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# Becoming a Reflexologist

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## Reflexology...A Quick Definition

Reflexology, or zone therapy, is a complementary therapy, intended for use alongside conventional medical care and not as a replacement. It is the practice of stimulating nerves on the feet, hands and ears, in order to encourage a beneficial effect on some other parts of the body, or to try to improve general health. Reflexology is most commonly performed on the feet, moving on to the hands and/or ears where physical restraints (contraindications), such as veruccas or fractures, apply.

There is no one fixed theory to explain reflexology. All practitioners believe that areas on the foot correspond to areas of the body, and that reflexology assists the self-healing process. Some practitioners believe these zones to reflect the energy (Qi) body, and that blockages of energy in the body are reflected through "grit" or "lumps" on the foot. A therapist will apply pressure in the form of relaxing massage to these areas, in order to stimulate the corresponding area and thereby remove blockages in the energy body.

Contrary to some beliefs, reflexology does not seek to diagnose or cure medical conditions - merely imbalances in the life energy or Qi of the body. There are concerns over the efficacy of this treatment, and about the safety of using such a therapy instead of conventional medicine, which have resulted in some studies to investigate reflexology.

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## A New Business Approach in Reflexology

If you are truly in reflexology or complimentary medicine to help others, than I have a new business idea for you. In our society today, one that relies heavily on chemically laden prescription drugs, psychotherapy and surgical procedures to "heal" the sick, there has never been a better time to look into alternatives.

Reflexologists are becoming more and more common these days. In fact, reflexology is one of the most popular complimentary therapies available today, because it works. So my question for you is, have you found your niche?

I am going to focus on children in this business example. Children can benefit from reflexology in many ways. A few of the most common reasons for conventional medical treatment are ear infections, constipation and bed-wetting. Reflexology has been shown to dramatically improve these problems, and many more in children. Moreover, more and more children today are diagnosed with "diseases" such as ADD, ADHD and chronic depression, among others. Where conventional medicine has failed, natural medicine can make a real difference.

To this I say, why not consider starting a reflexology business that provides house calls to families dealing with children diagnosed with such illnesses? The market is absolutely huge. Furthermore, you can have the opportunity to touch the next generation in a positive way.

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For small children, you could offer a mom and baby session where you would travel to their home and provide therapy to the child as well as a relaxation session for the busy mom as an added perk. It is a unique approach that will add value to your business. You could think of yourself as the "Nanny 911" of reflexology.

One of your biggest markets for such a business could be focused toward mothers dealing with colicky babies. Colic is a very big problem, and one that can be cured naturally. If you can successfully cure a baby with colic, you will be an overnight success and the talk of the town!

### **Quick Reflexology Fact**

*If you want to go the free route, learning the simple massage techniques is all you will have to do, outside of applying it. Each part of your feet and hands relates to a body system. By applying pressure and massage to those areas, you will increase blood flow and help push toxins out of the body. One of the major benefits here is that it is relaxing foot reflexology chart and therapeutic at the same time. I use reflexology to relieve tension headaches all of the time and it works! If you prefer to try one of the many products on the market today, try the herbal foot detox patches. They are quite affordable and very effective. By simply applying them to your feet at night before bed, you will help detoxify all of your organs at the same time.*

In addition to the on call service you could provide, you could also take it a step further and provide teaching sessions to parents so that they could provide basic therapy to their child. Ok, you might be thinking but if I teach them they will no longer use my services. Yes and no. A service such as this is very professional and very respectable. You could think of this service as an ongoing "counseling " service for your clients. When the parents are ready to take on the task of helping their own children, you can offer to provide lifetime "coaching" sessions or counseling sessions for a fee. Teaching your skills to others adds value to your business and will help parents feel that what they are paying for is well worth it.

To make your reflexology service a success, you will have to keep a few things in mind. First and foremost, and this applies to any reflexology business, but especially if you are going to work on children, you will need to be certified and you will want to carry liability insurance. Secondly, make sure you communicated with your clientele. This would be especially important if you are working with children. Talk with the parents, get frequent updates and adjust your therapy accordingly. You are only as good as your results show.

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## **Benefits of Learning Reflexology**

If you are one of the millions of people that have discovered the benefits of reflexology, you may be wondering just how you go about learning the techniques for yourself. There are indeed many benefits to learning reflexology. Most obviously, and maybe even most importantly, it is free to treat yourself. Reflexologists are

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very good at what they do, and they are gaining popularity very quickly. The downside is that reflexologists are expensive, and their services may not be feasible to the average working man or woman. Taking the time to learn reflexology on your own not only allows you the freedom to treat yourself, but it also allows you to effectively help your entire family without a Harvard medical degree.

The following is a brief outline of some of the benefits of learning reflexology:

\* One of the most attractive things about reflexology is that it is simple to learn. Not to say that there isn't a technique that should be followed, because there is. However, of the many forms of massage and healing techniques, reflexology is probably the easiest and fastest form of therapy to learn. Many believe it is part intuitive and part learned skill. I happen to agree with this statement.

