

# Shari Auth



COURTESY OF SHARI AUTH

Shari Auth has a full-time practice in the healing arts in New York, New York, on Fifth Avenue. She has studied various forms of Eastern and Western massage, as well as acupuncture, herbology and structural integration, and customizes sessions to address the needs of her clients. She founded the Auth Method as a way to give back to a profession that had given her so much. Recognizing the burnout and injury rate of massage therapists, the Auth Method teaches massage therapists how to be more effective with less strain on their bodies. Auth has published two DVDs and a book on forearm massage, and also teaches continuing education workshops on forearm massage. She is pregnant with her first child and resides in New York City with her husband.

Learn how to work smarter. Learn how to give your clients great results without taxing your body.

## How do you define business success?

**A:** When I look at the big picture of my work life, if I'm not happy, then I'm not successful. Regardless of how much money is coming in or how grand an office or clientele I'm working with, unless I'm truly happy, something needs to change. My recipe for business success includes creative fulfillment and spiritual reward, as well as monetary abundance.

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

**A:** I went to massage school at night in hopes of rounding out a Western-based, premed college curriculum. I wasn't thinking I would enter the massage profession—but while in massage school, I fell in love with giving massage. I uncovered my innate abilities to feel, sense and touch, and found the spiritual rewards to be immense.

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

**A:** Helping people. We, massage therapists, are so lucky to see people when they are vulnerable. I really believe this is when people can be at their most beautiful. Our profession allows

us to connect deeply with people; it's very intimate, which I find refreshing from the usual small talk of everyday life.

## What motivated you to create the Auth Method?

**A:** I know firsthand how laborious a massage therapist's schedule can be. Many spas request therapists work on six clients or more a day—sometimes in a row—and many therapists in private practice need to see six or more clients each day just to keep up with expenses. The Auth Method teaches massage therapists how to do massage with less strain and stress to their own bodies. A couple of ways this is achieved is through incorporating forearm massage techniques and conscious body mechanics.

## What advice would you give someone wanting to pursue a career in massage therapy that you wish someone had given you?

**A:** Learn how to work smarter. Learn how to give your clients great results without taxing your body. Learn good mechanics, professional boundaries, forearm massage for career longevity and how to take care of yourself. You come first.

## In five years, where do you see yourself and your business?

**A:** Continuing to expand the Auth Method's website ([www.authmethod.com](http://www.authmethod.com)) and library of DVDs and books on topics that help massage therapists to work more efficiently and effectively—and hopefully with a healthy 5-year-old child. 



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