



How to Build and Promote an Iridology Business



About Myself

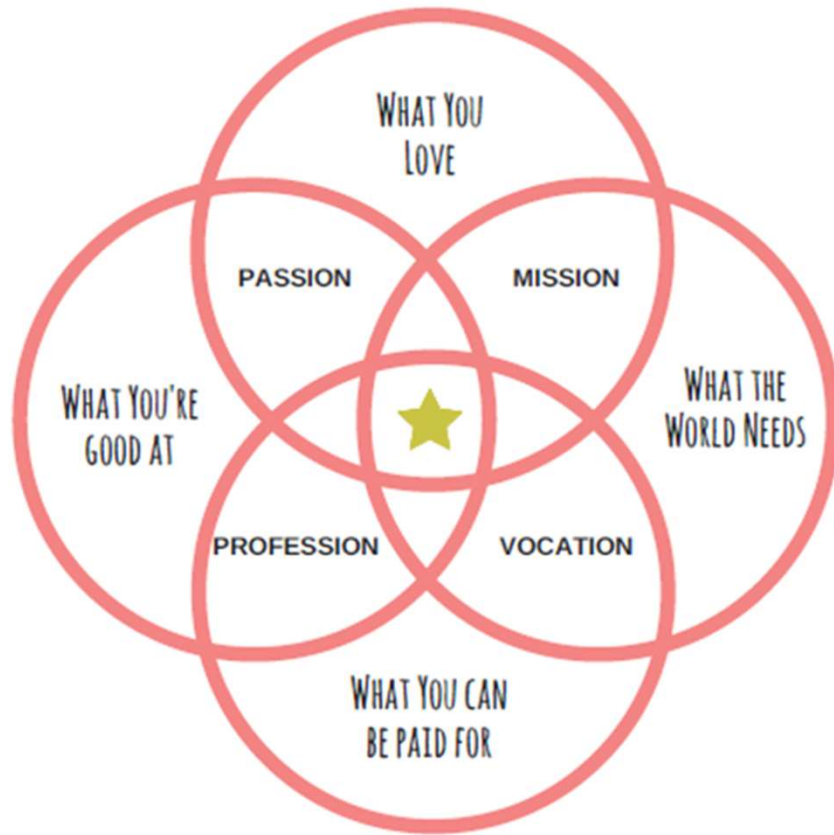
- My Path to Iridology began in 1983.
- I had personal health issues that began at the age of twelve.
- My path led me to Dr. Bernard Jensen in Escondido CA and in 1989 I became certified.
- I started my career in iridology which led me to develop Joyful Living Services through Mastery Services' program (goal setting and mission statement).
- My main mission is to help others improve their health.
- In 2018 I became a member of IIPA.
- I am a Comprehensive Iridology Instructor with IIPA and JLS is a Sanctioned School.
- Today I see clients from all over the world.
- Future goals include writing an iridology working textbook (Iridology; The Path to Joyful Living) and becoming an Iridology Fellow through IIPA.





What do I do First?

What do I need to do to start a business in my area?



➤ **What is your purpose in life?**

My purpose in life is to help people to become responsible for their own health through the use of iridology, supplements, and other forms of complementary medicine.

➤ **What is your mission statement?**

The purpose of Joyful Living Services is to encourage and empower you to take responsibility for your own personal health. **The ultimate goal is joyful living!**

➤ **Business Name:** Joyful Living Services

Do something every day for your business!



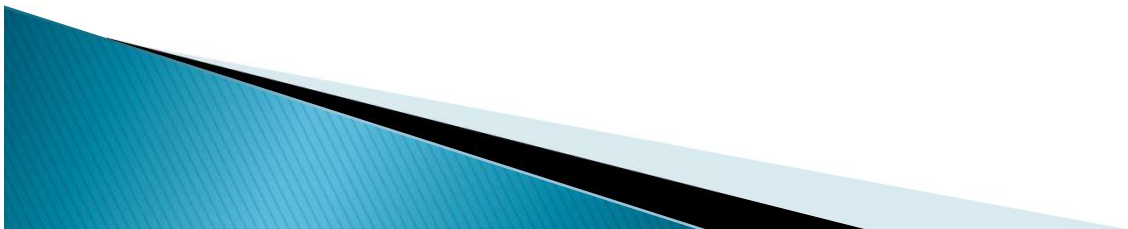
How to Make Goals

What are your goals?