\* Freedom to prevent and cure your own ailments, as well as the health for your entire family without spending big bucks on office visits.

### **Quick Reflexology Fact**

*At this point the therapy will begin. It will usually start with reflexology rubbing of the ears, hands or feet and then will turn into pressing. It closely mimics acupuncture, but without needles. By pressing in certain areas of the feet foot reflexology chart, hands and even the ears, the brain will send signals and release neurochemicals to stop pain and relieve tension.*

\* Gives you the ability to detoxify your body at anytime without expensive herbal treatments. One of the biggest benefits of reflexology is the detoxification process that naturally happens. Toxins are everywhere, in the food we eat, the products we use to clean ourselves and in the air that we breathe. Detoxification is necessary and vital to our well-being. If you are able to detoxify your body naturally and without the use of expensive products, you are a step ahead of the game.

\* Gives you the ability to take a "time out" whenever you need it and relieve yourself of stress and anxiety. Many people are looking for ways to get away from the stress of everyday life. Reflexology is probably the single most effective means to reducing stress and anxiety.

\* If you choose to learn reflexology from a certified school, you will also be able to start your own business should you choose to do so. More people than ever are looking into alternative treatment plans. You could find yourself in a position to help others and earn a lot of money at the same time.

Far Eastern cultures have been using alternative treatments for thousands of years and still do so today. Even the most technically advanced countries such as China and Japan, appreciate the effectiveness and simplicity of natural medicine. So why not try a form of therapy that is effective, yet has no side affects? Maybe it is time to forget the magical pills and fly by night cure-alls and teach yourself reflexology. As long as you have two hands and two feet, you can self-treat your medical problems, as many have done thousands of years before you.

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## **Establishing Your Business in Reflexology**

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*Like no other time in history, people are diligently seeking alternative medical treatments...why not start a reflexology practice!*

Like any endeavor, building a business takes time. Moreover, it can be a bumpy road. However, in a growing field such as reflexology, you definitely have time on your side. Reflexology has certainly found its place in the world of complimentary medicine. Like no other time in history, people are diligently seeking alternative medical treatments. So, how do you get a piece of this pie? Check out the tips outlined below.

1. Time=Value. In other words, it takes time to build your clientele and to get a name for yourself. The more feet you work on the more success stories you will receive from satisfied, paying customers. In a business like reflexology, this is key to success. The truth of the matter is, one person could be responsible for making or breaking your reputation, but more commonly, it takes many satisfied customers to get a foothold in your community. Word of mouth is one of the best tools you will have to build your business, so the more people that leave satisfied, the more you will be talked about.

2. If you already have an established business, but don't have the stable clientele that you need to thrive, try the compare feet technique, as I like to call it. When you are finished with one foot, kindly ask your client to stand up and compare how their feet feel. Not only does this put quality into your service right away, but also it sticks the "wow" factor into the equation. Soon your clients will be longing for the feeling they get after one of your sessions.

3. Make sure you are communicating effectively with your clients. In other words, you MUST know if you are being too hard on their feet or too soft. If you are too hard on their feet, and they leave in utter pain, you cannot expect them to return. In the same respect, if they leave feeling no different than they came, you did not do your job effectively enough to warrant a return visit. Make sure you tell them up front that you can change your degree of pressure to suit their needs. That is the only way they will know that you can accommodate them and are not just unknowledgeable and inexperienced.

### **Quick Reflexology Fact**

*More than ever before in our history, we are in need of a way to unwind, and care for ourselves in an effective manner. The vast majority of people today are on the go almost constantly. This is only one of the reasons that people are looking for an effective way to escape the stress of daily life.*

4. Take an active approach in respect to customer service. Call your client the day after therapy and ask how they are doing. Furthermore, it is the perfect opportunity to get feedback and invite them back for a subsequent visit. You will build trust and better yet you will know how well the treatment went and if you will need to adjust your treatment the next time.

5. Make sure your prices match your skill level, experience and reputation. I won't go into great detail here because prices vary according to many factors, just do your homework before you set your prices and if they are too high, change them.

6. Create your environment carefully. The setting in which you do your therapy will add value to your service or it will break your service. If you choose to work out of your home, as

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many do in the beginning, price your services accordingly. Also, because reflexology is such a relaxing therapy, create your setting to compliment it. Avoid areas with clutter and set it up as comfortable as possible. Soft music and very soft essential oil scents are good compliments to your setup.

7. Finally, you must determine what hours and what services you will offer to your clients. This will partially be determined by how serious you are about your career. It is pretty safe to say that the more flexible you are, the more clientele you will attract. For example, if you will work nights to accommodate schedules, or make house calls, you are setting yourself up for a favorable amount of business. Furthermore, by offering services such as "self help seminars" where you teach your clients how to do some of the basic techniques, complimented with say aromatherapy or herbal treatments; you add instant value and credibility to your practice.

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