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## Creating A Thriving Reflexology Business

By Linda Chollar, The Reflexology Mentor

### 5 Steps to Create Workshops That Get Results:

#### New Clients, Referrals & Cash Flow

*“I’m so frustrated at doing workshops and expos that never get me any results”. “I’ve handed out so many cards and no one comes back.” “If I can’t get clients, I’d at least like to walk away with some money in my pocket. “What can I do to get more action? “*

Sound familiar? These are common statements I hear from reflexologists that I coach. They are talking about their attempts to grow their business through reflexology workshops, doing expos, community fairs or giving freebie lectures.

The greatest asset to having success with any of these events is your *marketing mindset!* *A savvy business mindset sets realistic expectations for any and all marketing events... and has a step-by-step plan of action to get what you want (results)?*

What’s the ONE ingredient that makes a difference in a successful reflexology self-help workshop for potential clients or existing clients? A well timed, written plan with the end in mind! A beginning, middle and close: intro, compelling message, demo, practice, Q&A and a call-to-action to do business.

The best way to DO business at a workshop - it’s called a *back-end table*. With a step-by-step plan, you will NEVER again run short of time to wrap up with your intended outcome (is it monetary?).

So, here’s the plan – the proven approach of Why, Who, What, Where and then the How:

**Why** this particular event? What is your **goal** for the event, class or lecture?

**Who** is the **audience** you expect to connect with? What are their **needs**?

**What** is your **message** and does it offer a solution to a problem, pain or challenge? Will it compel someone to take action? Pretend to be them and ask , “WIIFM: whats-in-it-for-me?”

**Where** is the **location** in relation to your business? Close to your place of business so you attract local clients or outside your community and you have a different goal? Without an end in mind, this is ineffective.

**How** will you engage and enroll your audience in the call-to-action (your offering)? Is the message (your solution) a service, a product, another workshop or all three? How easy will you make it so they can sign-up right NOW?

There is more to planning a successful workshop or community event than simply showing up, passing out cards and hoping for any sort of results. Know what to expect because you planned for it, then you don’t set yourself up for disappointment. Using these 5 points can give you a step-by-step plan to succeed. Let’s put these tips into action and plan a workshop.

Suppose you want to lead a short 2 hour workshop for laypeople to attract new clients and revive inactive ones. With this plan, first step is to ask WHY would they come? The answer is NOT to learn about reflexology—sorry folks, read the first paragraph from real reflexologists. You must create an EXPERIENCE for them to GET the *benefits* of reflexology AND to know, like and trust you. Using why,

who, what, where and how, create a plan:

**1. Goal(s):** Begin with the end result in mind. Do you want to sign people up for an appointment, a future class, sell a product, build your mailing list? You can do all of this in a workshop, if you plan your time and time your plan. The #1 mistake is having too much content and running out of time. This is a result of poor planning. Less is better. Cut the fluffy jargon, the Egyptian tomb and focus on them having an experience vs. information. Always allow time for a “call to action” with, “*As a result of (today) here’s what I have for you as the next step.*” Then tell them what action to take. When you plan in 15-minute increments, you know exactly where you’re going and when to close with actions that get results.

**2. Audience:** Who do you want to attract and why? Can you provide a solution to this specific group’s problems, needs, challenges or pain? If you know the focus for the workshop, you then know who to invite – your ideal captive audience who wants what you have to provide.

**3. Message:** This group frankly does not care about the history of reflexology. Speak to their needs! Give them a taste of what results means to them so they will want more. Without a compelling message that motivates and validates your services, you’re spinning your wheels. What’s that look like? “*Bring your worst pain and leave without it!*” “*Learn how to eliminate aches & pains in just minutes, naturally with your own hands!*” “*Hands-on tools to use for a lifetime!*” “*Got headaches? Back pain? Any Pain? Help yourself and family get quick relief with foot reflexology*”. The message is, I can help you, I have solutions, experience this and see what you think. Speak to real people with a message of hope!

**4. Where** to hold a workshop? Ideally in your own office or local area if you want to gain clients. Join forces with another complimentary business like a yoga center, a gym, even a church to use space and provide a win/win of teaching a community class and networking.

**5. Once you know** your intended outcomes for the workshop, the **HOW** is to make it easy for them to “buy, enroll, book or take away”. Look at #1, your business goal for the workshop. As you close, “*Thank you for attending. I will now help you at the ‘gift table’.*” Then BE AVAILABLE. Provide lots of goodies for them to choose from and choices to take action. These are a few ideas to pull from – give them choices:

*Dress-up* your back-end table (next to the tea and cookies) with the following: a list of dates and times on a clipboard listing your available slots to book on the spot appointments (today-only-price-offering), draw a name right then (they entered this when they came in) for a *complimentary session* and have everyone applaud the winner, give them each a free pre-written *gift certificate* to give a friend or family, a *Wellness Package coupon* to use this month only at a deep savings, a *sign-up sheet* to pre-enroll them for your next workshop (limited seating) with a small deposit (cash, check, credit?) and a *take away token gift* or foot product that includes your contact info or business card attached. **This is the HOW:** they have just had a reflexology experience and you give them MORE – it’s a win/win. What if you run out of time and miss this part? Read the first paragraph of this article....

**End results?** Gain new clients, attract inactive ones, get referrals and generate cash flow. Impact your guests’ pain and they will want more and send you business. Validate your services in a brief, concise, organized workshop.

With the right mindset and plan, your workshops can not only be productive but you can repeat them again and again, once you have the system. Change the theme for a variety of audiences or locations. You will discover that a well planned workshop can be one of your best strategies for creating a thriving reflexology business.

*About the author:*

*Linda Chollar is a certified business coach who provides personalized coaching exclusively for reflexologists to help them start, grow and prosper in their wellness business. Coaching includes 1-on-1 phone sessions with Linda, CE classes online, via tele-class and video, a monthly ezine, live trainings and articles. An accredited reflexology educator, Linda has taught for 20 years and is an approved ARCB CE provider. Tele-class details: "Create Your Own Self-Help Workshop" at [www.ReflexologyMentor.com](http://www.ReflexologyMentor.com)*