- What do you want to be doing in 10 years?
- 5 years
- 1 year
- 6 months
- 3 months
- 1 month
- 1 week
- 1 day

Do
Some
Brainstorming

Do something every day for your business!





How I see my Business

I see my business and courses as a revolving door.

1. Clients and students coming in.
2. Clients and students in process.
3. Clients healthy.
4. Students graduating.

Be Flexible and Have Fun



"I look at your group of students as a garden, from seedlings to full bloom. You gave each one of us plenty of sunshine, water, you even pulled out the weeds. Now it is time to bloom and flourish."
June Baker

Always be early and ready to go!



How I Promote

What I do to build and promote my iridology business:

Promote

- Clients
- E-mails
- Events
- Family and Friends
- Health Food Stores
- Newsletters
- Organizations
- Presentations
- Professional Offices
- Social Media
- Telephone
- Trades
- Web Site
- Word-of-Mouth

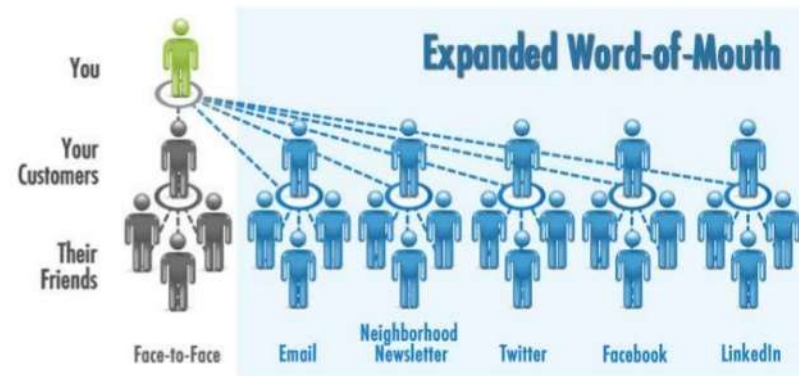
Do something EVERY DAY to promote *your* business.



How I Promote – Clients

- Word-of-Mouth – Client to client, student to student
- Referrals from Dr. Jensen, IIPA, Web Site, Word-of-Mouth
- Web Site – Refer clients to web site for information
- Remote Iridology Analyses
- Health Food Store Handouts, Presentations, Monthly Analyses
- Small group gatherings

Word Of Mouth Communication Pattern



- Facebook Groups: Iridology, Business Site, Personal Site
- LinkedIn: Professionals interested in working together
- Twitter – Personal and Professional
- Instagram – Advertising to a larger group of people



How I Promote - E-mails

Collect E-mails Whenever You Can:

- ▶ Clients – waivers
- ▶ Presentations – sign in
- ▶ Social Media
 - Groups
 - Private Group Chats
- ▶ Web Site – Mailing List
- ▶ Word-of-Mouth
- ▶ Facebook presentations – get e-mail from new potential clients and students

EMAIL LIST





How I Promote – Events

- ▶ Whole Life Expo – 2x/year (\$800 booth/walk away with \$3,000 + clients)
- ▶ Give free talk at Expos (the more you present the more people you can reach)
- ▶ Flea/Farmers Markets – People need to see you regularly to trust you
- ▶ Free Intro to Iridology talks
- ▶ Church – Hold classes and individual consults
- ▶ Classes in Hotels that you schedule
- ▶ Be careful of conferences in hotels that you don't schedule
- ▶ Health Food Store Presentations (even 1 person is good)
- ▶ Have a sign in and collect e-mails and telephone numbers
- ▶ Follow up with every person
- ▶ Add to e-mail list
- ▶ Have marketing table at conferences you attend
- ▶ Be a presenter even if it's scary!





