a golden glow that lights up our life and reminds us how magical massage can be.

## **Who is Jennifer Brand?**

Jennifer Brand was made because I needed to create a place for massage therapists to live their purpose, achieve their dreams, and help others in a safe, comfortable, and ethical place. I know how it feels to work for people who don't care about their employees, or their customers. I know how it feels to be pushed beyond my limit, to feel my body give out and my spirit to break. It is soul crushing, and it breaks my heart every time I see another therapist lose their way to the ferocious maw of the meat grinder.

I have been granted many blessings, but the greatest of all was the gift of cancer. It ate my lung and stole countless years off my life, but it showed me the value of every second, how to make the most of my moments, and that life is love. It sharpened my focus and passion into a singular purpose. I exist to leave behind a legacy, to make the world a better place, and guide others to live their highest quality life. My singular purpose is to transform the massage industry, so others may achieve their dreams, discover prosperity, and live in harmony.

I built Jennifer Brand from nothing when I was nothing. I created her when death was knocking at my door, I believed I was going to die. At that moment I knew the sum of my existence contributed virtually nothing to the enrichment of the world. I could not live with this, I needed to forge a legacy, to create something that made the lives of others more fulfilling. I needed to give goodness for goodness-sake and make something that was not meant for me to enjoy. I turned to my greatest passion, witnessed where so many had fallen to the folly of an industry that didn't care about them. I vowed to serve as a guide to help others toward the light, to live their greatest life, and inspire them to become beacons within our beautiful profession.

With the wind of entropy at my back, I used that power to fuel my sails and push me toward my goal. It has taken an immense amount of work, and I have sacrificed so much, but it has been worth every second. Now we stand at the edge of opportunity, a door has begun to open, and now we can begin to usher in meaningful change. We will inspire massage therapists to write about their journey, to tell their tales on podcasts, foster professional bonds through massage support groups, and establishing a continued education facility within our spa.

# Our Team

We want to see you thrive, to live a comfortable life, and help others with your magnificent gifts. It is our goal to guide you toward a long, fruitful career, and as a member of our team you will be an essential slice of the operational pie. To promote your growth we provide continued education, advancement, quality tools, and performance-based incentives.

We search for resourceful, motivated, and passionate people; then cultivate their growth by exemplifying the virtues of empathy, humility, and creativity.

## How are we different?

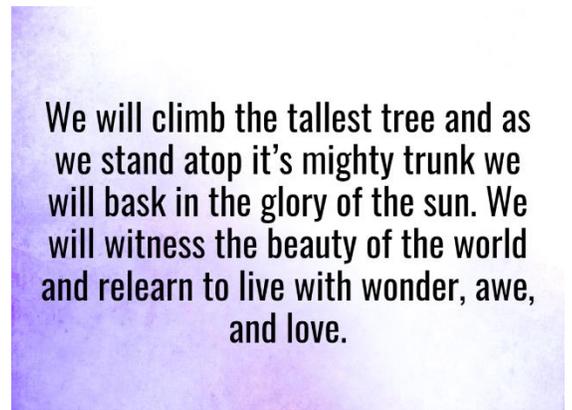
- We foster a culture of empathy and respect between our spa technicians and service providers. We work as a team, and we believe the only way this may be achieved is through professionalism, friendliness, and good will.
- We are owned and operated by a licensed massage therapist. Their career has been a baptism by fire, and their beautiful journey has granted him insight into the world of massage.
- We are honest and open about our pay structure. Many companies use tactics to trick you into believing they pay more than anyone else.
- We are open to ideas and collaboration. When you offer an idea we listen.
- We value direct communication and are eager to listen to you. Our team quickly addresses problems and seeks fair, honest, and transparent resolutions.
- We treat you like a professional. You have worked hard to be a licensed massage therapist and you deserve to be treated like an adult.
- We deeply care about our craft, the public, and the future of massage. This is more than a business to us. It is our passion and purpose.

It is our goal to set the standard, to show our brothers and sisters within our profession that anything less than excellent is unacceptable. We use the highest quality equipment, we listen to our team with the intent of discovering the best ideas, and we constantly aspire to provide the best massage experience every time. Jennifer Brand Spa is the golden standard of excellence.

From surface to center we pursue excellence in every way. We are honest and transparent. We are invested in our profession, the public, and the careers of our spectacular therapists. The industry has to change, and it starts with how interviews and practicals are performed. A massage therapist should never perform any service for free. As massage therapists we have invested far too much of our life, energy, and money into becoming a licensed massage therapist to simply give it away.

At Jennifer Brand Spa we pay our prospective massage therapists and estheticians anytime they are asked to perform a service. We believe your time, energy, and training should be rewarded.

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# Pay Scale

Our pay scale is honest and transparent, and it mirrors the way we do business. We offer a higher wage than any other employee-based company in the industry. New employees will start at \$21 per service hour until they have completed their orientation training. Once the Orientation Training has been finished the team member will have a base service wage increased to \$27 per service hour, this amount increases based on the number of service hours completed within the pay week. In summary, after completing an estimated 5 hours of orientation you will be paid \$27 - \$50 per service hour, plus tips.

