



Reaching For The Stars
Creating Your Own
Spiritual Healing Business

compiled by

Sanctuary Healing Arts • Pioneer Valley Reiki

sanctuaryhealingarts.net • valleyreiki.com



Table Of Contents

| | |
|---|----|
| 1) 10 Keys For a Successful and Rewarding Private Reiki Practice: Haleya Priest | 3 |
| 2) Starting Your Reiki Practice Worksheet / Things To Consider: Haleya Priest | 5 |
| 3) Developing Your Reiki Practice: William Rand | 8 |
| 4) How To Start Up A Reiki Practice: Phylameana lila Desy, About.com | 14 |
| 5) Establishing A Reiki Practice: Michele Be Engoran | 16 |
| 6) Pricing Tips: Phylameana lila Desy, About.com | 18 |
| 7) Service Tips For Holistic Practitioners: Phylameana lila Desy, About.com | 20 |
| 8) Five Reasons Spiritual Businesses Fail: Katharine Dever, About.com | 21 |
| 9) Goal Manifesting Exercise: William Rand | 24 |
| 10) A List Of Things You'll Need To Start Your Practice: Haleya Priest | 25 |
| 11) IARP Code Of Ethics | 26 |
| 12) Awareness, Acceptance, and Action | 27 |
| 13) Procrastination and Inertia | 28 |
| 14) 3 Steps to Create and Maintain your Business | 29 |



**PIONEER VALLEY
REIKI**

89 Pulpit Hill Road
Amherst, MA 01002
(413) 549-0541

10 Keys For a Successful and Rewarding Private Practice

Haleya Priest, MEd, LMT, RMT

1) **Word of mouth is your best business coach, partner, and agent:**

Word of mouth is the best advertising you'll have: that is if you develop a good and sound reputation. The cost to you is in maintaining this reputation. This is why it is important you always do the best you can. This can even include mistakes, *if* you learn from your mistakes. And remember, everywhere you go, every person you meet is a potential client, or may be a referral source, so your doing the best you can includes being in public.

2) **Be clear with who you want to take as clients and WHEN:**

We often forget we are at the hub of our own wheel. We can decide what kind of clients we want, even visualizing them, to get clear and focused with what is best for us. We also need to be clear about our office hours. Doing this will keep us at our best.

3) **Be dependable:**

Keeping an appointment book, writing down our client's info, etc, will make sure we don't over book or double book. It will also help us if we need to reach our clients, etc. Being dependable is critical to this work. In this way you gain the trust of your clients. Being trustworthy will get you everywhere.

4) **Know your limits:**

Prevent burn-out: Know when to refer clients out. Recognize when you've gone beyond your scope of practice. Determine the limit of clients you can see per day. Learn how much time you need between clients. Admit when you need a vacation. Decide if bartering works for you. And always be clear about your price for treatment.

5) **Say you are sorry when you need to:**

When you make a mistake (and it will happen sooner or later!!!) be honest with your client and say the three words that will often fix whatever happened: "I am sorry". Be willing to make amends that is suitable to your client. This might include a free or reduced rate on their next treatment.

6) **Think outside your box and the world's box:**

Avoid listening to other practitioner's scarcity issues and ALL the reasons why business is bad. While all of those things may be true, the universe really is a magical place. Go beyond reason. See what is possible – keep an open mind: for when we keep an open mind ANYTHING is possible.

7) Keep rhetoric to a minimum:

Nothing turns clients off more than a practitioner who thinks they have the answer for everything and tries to tell the client what to do or what they need *when they haven't asked*. While your knowledge and experience may be helpful to you it is NOT necessarily helpful for your client. Remember the motto: *Live and let live*.

8) Keep your office space welcoming, inspiring, spacious, & clean:

Not only are you offering a healing treatment or reading, but you are offering a healing sanctuary. Let your space reflect this. In this way, your sanctuary becomes another draw and builds your reputation.

9) Keep yourself in balance:

Only you know what you need to keep yourself in balance. This might include practicing yoga, meditating, praying, practicing self-Reiki, having fun, and/or having plenty of down-time. This will build your resilience, help protect you from taking on other's stuff, and help you stay inspired. Clients are drawn to practitioners who are inspired and in balance.

10) Let Higher Power do for me what I can't do for myself and let Higher Power do for my clients what I cannot do for them:

Whatever your beliefs are, we are all part of a field of larger possibilities. Miracles can happen from this place. Remembering this will help keep you from falling into the belief that it is you doing the healing. And what a relief it is to know that there is more going on than meets the eye. We're not in Kansas anymore.