How I Promote – Family & Friends

- ▶ Tell EVERYONE you know what you do
- ▶ Who are you? Are you an Iridologist? Do you want to be an Iridologist?
- ▶ Share your business with your friends and family
- ▶ Share pictures of what you do
- ▶ Invite them to your events
- ▶ Share your recordings with them
- ▶ Offer to help them with their health issues
- ▶ Offer to take their iridology photos and explain it to them
- ▶ Family is the hardest to believe in what you do
- ▶ All they can do is say yes or no
- ▶ Don't give up – Be happy and proud of who you are and what you have and are accomplishing!





How I Promote – Health Food Stores

- ▶ Meet manager in person
- ▶ Work out a win-win
- ▶ Offer free analyses for employees
- ▶ Create 30-minute schedule
- ▶ Create laminated fliers for counter
- ▶ Create fliers for bag inserts
- ▶ Have store schedule clients
- ▶ Call clients night before to remind
- ▶ Have everyone sign a waiver
- ▶ Hold a “cold” reading
- ▶ Give out handouts and charts
- ▶ Refer clients to product consultants
- ▶ Follow up with reports
- ▶ Follow up with e-mails
- ▶ Do trades





How I Promote - Health Food Stores

Learn about your Health Through your Irises and Sclera

Saturday, February 22, 2020 - \$50

Did you know that your eyes can tell a lot about your health? There is a saying "The Eyes are the Windows to the Soul". The eyes are also the windows to your body's health. The iris within your eye can show us what your genetic tendencies are and your sclera can tell us what is going on in your body right now and what could be causing dis-ease in your body.

Make a 30-Minute Appointment with Brenda Generali, CCI, CCII, CNC, CI for:

- Digital Iris and Sclera Photos of your Irises and Sclera (white part of your eye)
- Iris and Sclera Analyses with dietary, supplement, and lifestyle suggestions
- Learn about your genetic tendencies so you can learn how to live in your body
- Learn what you can do to heal your body and keep it strong
- Learn what you can do to be healthy and happy into your later years
- Learn what emotions can be affecting your organs and your health
- Follow up with e-mail and detailed iridology and sclerology report
- Contact Sunrise Natural Foods in Auburn at 530-888-8973 for appointment





How I Promote – Newsletters

- ▶ Hand out to clients
- ▶ E-mail with mailchimp
- ▶ E-mail with square
- ▶ Write one every month on a different topic
- ▶ Promote iridology classes and topics in each newsletter
- ▶ Link to web site
- ▶ Promote remote readings and classes
- ▶ Share testimonials
- ▶ Include something personal
- ▶ Ask health food stores and professional offices to hand them out for you in their bags and see if you can put them on their counters
- ▶ Continue to collect e-mails to add

August 2019 Newsletter: Editor's Notes



I can't believe I haven't written a newsletter since April. Time flies when you are having fun and even when you are not having fun.

My summer has been filled with many exciting activities. We took an 11 day car vacation from California into Oregon and drove up the east side of Oregon all the way to Mount Saint Helens and then down the west side along the coast.

It was so beautiful. Amazing how different Oregon is than California. It's so green in Oregon because it rains.

During our trip in Oregon my son had extreme poison oak and my husband had an allergic reaction to a medication so we ended up in urgent care. We were supposed to go rafting down the Deschutes River but never were able to. I'm not disappointed to say that when we got back home I was able to set up a Grade 3 guided rafting trip down the South Fork of the American River out of Coloma and this was one of our exciting experiences during the 21 miles of river we rafted. This was our experience at the Hospital Bar Rapids just before we entered Folsom Lake. I'm in purple!!! It was such a fun experience and we will never forget.



