



Igniting the Spark

I had a health issue that initiated a **career change**, then my hobby of Reflexology turned into my new **start up business**. Once I started, I wanted to give people the opportunity to experience and be engaged in this **natural treatment**.

Influencers

Numerous people within my **community** have helped me along the way but one person does stand out in my mind. **Jean Frost-Stone of Three Doves Spiritual Center** introduced me to the association where I got my services covered by most insurance companies. She is my **personal mentor** and friend.

Words of Wisdom

My advice to someone would be pick something you **love** to do and continue to do it. if you're making a **difference** in your community it feels so **rewarding**, and you'll never feel like you have to take a vacation.

Why the Strait Area

My business is **mobile**, so it allows me to have treatment rooms at different clinic locations. In **Port Hawkesbury** at In Motion, in **Arichat** at the Diabetic Education Centre, and in **L'Ardoise** at the Dr. Kingston Memorial Community Health Centre. I enjoy doing business in the **Strait Area** because the people are so friendly. They are so **thrilled** that I can make them feel **relaxed** and **calm** with each treatment.



Achieving that Wow Factor

I **identified** a **need** for a service that was not offered in Richmond and Inverness County. I knew that it could help people, which helped **broaden the market appeal and demand** for the service. My treatments are also covered by most insurance companies, making them **affordable** & **within reach** for the people.



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Hopes and Dreams

In the years ahead, my business will continue to **positively impact** the lives of people who chose this treatment as a **lifestyle choice**. I want Ren's Reflexology to be a **trusted** name. I hope that in the future when people mention Reflexology in general, my branding efforts will make them automatically think of Ren's Reflexology!