Notes:

Starting Your Healing Practice Worksheet

Things To Consider

Haley Priest, MEd, LMT, RMT • Pioneer Valley Reiki

So you feel drawn to open a private practice. Congratulations! Opening a private practice is a humbling experience because while we are drawn to sharing all of the healing work we have learned, we must also enter the “business” world to draw the kind of clientele we want and to be able to maintain our private practice in a way that brings success to all levels of our being.

The clearer you are about what you want, and how you plan to set up your practice will help to ensure your success not just financially, but on an emotional, physical, spiritual level as well.

Here are questions you can ask yourself to help you focus and clarify your practice and also to help as a checklist for things you’ll need to consider that you may not have thought about as yet. There are many things to think about, but don’t worry, you don’t need to answer them all at once. I’ve divided them into three lists. The first is the more immediate list that deals with the nuts and bolts of your practice, and the second and third lists are things that you will want to think about a bit later on once your basic practice is established.

Many say it takes 2-3 years to build a practice. I built mine in just several months. It is better to not box yourself in to thinking one way or the other, since so many things will impact your practice. We always need to take action steps to build our practice, yet the Universe will only open the doors as we are ready. We cannot push the river.

Remember that although you are starting with a clean white palette and are free to create it any way you want, it is best to try to align yourself with your highest good and soul purpose no matter what happens. You may want something in a particular way, but if it is not in your highest interest or highest purpose it will not necessarily manifest that way. Thus it is important that we always surrender to our highest good and healing even if it means that the end result is a bit different than we had originally thought, planned or hoped for.

The more time you can spend answering the following questions the more likely it is you’ll have a smoother time taking on clients for the first time, or improving on the practice you have already begun.

I wish you all the best of luck and much success!

Basic Questions And Things To Think About To Get Your Practice Up & Running

Do yourself a favor and take time to reflect and write down your thoughts to each of these question

1. Who and What

Why are you starting a practice? Why is it important to you?

What kind of clients do you want to work with?

What kinds of issues do you want to work with?

What kinds of issues do you NOT want to work with?

What do you feel your strengths are to start a practice.

What do you feel your weaknesses are?

What do you feel you need to learn or do or prep for emotionally or spiritually before you start your practice?

How will you appreciate and respect yourself in starting a private practice?

How will you “put yourself out there” in advertising or free introductions?

2. How and Where

How many clients do you want to see a week?

Where will you set up your practice?

If you practice out of your home, how will you feel about people coming into your private space?

How will you deal with keeping things clean?

Will they use your bathroom?

How will you need to rearrange your house to make it professional enough that you are comfortable?

3. What

What do you want your office hours to be?

What will you charge per treatment?

Will you give discounts or free treatments for first time clients?

How long will your treatments be?

What will your cancellation policy be?

Will you have malpractice insurance?

What will you want to ask during the phone intake / interview?

How much time will you take between clients?

Will you have a sliding scale?

Will you barter? How will you set the parameters for this?

Will you take notes after each treatment?

How will you file these notes?

How will you keep track of what a client pays?

Will you have an appointment book?

Will you take credit cards?

Remember to take one step at a time in creating your practice. Even though some of these questions may feel a bit overwhelming now, if you prep yourself, you'll be ready should they occur. Good luck and many, many blessings!!!

Developing Your Reiki Practice

The International Center for Reiki Training • William Lee Rand

Developing Your Reiki Practice

Reiki is a truly wonderful gift and while some take Reiki training to use on themselves and with friends and family, many feel inspired to share it with a much wider circle. The development of a Reiki practice can be a very rewarding experience. Not only can it provide you with a source of income, there are spiritual experiences that can be much more meaningful. So, assuming you have been initiated into Reiki and have the ability to channel Reiki healing energy to others, I would like to share some ideas and techniques that may be helpful in developing a Reiki practice.

Intention is the Most Important Thing

The most important thing concerning the development of a Reiki practice is the quality and strength of your intention. The mind is like a magnet. The quality and strength of your thoughts will determine the quality and strength of what you attract into your life. Therefore it is important for you to develop and maintain a positive mental attitude about your Reiki practice.