- Service providers are paid per service hour performed. Once you have completed the mandatory orientation process your pay rate will be \$27 per service hour for your first ten service hours. This is noted in the chart below under pay bracket Level 1. Working 10 service hours would be a gross pay of \$270 for that work week.
- Once you have performed eleven or more service hours (within 1 payroll week), your rate of pay will be \$30 per service hour starting with the eleventh hour till your twentieth hour. This is noted in the chart below within Pay bracket level 2. Working 10 hours in this bracket would be a gross pay of \$300, plus the \$270 from the bracket level 1, resulting in a weekly gross pay of \$570.
- Once you have performed twenty-one or more service hours (within 1 payroll week), your service rate of pay will be \$40 per service hour starting with the twenty-first hour till your twenty-fifth hour. This is noted in the chart below within pay bracket Level 3. Working 5 hours in this bracket would be a gross pay of \$200, plus the \$300 of bracket 2, plus the \$270 from bracket 1, resulting in a weekly gross pay of \$770.
- Once you have performed twenty-six hours (within 1 payroll week), your service rate of pay will be \$50 per service hour starting with the twenty-sixth hour and beyond. This is noted in the chart below within Pay Bracket Level 4. Working 1 hour in this bracket would be a gross pay of \$50, plus the \$200 of bracket 3, plus the \$300 of bracket 2, plus the \$270 from bracket 1, resulting in a weekly gross pay of \$820.

The estimated gratuity for a 26-hour work week at our spa is \$520. If we add your estimated tips to your gross wage from 26 service hours the total comes to \$1,340 per week, or \$69,907.80 a year.

If you are a massage therapist or esthetician who is capable of working a 30 service hours per work week the estimated total (including estimated tips) is: \$1,620, or \$84,515.40 for the year.

If you are a massage therapist or esthetician who is capable of working a 40 service hours per work week the estimated total (including estimated tips) is: \$2,320, or \$121,034.40 for the year.

Pay Bracket	Hours Per Week	Pay Per Service Hour	Hours in Bracket	Potential Gross Revenue (pretax) per week	Estimated Tip Potential Gross Revenue (pretax) per week
1	0-10	\$27	10	\$270	\$200
2	11-20	\$30	10	\$300	\$200
3	21-25	\$40	5	\$200	\$100
4	26+	\$50	5+	\$50+	\$20
Total Gross Revenue on 26 service hour week				\$820	\$520
Total Gross Revenue + Estimated Tips on 26 service hour week				\$1,340	

Employees who have not completed their orientation training will be paid \$21 per service hour

## Gross Estimated Earnings (*with & without tips*)

Service Hours	Weekly	Yearly	Without Tips Weekly	Without Tips Yearly
10	\$470	\$24,519	\$270	\$14,085
20	\$970	\$50,604	\$570	\$29,736
25	\$1,270	\$66,255	\$770	\$40,170
26	\$1,340	\$69,907	\$820	\$42,779
30	\$1,620	\$84,515	\$1,020	\$53,213
40	\$2,320	\$121,034	\$1,520	\$79,298

How do we give our greatest energy?

To embark on this quest we must encourage others to open their treasure chest and experience excellence.

- Shawn White, LMT

## Mentorship Opportunities

Jennifer Brand Spa exists to transform the massage industry so it may into its greatest era of all time. To facilitate this we encourage our team members to spread their knowledge and encourage others to reach for the stars and achieve their dreams. Our internal mentorship program promotes excellence by providing licensed massage therapists the opportunity to run and create continued education courses, in addition to working with others to become safer and more productive practitioners.

Mentor Level	Pay Per Instructor Hour	Spa Technician/Team Member Training Per Hour	Perks	Responsibilities
Journeyman	\$21	N/A	10% Discount on all undiscounted retail items. Journeyman Pendant	Participates in tutorship programs by shadowing, tutoring by the hour, talking with students and prospective students about their journey in the massage industry.
New Mentor	\$22	\$11.50	10% Discount on all undiscounted retail items	As above and helps acclimate new team members to spa policies and protocols.
Experienced Mentor	\$23	\$12	10% Discount on all undiscounted retail items. *1 free 30-Minute Massage each month, these 30-Minute Massages must be used in the same month they are received. Mentor 3 will also be paid \$30 per licensed service hour starting at 1 service, instead of 11.	As above, and has the ability to enforce policies, and make limited executive decisions, in addition to serving as a spa technician as needed.

\*Free 60-Minute Massage must be booked with massage therapists who has fewer than 18 hours of massage schedule in the week

## Team member Massage and Facial Memberships

The following Team Member Memberships are available to all employees who are at least three licensed service hours per week. If an employee is ever released from employment, the remain balance value of their membership will be converted to a gift card and the discounted rates will no longer apply.

Team Member Membership Type	Benefits	Price Per Month
1 Massage Per Month	1 Massage Per Month	\$38
2 Massages Per Month	2 Massages Per Month	\$76
1 Facial Per Month	1 Facial Per Month	\$40

Therapists booked 18+ service hours cannot be booked by team members with this discounted membership rate.

## Training Opportunities

Most of the Continuing Education Classes provided by Jennifer Brand LLC will be available to all of our employees at no cost. Other Continuing Education Classes will be made available at a discount.

## Massage Culture & Philosophy

Massage therapy is a calling, a guiding light, and the greatest way to celebrate of our humanity. It is a journey of immersion, exploration, and discovery. It is meant to be a warm, and welcoming road to those seeking to serve as helpers and guides.

We want to reveal the beautiful blessings of our profession, immerse you in its culture, and inspire hope. Our purpose is to invite your spirit to a place of peace, to ease your weary aches and pains, and help you make the most of every moment. We want to serve as your lantern-bearer, and with our strong arms we will hold our light toward the sky. We will serve as your stalwart guide and illuminate the path of your new life.

With clear eyes and a vibrant mind you will possess the personal power to witness the wonder of the world. You will explore your destiny and achieve your dreams.

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How do we feel and fill the room?

We must harmonize our desire and balance each expectation.

Our actions must be fair, caring and daring.

We need to give more than we expect to receive and be as humble as humble-can-be.

Our heart and head must work in tandem to massage the magic of the moment by encouraging others to feel marvelous.

- Shawn White, LMT

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