

# 10 Top Steps

## Finding your Feet in your Reflexology Business



 **Plan** - Planning your week could mean the difference between an awesome week and an ok type of week. Timed tasks of 30 minutes are game changer for me. Remember to plan in some time for YOU.

 **Work Life Balance** - Ensure you have good balance of Work Life Balance. We are all guilty so jumping for one thing to another, usually who or whatever is shouting loudest! Remember your family and friends need to see you too.

 **Preparation** - Pre Post your Social Media, Facebook, Instagram, Google Business, LinkedIn, which ever your preferred method is. Pre planning could well be a game changer. Be prepared for the unexpected.

 **Connections** - Connect with local business and fellow therapists in your area. Make yourself known and visible in your community Post on social media as your business if at all possible. Get your name out there.

 **Mailing List** - Create a powerful mailing list of your clients so that you can connect with them outside of the treatment room. Connecting via an email list helps you get the right message out to your clients. Prepare a Newsletter or an Introduction to you.

 **Accounts** - take time in your month to keep your accounts up to date. We all would prefer hands on treatments to accounts. However, these are integral to our business and need to be kept up to date. Remember 30 minutes tops a week isn't a hardship.

 **Exercise** - Stretch and exercise your hands. As reflexologists, we need to ensure that our hands, wrist and arms are flexible and strong. Just 15 minutes of small stretching exercises each night could help.

 **Website** - Update your website every month, check the SEO, ensure your SEO is working for you, keep the information up to date. Add new pictures, create new content, keep the information fresh.

 **Online** - Explore the options of going online? To help be a little 'greener' you could look into the online space. GDPR, New Client Forms, Aftercare Tips, Newsletters all have the ability to be online. It might be easier than you think.

 **YOU** - My last, but possibly the most important one, YOU are just as important as everyone else. Remember to have FUN, enjoy some down time, You do not have to work every day, you do not have to work til 10pm.

If you need to ask for help, then ask... We all have to ask for help.