Decide with clarity, determination and commitment that you are going to create a thriving Reiki practice. Decide that you are worthy to do this and that there are many people who will benefit from your service. Decide that the value you and your clients will receive from your Reiki practice will far out weigh any effort or sacrifice that might be involved in creating it. Picture in your mind the results you want to create and how it will feel when you are actively involved in a thriving Reiki practice. Meditate frequently on this image and these feelings. Allow them to fill you up and surround you and reach out to others. Use this to motivate you and to help you continue on in the face of doubt or discouragement. Know in your heart that the freedom, joy and satisfaction of having your own Reiki practice is a valid goal and that you are creating it. Believe in yourself and in your purpose.

If doubts arise about your goal, know that this is normal and assume that they have entered your consciousness because they are passing out of you. Whenever we take on a new level of healing or commit to a new goal, old negative thoughts and feelings that have been stored inside and have gone unchallenged are dislodged and begin moving through our consciousness. If your commitment is strong, these old negative feelings and thoughts will break up and be released. If you feel negative feelings and thoughts come up, know that this is part of your healing and that you are releasing them up to the Higher Power to be healed. Use your Reiki to speed this up and make sure to ask for treatments from others. Reiki psychic surgery can be especially helpful.

Compassion Brings Help From Higher Sources

There are higher sources of help you can call on. Angels, beings of light and Reiki spirit guides as well as your own enlightened self are available to help you. They can help you develop your Reiki practice by directing clients to you

and assisting with treatments. They can be of great benefit, but you must have a strong spiritual intention for your work if you are to recruit their aid. If you are doing Reiki in a selfish way, only for money or to gain control over others or to take on an air of self-importance, or for any other negative purpose, then it will be very difficult for these spiritual beings to work with you. There must be congruence, an alignment within you in order for the Higher Power in the form of Reiki to flow through you in a powerful way and in order for the angels, Reiki spirit guides and other spiritual beings to work with you. Reiki wants only the best for you, but you must align with the nature of Reiki if you are to gain the greatest benefit. The more you can open to the true nature of Reiki which is to have an unselfish heart centered desire to help others, then the more the Reiki spirit guides can help you. Focus on helping others and on healing anything within yourself that may stand in the way of an uninhibited flow of love and compassion. This is what will make your Reiki practice a success!

The development of a spiritual attitude toward your Reiki practice can be facilitated through the regular use of affirmations and prayers. Try the following prayer: "Guide me and heal me so that I can be of greater service to others." By sincerely saying a prayer such as this each day, your heart will open and a path will be created to receive the help of higher spiritual beings. They will guide you in your Reiki practice and in the development of your life purpose.

Competitiveness is Not a Part of Reiki

One thing that can get in the way of developing a spiritual attitude about your Reiki practice is fear of competition. This has caused more problems and created more restrictions and negative energy in the Reiki community than any other area of misunderstanding. Lack is an illusion and this is especially true for Reiki! There is a far greater need for healing on the planet than there are Reiki practitioners who can provide it. Fear of competition goes directly against the nature of Reiki energy and because of this, it can repel people from you who might otherwise be interested in receiving a treatment. Reiki comes from an unlimited supply and does not fear competition. People who do Reiki together find that their Reiki gets stronger as more people join the group. If Reiki was competitive, then just the opposite would happen, it would be strongest when you were alone and get weaker as more people joined the group.

The nature of Reiki energy is one of cooperation. It understands the concept that we are all one and flows freely to anyone and everyone. It works in harmony with all other forms of treatment. It is clearly apparent, the wisdom of Reiki is to welcome all other practitioners as allies. If the spiritual purpose for your Reiki practice, is to help others and to heal the planet, then you can only rejoice when you hear about another Reiki practitioner in your area as they are helping you fulfill your purpose. Accept the wisdom of Reiki as your own wisdom, that all others who practice Reiki are helping you. The more you can do this, the more your Reiki practice will thrive. Don't worry about taking clients away from other practitioners. Each practitioner has their own value and special way of helping others. You will attract the clients who are right for you. Others will attract the clients who are right for them.

Reiki Will Soon Be in Great Demand

An important trend is developing in society that will soon create a great demand for Reiki practitioners. More and more people are discovering the value of alternative therapy. A recent study conducted by Dr. David M. Eisenberg of Boston's Beth Israel Hospital indicates that people in the US are beginning to turn away from modern medicine and make greater use of alternative health care techniques. The survey concluded that 34 percent of Americans said they used at least one alternative therapy in 1990 and that Americans are spending nearly \$14

billion a year for this treatment, most of which comes out of the patients own pocket. The therapies most used are meditation, touch therapy (such as Reiki), guided imagery, spiritual healing, chiropractic, hypnosis, homeopathy, acupuncture, herbal cures, and folk remedies.

