

Creating A Thriving Reflexology Business

By Linda Chollar, The Reflexology Mentor

4 Tips to Open The Financial Flow in Your Business

"I can't afford it". It's likely that no one ever told you that your business as a holistic healer involved you being prepared for what it would feel like when prospective clients' money issues came flying at you...or what to do about it!

First off, knowing some basic consumer-psychology behind this phrase, "I can't afford it", will enable you to empower your clients to invest in themselves. Secondly, as a business owner you must be secure in your service and value to attract financial flow. Let's reframe the phrase. It's not an objection but actually a **worry**. When we help clients to feel safe, to trust and believe that we provide solutions to help them feel better, the value for them becomes priceless.

For the most part, "*I can't afford it*", is not always about money. It means that an underlying worry isn't being addressed. Now, there are some who truly can't afford your services. (These may not be your ideal client market however). More often, what a client is really saying is something like this: "*I can pay less somewhere else; I don't perceive the value of your service; I'm not convinced yet; I don't trust this will work for me; I don't trust you.*"

Here are some responses crafted to address these underlying worries:

Response #1: "*Let's put the money aside for a moment. What **doubts** do you have about whether this will work for you?*" (Gives the client opportunity to go deeper into their resistance to uncover the real worry).

Response #2: "*I understand. Put the money aside for a moment. Do you **trust** that you would find some solutions with my service?*" (Another power question that helps your client discover if they truly *believe* what they want *can* happen. If they don't, then any amount is too high, you see.)

Response #3: "*Other than the money, do you have any **other concerns** about my service (program) to help you take care of _____ (the problem presented)?*" (Opens the door to express their real worries. If they hesitate, usually they are trying to decide if it's safe to share them.)

Explore why a client might doubt, not trust or have other underlying concerns that would keep them from saying YES to your service or program. If deep down, YOU are worried about how much you charge and are not confident that your service has priceless value for your clients, they will perceive this and of course you won't be able to empower them. This is a practitioner's personal money mindset block that requires inner reflection and personal empowerment (see "Money Mindset Breakthrough" tool below). Here are 4 tips that will naturally create a safe and trusting space for prospective clients to not only want your service but **believe** in its value.

Tip #1: Value Your Results & Solutions. Your clients are investing in the life-changing results that your services help them achieve. What is the value for them? They're coming to you to learn how to improve their health or get relief from stress or pain. Ask yourself "*what are these results worth to my client?*" When you connect to your real value, your clients respond to your passion and belief in your service. They will pay whomever they feel has the best solution for their pain!

Tip #2: Create Options. Creatively package your services and offer 3-4 options at different price levels based on what your clients need and want to achieve. They then get to make the decision of what to spend. Describe the results they can expect. Wellness programs should have a defined outcome, directed toward your client's needs. Design a series of sessions for chronic pain, plantar fasciitis or your niche service. With a selection rather than only one service option, the decision then is not *whether* to use your service, but **which offer** is the best for them at that time.

Tip #3: Use Client Testimonials. Hearing other people's success stories motivates people to use your services. Showcase your most outstanding testimonials on your materials and your website. Ask satisfied clients to write 1-2 sentences about how things were **before** they met you and what **results** they have had with your service. This adds value, establishes your credibility and gets clients involved. *Use these testimonials (with permission) in your literature, website, social media.*

Tip #4: Highlight Your Expertise. Walk your worth and toot your own horn. Communicate to clients that you are continually investing in your personal growth and education. Let them know when you attend trainings and learn new skills. The more they respect your expertise and trust that you can solve their problem, the more they are willing to pay for your service.

Another avenue to open the financial flow into your business is creating your own client workshops to increase revenue, new clients, client retention and referrals. Learn more on this topic at the Reflexology Mentor.

About the author:

Linda Chollar, AAEed is a certified business coach who provides personalized mentoring exclusively for reflexologists to help them start, grow and prosper in their wellness business. Mentoring includes 1-on-1 phone sessions with Linda, CE classes online, via tele-class and video, a monthly ezine, live trainings and articles. An ACARET accredited reflexology educator, Linda has taught for 20 years and is an ARCB CE provider and developer of the tele-class, "Create Your Own Self-Help Workshops" at www.ReflexologyMentor.com