Now that summer is just about over for us (next week) it's time to get back to the grindstone and start working and learning again. Since the kids go back to school next Tuesday it's only fair that us adults go back to school as well. Please look into our Iridology and Health and Wellness Courses. We have some great specials available for August!



How I Promote – Organizations

What is IIPA?

The International Iridology Practitioners Association is the leading accrediting body for Iridology in the world. IIPA is an organization for the Iridologist. Through IIPA, a person can learn relevant, up-to-date Iridology based on clinical research from around the globe. IIPA was founded for the purpose of increasing and diffusing knowledge concerning the art and science of Iridology and to provide a forum for the exchange of information and research with the goal of promoting excellence in international Iridology standards. IIPA's vision is to have Iridology integrated into the healthcare system worldwide.

- ▶ Who do you want to be associated with?
- ▶ What is their reputation?
- ▶ What is their vision and mission?
- ▶ Are they open to what you do?
- ▶ Do they have the same beliefs that you do?
- ▶ Will they promote you?
- ▶ How do they treat you?
- ▶ Can you learn from them?
- ▶ Can they learn from you?
- ▶ What kinds of programs do they offer for advancement?
- ▶ Go as far as you can
- ▶ Make it a win-win



How I Promote – Presentations

Give free presentations whenever you can:

- ▶ Professional Offices: Chiro, Massage, Acupuncture, LBC, etc.
- ▶ Expos – SF Whole Life Expo
- ▶ Health Food Stores
- ▶ Zoom – Monthly
- ▶ Always promote your next event

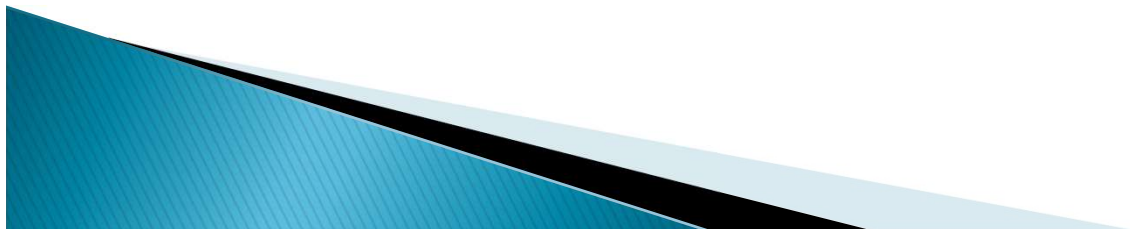
zoom





How I Promote – Professional Offices

- ▶ Chiropractors, Naturopaths, Massage Therapists, other professionals
- ▶ Contact in person
- ▶ Tom Quackenbush–NVC of SF
- ▶ Paul MT – Alameda
- ▶ Newsletters and cards in office
- ▶ Refer clients back and forth
- ▶ Give free intro to iridology presentations
- ▶ Give free analysis to owner and employees
- ▶ Work out rent, commission, and/or payment plan
- ▶ Make it personal
- ▶ Make it a win-win





How I Promote – Social Media Groups

- Create a personal page and share iridology on it
- Create a private iridology group
 - Invite everyone from your mailing list to your group
 - Welcome everyone who joins – make them feel special
 - Give a free monthly webinar on a different topic each month
 - Give a simple free analysis for group members with color and subtype
 - Write small iridology slides with info every week
 - Work in the group every day for a little bit
 - Offer remote iridology readings
 - Add member accomplishments with certificates
 - Passing level 1, 2, and the IIPA exam
 - Support teamwork where everyone supports one another
 - Promote events on facebook using targeted audiences (boost posts)
- If you are an instructor create a private class group and do the same thing there

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background. The logo is positioned in the bottom right corner of the slide, partially overlapping a decorative blue and black graphic element that tapers to the right.