Also of note is the fact that the National Institutes of Health has created an Office of Alternative Medicine whose purpose is to research alternative healing methods and establish their value. Already many healing techniques formerly considered quackery by the medical establishment have been proven valid by this new office. These include chiropractic, acupuncture and homeopathy and they will soon be studying touch therapy and Reiki. Clearly, a paradigm shift is taking place toward the general acceptance of alternative medical treatment. It is likely that Reiki will become widely accepted as a valid form of healing before the end of the decade! Think what this means for anyone with a Reiki practice. A great need is developing for Reiki practitioners!

The Practical Issue of Money

Now that we have covered some of the important attitudes, values and beliefs necessary for a thriving Reiki practice, lets discuss some of the practical issues. An important issue is money. Some practitioners do not charge money and this is fine if that is their decision as everyone has the right to charge whatever they want or to charge nothing at all. However, it is often better for the client if they are able to give something in return. They are not paying for the Reiki energy which is free but for your time and the effort you have put forth to learn Reiki. When people receive a treatment for free they often feel indebted to the practitioner and guilty feelings can develop. This creates an imbalance that can get in the way of continued treatments. Charging money allows people the freedom to come whenever they want. If you do have clients who have a money problem, you can charge them less or barter.

How much should you charge for a Reiki session? A good rule of thumb is to charge about the same for a standard Reiki session as others in your area are charging for massage. A standard Reiki session will usually last about 45 minutes to an hour and a half. When you first start charging for your sessions, you can start at a lower rate if that feels comfortable to you and increase it as your confidence and reputation grow.

Advertise Your Practice

Business cards are a good first step when starting your practice. They let people know you are serious about your Reiki business and make it easy for you to give people your phone number in case they want to make an appointment. It is not a good idea to place your address on the card as people may come without calling you. It is a good idea to talk to people first to get a feel for their energy, and let them know what they can expect from a Reiki session before setting up an appointment and giving them directions to your home or office.

Flyers are also a good idea. In your flyer explain what Reiki is and the benefits it offers along with your name and phone number. You can place them on bulletin boards in health food stores and new age book stores etc. and they can be given out to prospective clients.

Beginning your Reiki practice from your home is a good idea as it will save money on startup costs, but many practitioners have found advantages to having their own office. An office creates a professional atmosphere and lets people know that you take your work seriously. You may want to start in your home and get an office after things get going or if you can afford it, get an office right away. Consider the fact that you may want to have group activities in your office when considering the size office you want.

Make sure to get each clients name address and phone number for your mailing list. As your list grows, you can mail out flyers on up coming Reiki events or simply remind people about your practice. A good way to keep track of your clients is to use a client information form. The one in the back of "Reiki, The Healing Touch" is a good one as it includes a disclaimer which protects you from misunderstandings about the results you promise from a Reiki session. Feel free to make copies of this form and use it in your practice. Keep your mind open to other ways of adding people with an interest in alternative healing to your mailing list. The mailing list can be an important tool in promoting your Reiki practice.

Exchange Treatments

One way to let people know about your Reiki practice is to offer to exchange Reiki with other alternative therapists. This works well with massage therapists as they are familiar with body work and often need therapy themselves. Offer to refer clients to them and ask them to do the same for you. Give them some of your flyers or business cards to display in their office.

Give Impromptu Demonstrations

When you are at public gatherings or around others and someone complains about an ache or pain, offer to give them Reiki. If they have never heard of Reiki before, explain that it is a Japanese form of stress reduction with many healthy benefits. If they have a metaphysical understanding you can talk about Ki and the life force etc. Talk to them on a level they can understand. Take 15 minutes or so to treat the area of concern and let them know you do this professionally and give them your card. Tell them what a complete session is like and set up an appointment if they are interested. At parties or large gatherings, the attention you attract when giving Reiki to one often creates interest in others who will want a sample treatment also. Often you end up treating several people and passing out many business cards. As you treat you can talk about Reiki and how it works. Ask the person to explain what they feel. This always creates a lot of interest. Being focused on helping the person and not on getting a client is the key to attracting people for sample treatments. However, if they are interested, a business card is appropriate.

One thing that will really attract attention for your Reiki practice is wearing a Reiki T-shirt. People will want to know what the symbols mean and this opens the door to talking about Reiki. Offer to give them a sample treatment and telling them about your practice. If they seem interested, give them a business card and if possible, setup an appointment.

