Promoting Reflexology. Promoting Reflexologists.
World Reflexology Week is your opportunity to promote your business as a reflexologist whilst also promoting the therapy.

What is World Reflexology Week?
The International Council of Reflexologists (ICR) set up WRW as a means of drawing attention to and promoting reflexology worldwide. The ICR website www.icr-reflexology.org contains a section devoted to WRW where you can find brochures, sample news releases, activity planners and event organising tips.

How the AoR can help you.

Over the last 6 years there have been hundreds of events around the UK and the rest of the World. These have been many and varied and include local exhibitions, stands in shopping centres, libraries, health food shops, leisure centres and many more.

Members have given tasters, talks, been on the radio and had interviews with local newspapers along with many other events.

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The AoR can support you by:

- Promoting your event on the AoR website
- Providing you with promotional material
- Promoting WRW nationally and locally

What you need to do

Events where members have been offering taster sessions in busy public areas (e.g. entrance to supermarkets or at a busy area in a shopping centre) have proven to be extremely successful in the past. In response to this we have put together a WRW pack which is free to members upon completion of the event details form and consists of:

- 1 x A1 AoR Find a Reflexologist Poster
- 1 x A3 AoR Foot Chart
- 5 x A4 Event Invitation Posters
- 5 x AoR Ribbons
- World Reflexology Week Pack

How to promote your event and receive the WRW pack

1. Go to the AoR website at www.aor.org.uk
2. Click on Members’ Area and log in. If you have not previously logged in simply register following the directions given.
3. Select the downloads and information coloured tab
4. Select World Reflexology Week
5. Complete the Event Details form and return to us, a pack will then be sent out to you within 10 days.

During this week reflexology practitioners will join together to work to make more people aware of this unique method of healthcare. The Association of Reflexologists was founded in 1984. It arose from a need to regulate standards and to provide a network of qualified practitioners within a responsible organisation to which the public can refer with confidence.

Some frequently asked Questions with Answers:

What is Reflexology?
Reflexology is a complementary therapy. Complementary because it works alongside orthodox medicine and a therapy, as it is a form of specific pressure massage. It may be carried out on the feet or the hands.

How does reflexology work?
There are 7,000 plus nerve endings on the feet which feedback information to the spinal cord and the brain. This stimulation brings about the relaxation response via the parasympathetic nervous system, providing the right environment for change to take place for the client or patient. During a reflexology treatment points on the feet (or hands) are stimulated using a specific pressure massage technique.

Can reflexology cure?
No. Reflexology does not claim to cure, diagnose or treat specific conditions. As a holistic therapy reflexology treats the whole person rather than symptoms they are experiencing at that moment in time. If, for example,
they are suffering with lower back pain they may get relief from this whilst at the same time noticing that their overall health improves, they may feel more energetic and sleep more soundly. The responses to treatment are as individual as the person being treated.

What is involved in a reflexology treatment?
To ensure there are no contra-indications to treatment and to gain an individual appreciation of the client’s health, past and present, a short discussion takes place covering medical history, lifestyle, diet, stress levels, etc. This is followed by a relaxation sequence and the treatment routine carried out on either the feet or the hands. Following treatment the reflexology practitioner may offer an interpretation of the findings and suggest aftercare advice.

How many treatments are recommended?
This will depend on the individual however a course of four to six treatments on a weekly basis are suggested to gain an appreciation of how reflexology works for that particular person in their specific circumstances. In some cases more treatments may be necessary but for many the space between treatments is increased, leading to a three monthly or six monthly treatment for health maintenance.

Will it hurt?
Areas of slight sensitivity may be felt during the treatment. This usually passes very quickly. On the whole the client/patient should find it soothing and relaxing.

Will any reactions be experienced?
Occasionally during treatment some people feel like talking or humming, or they may feel tearful; these feelings will often pass quickly. After treatment a short-term increase in urination or a runny nose may be experienced and possibly a feeling of being tired or sleepy.

How may one benefit from a reflexology treatment?
Reflexology is a safe, natural therapy and may aid in the relief of a wide range of acute or chronic conditions. It brings about the relaxation response providing the right environment for change to take place within the body.

Experiential observations on reflexology treatment outcomes:
Reflexology may also improve proprioception leading to improved balance and posture. “At first the benefit only lasted over the weekend, but now reflexology helps me get through the week and often longer” Mrs Jackson from Buckinghamshire finds it helps her mobility and balance and her energy levels have increased.

