



COURTESY OF JENNI JO

Jenni Jo

Jenni Jo, 41, of Portland, Oregon, says she specializes in taming tension. A 2003 graduate of East West College of the Healing Arts, she has owned her body care practice since that year. From a solo practice to a multi-therapist operation, from a boutique-hotel massage program creator to a mobile practice touring with musicians, her practice is ever changing. She lives in Wausau, Wisconsin, with her husband, and loves teaching people how to feel great in their skin through Yamuna Body Rolling.

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When and how did you decide massage therapy was the right career for you?

A. My choice to turn to the healing arts as a career was originally inspired by my grandmother. I grew up watching her live with debilitation and frustration from rheumatoid arthritis. I grew up a little heartbroken, knowing that some people are trapped by their own bodies. In my late 20s, I was blessed with the opportunity to live with her after joint-replacement surgery. I didn't know how, but I was determined to find something that could alleviate at least some of her pain. I began with small doses of gentle massage, and soon she was sleeping through the night—normally she would wake up every hour—and her entire disposition and demeanor softened. The seed was planted.

Tell our readers how you combine massage with Yamuna Body Rolling in a session.

A. Yamuna Body Rolling is a self-care exercise done with small balls to address the areas where muscles attach to bone. By utilizing breath, body weight and gravity, clients are able to achieve the same benefits of massage therapy, but on their own. This is powerful; not only does Yamuna Body Rolling promote bone health, it nourishes tendons, creates space in the body, and elongates, tones and lengthens muscles.

When I combine massage and Yamuna Body Rolling in a session, I provide my


client with an education about how his body is put together, as well as how it unwinds and releases. He can experience this new information in a passive, relaxed state before rolling on his own. Starting the session with hands-on Yamuna Body Rolling routines customized to a client's particular trouble areas allows for a deep, therapeutic experience all the way to the bone, before I even begin to apply soft-tissue therapy.

What is the most rewarding aspect of being a massage therapist?

A. Knowing I have made an immediate, positive difference in how someone feels in her skin is the best reward. When I see softness and color return to someone's face, I am rewarded. When someone tells me she is able to re-engage in an activity she loves without pain, I am rewarded.

What do you credit for your business success?

A. My tenacity, professionalism, reliability and capacity for change. Throughout the years, I have invested in small-business development programs and coaching, and aligned myself with other business owners who inspire and challenge me to continue to be better. The back end of a business is just as important as the business itself. Without great accounting, marketing and legal systems in place from the very beginning, service-oriented businesses can have a steep hill to climb. **M**

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