Offer Free Reiki Evenings

A free Reiki evening can create lots of interest. Plan one night a month to talk about Reiki and give sample treatments. If you have Reiki friends, ask them to come and help give treatments. This is a great way to help others and let them know about Reiki and your practice. Make up flyers for your free Reiki evening and put them up in appropriate places. If the Reiki practitioners can meet an hour or so before the meeting to give treatments to each other it will really improve the quality of what the non-Reiki people receive. Also, if you have taken Reiki III \master training, you could give a refresher attunement or healing attunement to each of the practitioners to boost their energy. This is a great way for the practitioners to practice their Reiki and for you to practice giving attunements. Call everyone you know who would be interested and let them know.

If your area has psychic or wholistic fairs, get a booth. Take a Reiki table and ask 5 or more of your Reiki friends to help. Offer 10 or 15 minute treatments with 5 or more Reiki practitioners giving a treatment to one person at a time. Charge \$10.00 or so per treatment. This can be a powerful healing experience and a good demonstration of Reiki. Have a table with your flyers and business cards on it and be sure to get each persons name, address, and phone number for your mailing list. Another way is to use chairs and have one or two practitioners give 10 or 15 minute treatments to each person. The chair method takes up less space and allows you to treat more then one person at a time.

Offer Reiki as a Public Service

Create a healing service at your church. Recruit other healers to help. You could use both Reiki and non-Reiki healers. This can create tremendous interest in Reiki. Refer to the Summer 93 issue of the Reiki News for a complete explanation.

Volunteer to do free Reiki treatments at hospitals, hospice centers, drug and alcohol treatment centers or in conjunctions with a psychologist or other therapists. By doing this, you will gain experience and people will find out about your practice, but most of all, you will be helping others.

If there is a metaphysical/wholistic paper in your area, offer to write an article for it on Reiki or healing in general. Make sure your name and phone number are listed and that you are a Reiki practitioner or teacher. If you are really serious, decide to write an article every month. This will let people know who you are and what your attitudes and beliefs are concerning healing. They will then be able to decide if they want to come to you. It is also a good idea to place an ad in the same paper your article appears in. You will pay for the ad, but the article will be free!

Write articles for the Reiki News or send in a description of your Reiki experiences. The Reiki News needs articles and is very interested in letting people know about your personal experiences with Reiki. It goes out to thousands of people interested in Reiki all over the country. Having your name in the paper will improve your reputation especially if you place free copies in your local health and new age book stores and hand out copies to your clients and friends etc.

Deliver Talks on Reiki

Develop a Reiki talk and offer to speak about Reiki to local groups. There are many groups looking for speakers and alternative healing is becoming a hot topic. If you have little experience at public speaking, you can join a local Toast Masters Club. There you will be coached and given ample opportunity to develop your speaking ability. If you are making Reiki your career, then the ability to speak before groups is a must. Decide to become a great speaker and go for it.

Cultivate the Media

In many parts of the country the news media are reporting the positive benefits of alternative healing. So, call the local newspapers and TV stations. Find out which reporter(s) are in charge of or interested in information about alternative healing. Talk to them and let them know you are a Reiki practitioner/teacher. Explain Reiki to them in a way they can understand - tell them it is a Japanese form of stress reduction and relaxation that can also facilitate healing. Tell them there are over 100,000 practitioners in the US and the numbers are growing! Give them details and make it interesting and exciting. Offer to give them a free treatment. Let them know that you are available

should they decide to write an article or air a program about Reiki or alternative healing or if any questions come up about it in the future. Establish in their mind that you are an expert on Reiki. They will then think of you as a resource person. Most reporters keep a file of people they can call on for different subjects and they will probably put your name in it! If they are not ready to do a story now, when they are ready, it is likely they will call you!

These ideas have worked for others, they will work for you. Try them! Also, use your intuition to develop other ways to promote your Reiki practice. Remember, a clear intention is the first step to success. Keep track of the result you get with each thing you try. Keep using the ones that work and drop the ones that don't. Keep trying new things until you get the results you want. By following this formula you will create a successful Reiki practice and in so doing, bring joy, peace and healing to others.

Notes:

How to Start Up a Reiki Practice

Establishing a Reiki Business

<http://healing.about.com/od/business/a/reikibusiness.htm>

By Phylameana lila Desy, About.com

Not everyone trained in Reiki desires to use it as a means to make a living. But if you are thinking about setting up a Reiki practice there are some things you'll want to consider before you get started. Serving as a healer can be a very satisfying career. As a Reiki practitioner, not only will you take pride in the type of work you are doing, but you can absolutely make a difference in the quality of lives in others.

