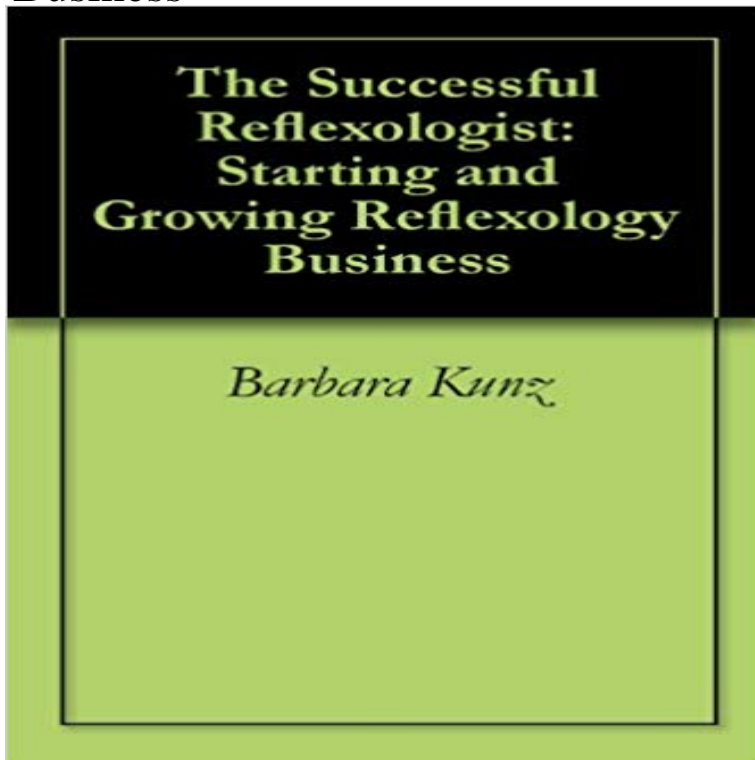


The Successful Reflexologist: Starting and Growing Reflexology Business



The Successful Reflexologist So what makes a reflexologist successful? Ask any number of reflexologists and you'll get any number of opinions. We asked this question of ourselves and some surprising to us anyway answers popped out. Most surprising: all the answers are there. It's just a matter of communicating getting the word out, letting others know about: Your business What reflexology does Your reflexology results Reflexology results shown by research How you're on the clients side, seeking healthful results How you can get the positive attention you deserve from the medical community Easier said than done you might say but, put into perspective with focus and a do-able list is created: create buzz about your work show something happens during a reflexology session show you're on the clients side show your skills include those important to the medical community Creating buzz Start by working on all the feet you can providing sample sessions to friends, family, neighbors, co-workers and get results. You'll create word-of-mouth buzz as satisfied individuals tell others. Grow your business by using the complimentary session. Give certificates for a complimentary session to likely prospective clients. Distribute promotional materials. Make contact with 100 people when 10 people you know pass on to others 10 reflexology charts and/or brochures with your name and phone number on them. Show something happens during a session The best sales tool ever after you've worked on one foot, ask the client (or sample session recipient) to get up, take a few steps and note the difference in feeling between the two feet. Once they're seated again, ask for another comparison between the two feet their color. Call the day after the session to see how the client is doing. Relaxed? Other benefits? As time passes so too will the effects. By calling the day after

the initial session, the effects of your session should still be evident and plant the idea of further sessions. Talk about research, passing on to the client that a single reflexology session has been proven to: create relaxation; reduce anxiety; diminish pain; improve blood flow to the kidneys, intestines and feet, decrease the heart rate and blood pressure; increase oxygen saturation and lower respiratory rate. Show you're on the client's side. Let the client know you're there, help the client realize you're on their side. The two of you working towards the same goal: their improved well-being. Demonstrating self-reflexology techniques the client can apply to speed up reflexology's effect. Assess stress cues of the feet, drawing inferences about the stress in the client's body and noting how your work will change the stress cues and the body's stress level. Show your skills include those of importance to the medical community. Awareness of reflexology research showing positive results for health concerns, e. g. cancer care. Awareness of areas that prove credibility within the medical community: research demonstrating reflexology's safety, efficacy, cost-effectiveness and mechanism of action. Literature noting the above to be sent to or left with medical personnel for their further consideration. Education in: a mechanism of action that explains how reflexology works and assessment in terms familiar to the medical profession: the S.O.A.P.P. formula.

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