**Affinity Massage Social Media Posts**

| 1  Why Post  It takes one person to make a difference.  One person to turn an escalating argument into a past disagreement.  One person to make a stressful day a little more bearable.  One person to choose love over anger.  Hurt people hurt people.  If you can heal yourself, you can turn the tide of stress and hostility.  Heal yourself, heal the world. |  |
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| 2  Call to Action  Soothing heated stones  A renewing massage  A peaceful atmosphere  All these combine to give you 60 or 90 minutes of bliss to reduce anxiety, improve immunity, and ease muscle tension.  Schedule your hot stone massage today at [affinitymassageutah.com](http://affinitymassageutah.com/) |  |
| 3  Value Post  “When there is no enemy within, the enemies outside cannot hurt you” -Winston Churchill  We can do more good than we realize by eliminating the enemy within.  If you want to make a positive difference in the world, take the time required for self-healing. |  |
| 4  Educate/Correct False Beliefs  There are many false beliefs about massage, and even human touch in general.  One such belief is that massage therapy is sexual in nature.  This is simply not true.  A reputable massage therapist is focused on the relaxation and healing of the client.  Aromatherapy, peaceful music, and a warm and calming atmosphere all combine to make a massage appointment a time of renewal.  A client’s experience should be rejuvenating, and stress relieving.  Both clients and therapists should feel safe at all times.  Sexual overtures are strictly forbidden and will bring the appointment to an abrupt end.  At Affinity Massage, we are committed to the safety and well-being of our clients and our massage therapists. |  |
| 5  Call to Action  Imagine yourself on a high mountain  Overlooking a pristine lake  Basking in the sunshine  Feeling a refreshing breeze blowing through your hair  Inhaling the soothing aroma of pine and earth  There are few things in life as peaceful and restful as this.  Massage is one of them.  Schedule your blissful escape today at [affinitymassageutah.com](http://affinitymassageutah.com/) |  |
| 6  Highlight the “Hero”  Alexia is hurting.  Years of ever-increasing weight gain have left her confidence shattered, and months of working hard to reverse the damage have left her body achy and stiff.  A massage sounds heavenly, but she worries that a massage therapist would be disgusted by her out of shape body  And the embarrassment that would come from that would destroy her already fragile sense of self.  Alexia’s worry might keep her from getting the exact help she needs to calm her mind, soothe her aching body, and renew her broken spirit.  At Affinity massage, we offer compassion and acceptance in a place of healing and renewal.  If you’re hurting, let us help.  You’re safe with us. |  |
| 7  Mission Post  (some amazing massage image)  Empower healing. |  |
| 8  Call to Action  Muscles that are stiff and sore from overuse or injury can heal much more quickly with the right care.  Our deep tissue massage targets stressed, overworked muscles and connective tissue.  It can alleviate pain and promote healing by increasing blood flow and relaxing overly tight tissues.  Don’t suffer needlessly.  Visit [affinitymassageutah.com](http://affinitymassageutah.com/) today to schedule your appointment for a deep tissue massage and ease your pain away. |  |
| 9 8/11  Why Post  The world has gone crazy.  People are divided, scared, angry, and hurting.  But craziness can be calmed.  People can reconnect.  Fear can turn to faith.  Anger can find peace.  Hurt can heal.  It all begins within.  Heal yourself, heal the world. |  |
| 10 8/12  Value Post  “Change your thoughts and you change your world.” –Norman Vincent Peale  A little positivity can make everything look a lot better. |  |
| 11 8/13  Call to Action  Motherhood is a beautiful journey.  But it brings its own challenges and hurts.  We offer therapeutic massage that is uniquely designed to ease away the aches, pains, and stresses that accompany pregnancy.  Visit [affinitymassageutah.com](http://affinitymassageutah.com/) and schedule your pregnancy massage today.  Make your journey into motherhood as blissful as it should be. |  |
| 12 8/14  Personify the “Villain”  Pain.  Whether it’s physical or emotional, it’s a little like an angry three-year-old.  If it’s not throwing a full-out raging tantrum, it sits sulking in a corner.  It pesters you constantly.  It tries to get you to pay attention so that you’ll give it what it wants.  But feeding your body full of pills is like giving candy to an angry three year old.  It will stop the tantrum momentarily, but it won’t calm the child.  And your body, just like a child, needs the right kind of attention to meet its true needs.  Massage can help in ways that pills never will.  It can help restore balance, wholeness, and calm by meeting the true needs of your body, mind, and spirit.  Pain is your body’s way of crying out for attention.  Give yourself the love and care you really need. |  |
| 13 8/15  Educate/Correct False Beliefs  Many people falsely believe that they will need to lie naked on a table to receive a massage.  This idea is both untrue and not in keeping with the purpose of massage.  Unnecessary exposure would bring unwanted tension to a client’s mind and body,  and it would cause the tissues that the therapist is not working on to become cool and less workable.  Clients remain appropriately draped throughout their massage so that they remain comfortably warm and peacefully at ease. |  |
| 14 8/16  Call to Action  (I’m thinking of a blissfully serene image)    Serenity and renewal await.  Schedule your 60, 90, or 120 minute aromatherapy massage today at [affinitymassageutah.com](http://affinitymassageutah.com/) |  |
