



NEWSLETTER

Volume 6, Issue 1

E-mail: myreflexologystore@cox.net

Web: www.myreflexologystore.com

TEL: 401-714-5722/401-568-6449



Happy New Year!

*Wishing you all a Happy,
Healthy & Prosperous 2011.*

What do YOU say when someone asks you to explain Reflexology?

Some Ideas:

- Reflexology is a non-invasive complementary modality involving the use of alternating pressure applied to the reflexes within the reflex maps of the body located on the feet, hands and outer ears. (RAA) (This is a good 'elevator' speech—takes a minute or less to state)
- Modern reflexology in the U.S. was started by two physicians (Fitzgerald and Riley) in the early 1900's and brought to the general public by Eunice Ingham (PT).
- A gentle non-invasive therapeutic practice that is safe to use with almost any health problem to provide stress relief and a better quality of life.
- It's similar to acupressure/acupuncture in that we address reflex points to work with the body's energy, however, the points can be in different locations for reflexology.
- It provides relief to people with chronic diseases by relaxing the body and creating an environment for the body to help itself.
- Bring out your charts for a 'show and tell'
- Unlike massage, which works from the outside in; ie manipulation of the soft tissue of the body to release tension, reflexology works from inside out; with emphasis on stimulating the nervous system to release tension.



As I've mentioned on the website, I'm phasing out my Reflexology Shirts. I have a limited supply left. Please contact me before placing an order to be sure I still have what you want. You can pay via Paypal or check as the website won't recognize the sale price when you order (tho' I would be able to refund the difference). myreflexologystore@cox.net

POLO SHIRTS - 10% Off (now \$18)

Small—Black, White, Beige, Gray

Medium—Black

Large—White, Black, Gray

LADIES V-NECK SHORT SLEEVE—10% Off (now \$18)

NOTE: these sizes run small and you'd need to order the next larger size.

Medium—Black

Large—Black, Pink, Turquoise

X-Lg—Pink, White, Blue

LADIE V-NECK 3/4 SLEEVE—10% Off (now \$20)

NOTE: these sizes run small and you'd need to order the next larger size.

Medium—Black, White, Blue

Large—Pink

X-Lg—Pink

EXTRA SPECIAL DEAL! Now \$15

Because these shirts run small, you need to be a 'small' small to wear them.

Short Sleeves:

Black, White, Blue, Tourquoise

3/4 Sleeves:

Black, White, Pink, Blue

Shirts can be returned with full refund, minus shipping.

It's a **NEW Year** and time to have a serious conversation with yourself.

- What do you want to accomplish this year?
- What will it take to fulfill your reflexology aspirations?
- Are you satisfied with your present reflexology business?
- If not, what changes would you like to make this year? And
- How will you go about doing that?

Perhaps it's time to revisit your Marketing Plan

Marketing - a management process through which goods and services move from concept to customer.

Your **vision statement** is the **reference point** for the plan which is what you envision your business to be 5-10 years from now and how you can achieve it.

Think of the objectives you want to have for your business this coming year, ie Build customer relationships? Bring in more clients? Establish a presence in the community? Etc.

Know your market –Who are they? Where are they? Etc.

Value – What makes you 'unique' in your customer's eyes?

Action steps – Identify the top 1 or 2 objectives that will have the most positive impact on your business this coming year

S.M.A.R.T. – Take those items and make them Specific (what and how), Measureable (results), Attainable, Realistic and Timely

Budget – Determine the amount of time/spending you will allot to marketing each month or quarter estimating the cost in time and money

A Marketing Plan is the act of treating our business like a business –not just a hobby.

Coming Soon to MY Reflexology Store—Online workshops to help you with your business.

Nancy Bartlett, NBCR

*The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.
....Winston Churchill*

If you would like to stop being notified of this newsletter, please send an email to myreflexologystore@cox.net and type the words REMOVE FROM SUBSCRIBER LIST in the Subject Line.