



IIPA

International Iridology Practitioners Association

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How to Become a Successful Iridologist

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

1. Education

- a. Schools - start with someone, an individual or somewhere, a holistic school of natural health
- b. Webinar - IIPA resources, YouTube videos from credible IIPA teachers
- c. Symposiums/Conferences - Natural health, IIPA or private resources

2. Networking

- a. Family/friends - tell everyone that you come into contact with about Iridology. Do not allow their negativity affect you. Carry on!
- b. Community - Health food stores, fitness clubs, school (show and tell), health fairs
- c. Symposium/Conferences - IIPA, Natural health Expo's
- d. Social Media - Facebook, Websites etc.

3. MLM (multi-level marketing) find unique products to work with that other training from other individuals or classes.

- a. Nature's Sunshine Products - offers Herbal Hours, private learning and classes
- b. Good Herbs - Liquid single and combination herbs, oils and flower essences private classes
- c. Pure Herbs - Liquid herbs and combinations
- d. Young Living Oils - Single and combination oils, private classes and conferences

4. Multiple Modalities

- a. Foot Reflexology
- b. Other natural health modalities
- c. Network or befriend others in the industry, colon hydro-therapists, massage therapists, nutritionists.

5. Tools

- a. Camera
- b. Laptop/Software
- c. Lighting/Magnification
- d. Report or Client Evaluation

***Note:** It is very important for your client to leave with something such as their pictures, a report or their evaluation. It is also necessary for you to keep a reminder of their consultation along with any notes or recommended products. Your client may get home with questions.*

Keys To Remember:

1. **Passion** - Have passion for whatever you do. Love every eye that you see and have compassion for the ones that allow you the privilege to view their eyes.
2. **Perseverance** - Keep on pushing! Talk and tell your friends about Iridology. Look at everyone's eyes. Toot your own horn. Offer to do a child free for a paying parent...twoofers!
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.

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.