Mrs Y, from Norfolk, used to suffer from severe migraines. She would take to her bed for a couple of days each month, often taking so many painkillers she would feel constant nausea. “I have been having regular reflexology treatments for over a year now and I no longer need to take painkillers. I find reflexology to be a relaxing, enjoyable and most beneficial therapy,” she wrote.

Mrs X, who also lives in Buckinghamshire, had had surgery for sinus problems and suffered severe discomfort whenever she caught a cold. But she found reflexology relieved the problem. “Since I have been attending sessions my sinus problems have dwindled away to virtually nothing. I now have six-monthly treatments and
has become an important part of my well being. I look forward to them as a form of relaxation as well as prevention. They give me a real “feel-good” factor,” she says. (The names of experiential observation patients have been changed)

What is the history of reflexology?
It is an ancient healing art believed to have been practised by the Ancient Egyptians, Chinese, Indians and the American Indians. Eunice Ingham is called ‘The Mother of Reflexology’ as she pioneered the mapping of the feet and wrote several books on the subject. Doreen Bayly, one of her students, brought reflexology to the UK in the 1960’s.

How to Convert Taster Sessions into Bookings

Taster sessions can be an excellent and cost effective means of promoting yourself and your clinic and of booking in new clients. How effective they are depends on your ability to convert these taster sessions into confirmed bookings. To help to guide you through this process a typical taster session is outlined below, with ideas on how to ensure that all-important booking at the end.

Your client sees your stand and naturally is interested and would like to give it a go. Make sure there is someone available to talk to them and if there is a wait, how long it is or at what time they can book in. This means that there will need to be at least one more reflexologist than treatment couches so that there is always someone to deal with the interested parties. This person can give the client a preview of the taster session which should only take a minute and will let the client know what is going to be happening whilst at the same time putting them at their ease.

Before you start the taster session ask the client to sign a disclaimer (as you won’t be taking a case history). If at this point the client indicates that there are any health issues which you feel need to be resolved before continuing with the taster session, it is important that you discuss these with your client and quickly reach a point where you will be happy to continue. If you feel there are contraindications that prevent you from carrying out an appropriate taster session at that time, these must be discussed and your reasons explained. A suitable way forward for your client would need to be found.

Once your client has signed the disclaimer then ask them to make themselves comfortable on the treatment couch. Once this is achieved you will have about 10-15 minutes in which to work on the feet bearing in mind that you will need some time afterwards to discuss the taster session, book them in and see them out. Keep your eye on the clock as 10-15 minutes of hands on just whizzes by. You may of course opt to provide longer taster sessions, but bear in mind that your preparation for the event may mean that you quickly build up a queue.

The taster session should involve some relaxation techniques on the feet and then you should try to devise a session that is appropriate for your client at that time. Let us suppose that your client has mentioned that they suffer from backache. Then you might choose to orientate your time towards the musculo-skeletal system. Alternatively you may feel that you would prefer to opt for a standard taster session which will be the same for all clients. It is up to you to devise an appropriate taster session.

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During the taster session try to talk to your client about reflexology explaining a little of what it is, how it works and answer any questions that they have. As you go along you can endeavour to assess your clients’ feet and give them an indication of how reflexology may benefit them. At the end of the session you would then be able to give them an overview based on your findings and suggest an appropriate treatment plan for them. This is very important and often a key turning point allowing the client to feel that reflexology really may be beneficial for them. It also instils a feeling in the client that you know what you are doing and can work towards goals that are specific to them.

After you have finished the taster session allow a little time for them to get their shoes on, have a drink of water, ask any further questions, book a session and leave.

One of the keys to getting repeat bookings after taster sessions is to assume that they are going to book in. By the end of the session they will be so impressed with reflexology and with you, that when you suggest a treatment plan they will be only too pleased to book in there and then. You must provide them with the opportunity to book a session so have your clinic diary with you and ask them if they are able to book in now. You may want to provide an incentive by offering a discount on their first session if they book on the day.

If you have not previously done taster sessions then I suggest that you practise beforehand. It is important that you come across in a professional and confident manner whilst at the same time covering everything that is required.

**The Event**

We are confident that if you have planned your event well everyone involved will be prepared and your event will be ‘hitch’ free.

Remember to enjoy your event and your enthusiasm will come across to those you are in contact with.

Don’t forget to have a good supply of leaflets, a copy of your qualification and insurance and last but not least your business cards.