| 15  Vision Post  Love.  Compassion.  Human connection.  These three things can heal a world that needs healing.  And healing begins within. |  |
| 16  Why Post  Your best self is waiting to come to light.  Healing and renewal will lift away the layers of stress, anxiety, and pain that keep you from  Speaking with kindness  Responding with love  Interacting with tenderness  Listening with understanding  A little self care will enable you to care for others in a better, more authentic way. |  |
| 17  Call to Action  When we lift and help others, we elevate our souls.  Apprentice massage is a pleasant and rewarding way to help lift and build someone who is working toward a better future.  And, at 50% off our regular massage prices, it’s a very affordable way to give your body the care it needs.  Visit [affinitymassageutah.com](http://affinitymassageutah.com/) to schedule your apprentice massage today. |  |
| 18  Highlight the “Hero”  You often sacrifice for the good of others.  It’s not just what you do; it’s who you are.  The world is a better place because you’re in it, because you share the light and goodness that is in you  And your positive actions ripple outward, reaching hearts you’ve never touched  When you’re so intensely focused outward, it is easy to allow your own pain to be brushed aside  But in so doing, you limit your ability to continue to be a light to others.  Self-care is not selfish; it is enabling your soul to continue to be selfless. |  |
| 19  Value Post  “Love and compassion are necessities, not luxuries; without them, humanity can not survive.” -Dalai Lama  We must love others and extend compassion if humanity is to thrive.  And, if we wish to thrive as individuals, we must also extend love and compassion to ourselves. |  |
| 20  Call to Action  Connection–and reconnection–is vital to a growing and thriving relationship.  Our signature couples massage is a time of togetherness in a peaceful and relaxing atmosphere.  Rose petals and candles add an element of romance to an hour or more of healing renewal.  A foot soak followed by concurrent massages make relief from stress and pain a valuable part of this unique bonding experience.  Visit [affinitymassageutah.com](http://affinitymassageutah.com/) today to schedule your appointment to bring new life into your relationship. |  |
| 21  Educate/Correct False Beliefs  One workout does not build strong muscles.  One nourishing meal does not build a healthy body.  One vacation does not provide a lifetime of relaxation.  One massage will not resolve years of stress and pain.  As in all things, the key to success lies in consistency.  Make your own healing and renewal a priority.  Replenish regularly. |  |
| 22  Mission Post  Like a pebble dropped in a placid pool, healing creates a ripple effect.  Compassion, peace, and healing begin within,, and, when we are whole, we can share goodness and positivity with everyone around us.  People who are met with love, acceptance, and openness can then begin their own path toward healing, and they, in turn, can help heal others.  The ripple effect of healing can begin with one small act of self-care.  Our goal is to help heal a fractured world, one hurt person at a time. |  |
| 23  Call to Action  Relieve deep tension  Increase circulation  Promote cell repair  Schedule your targeted deep tissue cupping therapy today at [affinitymassageutah.com](http://affinitymassageutah.com/) |  |
| 24  Why Post  Hurt people hurt people. Heal yourself, heal the world. |  |
| 25  Personify the “Villain”  Pain is a thief.  It steals your peace  Your patience  Your clarity  Your tolerance  Your ability to give and receive love  Don’t allow pain to rob you of your best life.  Visit one of our talented massage therapists and reclaim what pain has stolen. |  |
| 26  Call to Action  What can you accomplish in one hour?  How much more could you accomplish if you were pain and stress free?  60 minutes of healing and relaxation can help you be more productive.  More importantly, it can help you see the world in a better light.  Book your 60 minute massage today at [affinitymassageutah.com](http://affinitymassageutah.com/) |  |
| 27  Value Post  “Honesty is the first chapter in the book of wisdom.” -Thomas Jefferson  If you wish to be truly free, be faithfully honest. |  |
| 28  Educate/Correct False Beliefs  Touch is a form of communication.  And, touch, like the spoken word, can communicate many different things:  Love  Anger  Desire  Indifference  Comfort…  The touch of a reputable massage therapist is a touch that communicates healing, renewal, and compassion.  You can trust the massage therapists at Affinity Massage to use the communication of touch in a professional, reputable manner. |  |
| 29  Call to Action  At Affinity Massage, we offer many different healing and relaxation services, including Reiki.  Reiki is a Japanese form of alternative medicine also referred to as energy healing.  A therapist uses hands on healing, transferring universal energies into the client.  It is used to promote physical and emotional healing.  Schedule your 60 minute Reiki session today at [affinitymassageutah.com](http://affinitymassageutah.com/) |  |
| 30  Mission Post  We believe that healing self-care is an important first step in healing a sick and broken world.  We provide a safe space for compassionate healing and relaxation  We know that people who are hurt and broken cause pain and destruction to themselves and others.  We dedicate ourselves to helping our clients heal  So that we can help build a world where stress, anxiety and contention towards ourselves and others are replaced with love and compassion. |  |