

TAGOTIMES

THE NEWSLETTER FOR MATAGO MASSAGE THERAPISTS

Welcome

As the massage industry as a whole continues its slow but steady recovery from the Covid pandemic, the MATAGO team has maintained its commitment and diligence to expanding current and developing new programs and features in our ongoing quest to provide massage therapists nationwide with the freedom and choice you deserve to run your own business in the MATAGO virtual marketplace!

Although advertising of the platform was at a lower level than originally planned during the 3rd quarter of 2020 due to CDC regulations and varied phases of reopening in the markets we are in, the MATAGO marketing team was still hard at work producing our newest advertising campaign that recently launched on social media and is scheduled to hit television stations in several markets in January 2021.

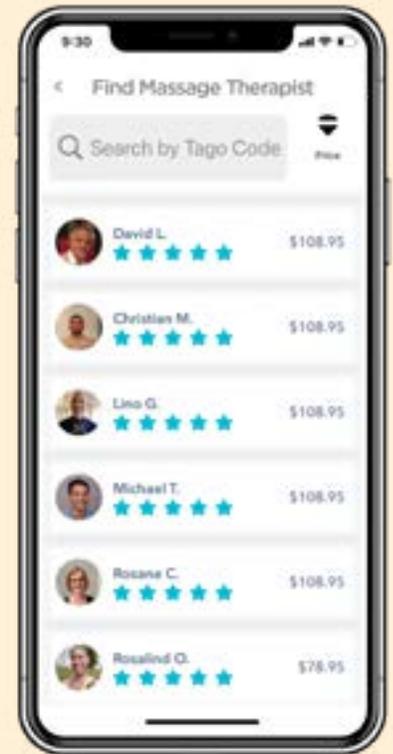
To see the full campaign, visit MATAGO's Facebook, Instagram, and YouTube pages and feel free to share the campaign with your followers right now! It's easy to let everyone know that any time of day they are thinking of checking your availability for a massage, there is no need to wait for standard business hours to try to reach you by phone. All they need to do is simply search for you in the MATAGO app and request you right then and there!

Imagine never having to return phone calls again and your Clients just book themselves based on your availability? Well, it's possible right now with MATAGO!

MATAGO first opened its virtual marketplace in the south Florida region in late 2019, and due to the overwhelming response, has decided to open up the platform to LMTs nationwide! Although marketing and advertising campaigns to bring clients to the platform will be rolling out slowly one market at a time, MATAGO encourages all independent LMTs who desire the freedom and choice to charge what you deserve to get on the platform now so you can activate and share your TAGO code to start earning residual income all year long whether you provide a massage treatment or not! If you are unfamiliar with the MATAGO affiliate program, you can read more about it on the next page in the Earn Extra Cash article.

In this issue, find out who won the \$2000 cash prize in MATAGO's Extreme Challenge competition, get insight and inspiration from the MATAGO founder and learn about another MATAGO colleague in the MT Spotlight.

Welcome to MATAGO. Any place. Your price.



follow us

MT SPOTLIGHT



Cesar Sedano

The power of touch! Those were the words spoken by Cesar when asked why he became a massage therapist. Cesar felt the power of touch as a little boy in Columbia when he struggled with severe ear pain. One night he awoke in terrible agony, only to be soothed back to sleep by a family friend that massaged his back, head and forehead to ease him back to a restful sleep. “It was that moment I knew I wanted to work with my hands,” said Cesar.

Now in his 20th year as a PTA and 5th as an MT, when Cesar knows he helped provide pain relief to his Clients and educated them to correct any type of postural or ergonomic deficits that may have contributed to their chronic issues, that is when he feels his greatest joy and peace.

When Cesar found MATAGO, he said he felt like he “won the lottery!” Cesar is most excited about having the freedom to set his own prices to earn what he deserves, and also the affiliate program to share his TAGO CODE with Clients to earn residual income whether he provides the treatment or not.

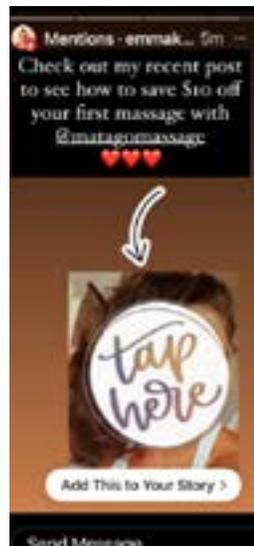
“But what I like MOST is the support that we get from the MATAGO family,” said Cesar. “They are always there to support you with whatever issues you have and still have the freedom as an entrepreneur to grow your business. MATAGO continues to inspire me to be and become the best that I can be!”

Congratulations Cesar, from everyone at MATAGO!

Earn Extra Cash

By now you have probably seen the link in the app in the Options section (...) titled Earn Extra Cash. Have you clicked on it? If not, you should! It's the MATAGO Affiliate Program where you can make residual income all year long whether you provide a massage through the platform or not, and it's absolutely FREE to register! Open the app and read about it now to start earning extra cash!

MATAGO has recently contracted with several well-known social media influencers who have jumped on this opportunity as well! See the post below from Emma Smith, a personal trainer from Orlando, Florida. She is participating in the free MATAGO Affiliate Program to earn extra cash simply by telling her 20,000 Instagram followers all about us. Way to go, Emma! Follow her lead and earn extra cash starting now!



As always, if you have questions about this program, the MATAGO MT SUPPORT team is always available via support@matago.us to assist you.

MATAGO on the Move

Congratulations to the winners of MATAGO's Extreme Challenge Photo Contest!



\$2000 Cash Grand Prize Winners

LMT Frank Kaupas
with Shannon Burns

Florida



\$200 Gift Card 1st Runner Up Winners

LMT Tamara Blankenship
with Steffanie Loeffler
and "Coco"

North Carolina



\$200 Gift Card 2nd Runner Up Winners

LMT Tonia McGeorge
with Stormy Johnsen

South Dakota

CHRIS'S CORNER



Christopher T. Merrell
Matago Founder

Well, there are times in your life that you have to look back at and say “wow, how did we ever live though that?” One of them for me has been the last 6 months of this unprecedented time. After spending over 3 years developing the idea of MATAGO, building the platform from the ground up, testing, branding, and then finally launching, we introduced MATAGO in December of 2019 in our first market of South Florida. And man did we have an awesome launch! Customers love the service, massage therapists love the freedom of choice and earning more money than anywhere else with the average MT earnings being over \$140 an hour! MATAGO WORKS! And it superseded our team’s expectations and forecasts!

Then just three months after our launch... Covid! That is the nature of being an entrepreneur. You plan for everything, then get hit with something no one could see coming. Luckily this is not my first rodeo. And luckily MATAGO has an awesome team of people that support us and our cause and we are in great shape to survive this pandemic.

I truly started this venture because I am dedicated to the massage therapists that have helped me personally since I suffered a back injury while in college that has plagued me all my life since. I am sincerely grateful for all of you that have dedicated your lives to helping others through the power of massage. I want to assure you that MATAGO is hard at work furthering our hotel partnerships, marketing partnerships and our development partnerships. We work weekly with the massage therapists on our platform and we know this has affected almost all of you not only financially, but also personally. Please do not think for one minute that what you do is not important to those of us that need you so badly in our lives! We miss you, and trust me, customers miss you, too! You are “our essential workers” and we are working hard to help you because we understand what you do, why you do it, and we believe in you and this industry!

Best wishes and good health to all of you!

Matago LMTs have bigger banks.

Set your own price and keep all the money. That's how Matago works.
No fee. No cut. No percentage. No kidding.



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