How I Promote – Social Media Advertisements and Management

Make content that is going to get noticed

- Record webinars and post on social media
- Post YouTube video with description and link
- Advertise events and ads on social media
- Add links and make targeted ads
- Make ads that people can relate and connect with
- Make a post, target a group of people, run every few hours for so many days and choose an amount you want to spend
- Learn how to grab people's attention on the platforms you want to use
- Know who you are advertising to



Don't just put a link on twitter. People aren't just interested in the link. People look for pictures, videos & things of interest

LinkedIn



YouTube

Pinterest



How I Promote - Telephone

- ▶ Follow up with clients within 2 days
- ▶ Make follow up appointments
- ▶ Update their program based on their symptoms and progress
- ▶ Invite to events and presentations
- ▶ Invite on webinars
- ▶ Add them to your mailing list to keep in contact with them
- ▶ Don't pressure them to buy anything or make appointments
- ▶ Follow up on referrals others give you
- ▶ Follow up on web site inquiries
- ▶ If you don't get a response from e-mail, call them
- ▶ If you don't get a response from the phone, e-mail them
- ▶ Always, always, always follow up
- ▶ Call the night before an appointment to confirm
- ▶ Make it a win-win





How I Promote - Trades

- ▶ Trade with everyone you can.
- ▶ Trade with colleagues: SF & courses
- ▶ Trade with clients: Sunrise
- ▶ It's a great way to advertise
- ▶ You both benefit from the trade
- ▶ Make it a win-win





How I Promote – Web Site

Brown Iris
Brown-Eyed Type
The Study of Iridology
(German: Hematogenic)

Home About Us Articles Courses Iridology Nutrition Student login Product Cart (0)

Joyful Living Services is an IIPA Sanctioned School
We are a "Global Teaching Company"
We teach Iridology and Complementary Medicine throughout the world

Happy New Year!

2021
Happy New Year

2020 has been an incredible year in many ways and we've all been affected by this year in one way or another. Some of us have had a very hard time and others have benefited from the changes. We here at Joyful Living Services have taken this time to make our own changes and have been moving into internet service as much as possible. We have

**IIPA Level 1 & 2
Core Curriculum
Online Iridology Course
February 16 - May 18, 2021**

This is an IIPA Level 1 and 2 Core Curriculum Online Iridology Class for anyone who wants to learn iridology for yourself, your family, your

Joyful Living Services is an IIPA Sanctioned School!

Joyful Living Services is an IIPA Sanctioned School. We are truly honored to have received this designation and what it means to us and our students. We are dedicated to teaching the

- Your web site is your store
- Front page is front window of store
- Each page is store isle
- Who are you?
- Who do you want to be?
- What do you want to promote?
- What do you want people to see?
- What sells? What doesn't sell?
- How much is too much?
- What is the right price?
- Offer monthly sales and specials
- Offer holiday specials
- Offer courses–complement iridology
- Offer product lines
- Make it personal
- Make it a win-win



How to Become a Successful Iridologist

How to Build a Successful Iridology Business

By: Rebecca Thomas, Ph.D., ND, CCII,
IIPA Board of Director

1. Identify your target group.
2. Be consistent! Always be there.
3. Invest in good quality Business cards and brochures
4. Get your name out there
5. Continue to learn! Never Stop Learning!
6. Attend Health Fairs
7. Don't compete with Natural food stores -- they are your main connection with the public
8. Guard your clients' confidentiality -
- they trust you.

How to Become a Successful Iridologist

By: Kathy Norris, D.Ir., CCII, IIPA Past President,
IIPA Board of Director

1. Education a. Schools
2. Networking a. Family/friends & Community
3. MLM
4. Multiple Modalities
5. Tools a. Camera b. Laptop/Software c. Lighting/Magnification d. Report or Client Evaluation
6. Keys to Remember: 1. Passion - Have passion for whatever you do. 2. Perseverance - Keep on pushing! 3. Gratitude - make gratitude your attitude. Stay in a place of being thankful for every eye you look at. Be thankful that you were chosen by them to help them.

IIPA level 1 and 2 class through an IIPA instructor and pass the IIPA exam.

Go to: <https://www.iridologyassn.org/certified-iridology-instructors>



Thank You

