



NEWSLETTER

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A perfect summer day is when the sun is shining, the breeze is blowing, the birds are singing, and the lawn mower is broken.

... James Dent

Happy Summer Everyone,

Remember when we were kids? The above quote was perfect and I enjoyed many a summer day!

Now that I'm older, I would have to get the mower fixed. Why? Because as an adult I know that not doing that will take up more of my time in the long run. Grass stays short for no man (or woman).

Oh—to be a kid again ☺

Meanwhile, as summer begins to wind down, it's time to start thinking and planning for fall classes, demonstrations, EXPOs, etc. as we share, market and educate about our wonderful practice of reflexology.

Integrated Reflexology!

Most reflexologists follow a session routine. However, Bill Flocco is challenging us to think a little differently, by adding targeted reflexing, for pain for specific parts and particular functions of the body, by integrating Foot Hand Ear Reflexology into each session.

When you clear the chemicals out of the reflexes in the feet, if you do just the feet, you are leaving those same chemicals in the reflexes in the hands and ears. For neck pain, if you reflex just the feet, you are leaving the chemicals in the neck reflexes in the hands and ears. Want to help people more? Clear the neck reflexes in the hands and ears as well.

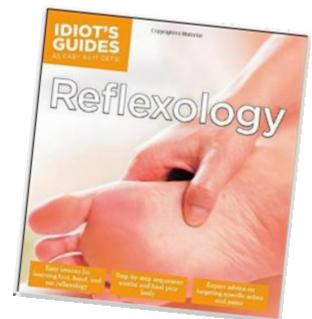
Do you have an attachment to feet only? It's true that the hands will never be as easy as feet or ears to work on, but, hands, in many ways, are equally as effective as the feet, for a lot of internal chest and abdominal issues; and better for issues in the upper arm, elbow, forearm and wrist. And the Ear Reflexology is amazing.

In addition to reflexing all three, Bill advises “Don't have a preference for feet or hands over ears, but rather work on the top Priority and Progression, that will help the client the most. In other words, when there is pain in some part of the body, which would be your top priority (which would you go to first) feet, hands, or ears? Then, where would you progress to (where would you go second and third)? “For example:

- **Neck Pain**—Holding the lower part of the middle ridge in your ear can bring dramatic relief of neck pain. Next, work the neck reflexes on your feet and hands.
- **Menstrual Cramps and Premenstrual Syndrome** –work uterine reflexes on feet first, then ears second, with hands third.
- **Eyes and Ears** – Start with hands, then progress to feet, finishing with ears.”

Bill has done the research on many health issues in his latest book, giving us good guidelines to follow, on where to go first, second and third, when there is pain or discomfort, in the related part of the body.

I have been doing integrated sessions for a while and can definitely state that my clients (and I) are very pleased with the results—which is why I'm writing this article. No, Bill hasn't “hired” me. ☺ I'm just really excited and want to share.



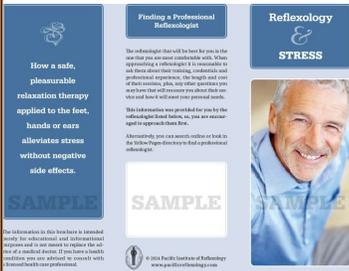
If this sounds as exciting to you as it is to me, you can order an autographed copy of his book, through Bill's website: www.americanacademyofreflexology.com/foot-hand-ear-reflexology-book

ISBN 978-1-61564-654-8

Did You Know?

Most of your clients will live or work near your location and so that is where your main marketing focus should be. Referrals from current clients can't be beat. My Happy Feet website has also been a wonderful marketing tool over the years. I think people like to sit down with a 'cuppa' and research practitioners in their area.

This and That



I recently ordered some great **brochures** from Chris Shirley at www.pacificreflexology.com that address various health issues.

Check them out. You can get bulk orders or a sampler that includes a copy of each of his brochures. They're really nice!

Interesting Case Studies: <http://academyofancientreflexology.com/casestudies/index.html>

American Reflexology Certification Board—provides three brochures to teachers as free handouts for their students: National Foot Reflexology Certification, National Hand Reflexology Certification, & The Five Elements of Reflexology Begins with You. info@arcb.net

Reflexology Association of America—Free Brochure “Identifying the Legitimate Reflexology Practice” An unethical, but growing trend in the USA is the operation of “reflexology parlors or studios” that front for operations of human trafficking and prostitution. This brochure explains the position of RAA and the American Reflexology Certification Board (ARCB), and what reflexologists and their clients can do to address this matter.

<http://reflexology-usa.org/product/identifying-the-legitimate-reflexology-practice/>

While you're on their website, check out the next RAA Conference-2016 in Alaska!!

MY Reflexology Store—www.MYReflexologystore.com—Check it out if you're looking for CE's, music, and other items to promote your business! FYI—I'm working on a brand new updated website; hopefully in place when I send the next newsletter.

Recently I, and another reflexologist, went to a local employer and did hand reflexology samples for 23 Customer Service Reps (as part of Employee Appreciation Week). Out of the 23, only (1) knew about reflexology. Wow! I'm glad to report that they all liked it and let their supervisor know. Looks like we'll be going back next year! I'd also like to mention that it was a paid 'gig'. Don't be afraid to charge.

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*Nancy Bartlett, NBCR*

**Once you make a decision, the universe conspires to make it happen!**

**... Ralph Waldo Emerson (1803-1882)**