

PROMOTING REFLEXOLOGY BUSINESS PLAN

you may be thinking about setting up your own reflexology business once you If you plan to operate your business on your own, you should.

They must not be reproduced or shared with any third party without prior consent. With a website, to get it having traffic you need to consider promoting it in other ways – signing up to directories, getting back links, keywords. If necessary, invest in a merchant account in order to accept credit cards and hire an answering service to answer calls when you are busy with clients. Get start-up capital. Think about where your potential customers hang out and get your massage marketing materials in front of them. Getting Started with Facebook Training Client. But this is changing. Read more. A written summary of our mentoring session with agreed action points. Stay on track with your business plans and true to your aims. They never contact you. These days its easy to do this as most people will have some kind of website. Be very precise in your advert, as space equals money. Include a reflexology chart so they can see the benefits. We are all aware of a number of celebrities who show off their cupping marks on their back or talk about their experiences with shiatsu or acupuncture. Make you sure you return the favour in some way – either with a discount or some other benefit. The information in this guide is primarily UK-focused, however, some of the business principles can still apply for wherever you are from. When working together we can look at business planning; marketing; using social media; develop ways to attract clients; establish your niche in the market, and more. Thanks again Kelly. Regarding the classified ad itself – a well designed box with a logo can be visually more attractive, professional-looking and eye-catching, compared to a few lines of text, which can be overlooked. In that year, I saw my first paid client as an acupuncturist. The ancient Chinese art of foot reflexology applies to areas of the foot that correspond to the energy of specific organs and body parts to promote healing and release energy blockages. To experience a deeper level of relaxation and stress relief, Massage Concepts now offers a four hands foot reflexology session. They have lots of passion and want to use these skills. Since listing on Love Reflexology I have seen a growth in sales and have definitely benefited from the increased exposure my business has received through the Love Reflexology community. A physical business will have high operating costs due to rent, electricity, equipment, etc. Offer discounts and specials periodically to all customers to ensure they return, for example. Other considerations: How much should you charge? Establish relationships with others in the holistic field, such as yoga and Pilates instructors, health food store owners, osteopathic doctors, physical therapists and nutritionists. Many small business owners work alone and this can be challenging when you are feeling stuck, or want to grow your business. I am here to help you move forward with these, provide a fresh perspective, suggest ideas and help to keep you focussed. Non-Profit Organisations – If you run a non-profit organisation linked to the therapy industry, please email kelly kellyhainsworth. Her great advice and support has made a real difference, one of the best things I have done this year. Her experience led her to change direction, now supporting people through a holistic approach, whilst still being able to apply her nursing knowledge. Grow your client base. World Reflexology Awareness Week , held the last week of September each year, is the perfect time to update your massage marketing plans and get your hands on new customers. So, if this is your target group, it may be more effective than a website. Related Posts:. Give an exclusive discount to people who like your Facebook page. Make sure to include your general location or clinic address, services offered, problems you specialise in, name and contact number. Note: If you are using only your first and last name as your business name e. Kelly x Grow your Therapy Business There are number of ways I can help you to grow your therapy business, feel empowered as a business owner and help as many clients as possible. This can be done online and is free of charge. Here are 10 stress-free tips to refresh your massage marketing: Have an open house Serve healthy refreshments, give out discount coupons, offer demos, and mini-treatments. I have lost money from taking our contracts for room rentals and learnt from this accordingly.