1. Getting Certified as a Reiki Practitioner

There are three levels of basic training in Usui Reiki. You only need be certified in the first level of training to set up shop as a professional Reiki practitioner offering Reiki treatments to clients. You will need to be certified in all levels in order to teach classes and give Reiki attunements to students. Usui Reiki has long been established as the traditional Reiki system, but there are many different variations of Reiki that you can learn. Most of these are merely off-shoot systems from the Usui system, but not all. One system is not better than another. What is more important, is making sure that your clients are informed of your training, your skills, and your experience. Let them know upfront what types of healing treatments they can expect to receive from you.

2. Becoming Intimate with Reiki

It is best not to jump in feet first setting up a Reiki practice until you have a clear understanding of your relationship with the workings of Reiki. Begin experiencing Reiki on a personal level through self-treatments and treating family members and friends. Experiencing all the inner workings of this gentle, yet complex, healing art takes time. Reiki clears away blockages and imbalances gradually. Allow Reiki to help you get your own life in balance before taking on the task of helping others.

3. Understanding the Legalities

You have the paper certification proving that you have completed your Reiki training and are now qualified as a Reiki practitioner. Congratulations! Unfortunately, this piece of paper might be meaningless when it come to legally offering professional services in your area. Some U.S. states require a license to practice natural health therapies. Because Reiki is a spiritual healing art you may be required to become certified as an ordained minister. Making phone calls to the local chamber of commerce or city hall is a good way to begin your fact-finding mission. Also consider obtaining liability insurance for your protection against possible law suits. It is good business practice to ask new clients to sign an energywork and consent form. This informs them in writing that Reiki is not a substitute for seeking professional health care.

Energywork Consent and Release Statement

I, the undersigned, understand that the Reiki session given involves a natural hands-on method of energy balancing for the purpose of pain management, stress reduction, and relaxation. I understand very clearly that these treatments are not intended as a substitute for medical or psychological care.

I understand that Reiki practitioners do not diagnose conditions, nor do they prescribe medicines, nor interfere with the treatment of a licensed medical professional. It is recommended that I seek a licensed health care professional for any physical or psychological ailment I have.

I understand that the practitioner will be placing hands on me during the Reiki session.

Client Name (signature)

4. Choosing a Work Location

Reiki sessions are being offered in hospitals, nursing homes, pain management clinics, spas, and home-based businesses. The benefit of working in a hospital, clinic, spa, or elsewhere is that appointment bookings and insurance claim filings are usually taken care of for you. Most health insurances do not reimburse for Reiki treatments, but a few do. Medicare sometimes pays for Reiki treatments if the sessions are prescribed for pain management. Practicing from a home-based office is a dream come true for many practitioners, but this convenience comes with issues to consider. Do you have a room or area within your home, separate from your normal living quarters, that could be dedicated to healing? Does the residential zone you are living in allow home businesses? There is also the safety issue of inviting strangers into your personal living space.

5. Equipment and Supplies

You will want to invest in a sturdy massage table for your home business. If you offer to travel in order to make home-visits or give treatments in hotel rooms, a portable table will be needed. Here is a check list of equipment and supplies for your Reiki practice:

- * massage table
- * table accessories (face rest, bolster, carrying case, etc)
- * swivel chair with rollers
- * freshly cleaned linens
- * blankets
- * pillows
- * tissues
- * bottled water

6. Advertising Your Business

Word of mouth is a good way to get started working as a Reiki practitioner. Let your friends and relatives know that you're open for business. Have business cards printed up and distribute them freely at local bulletin boards at libraries, community colleges, natural food markets, etc. Offer introductory workshops and Reiki shares to educate your community about Reiki.

7. Setting Your Fees

Research what other Reiki practitioners and energyworkers are charging in your area for their services. You will want to be competitive. But, don't undercut yourself. You will resent the good work you are doing as a healer if you are feeling undervalued. Keep in mind that if you arrange to treat clients outside of your home you will either pay a fixed rate for a rental space or share a percentage of your session fees with your host business. Keep good records of the money you are earning. Working as an independent contractor involves being informed of your income tax and self-employment obligations.

Establishing A Reiki Practice

Michele B. Engoran, MA, Reiki Master/Teacher

Reiki is more than a modality; it is a strong worldwide community. Reiki practitioners are growing in numbers and visibility each day. As Reiki continues to enter the mainstream, Reiki practitioners desire to reach as many people as possible by establishing their own practice.

It is safe to say, Reiki practitioners are a caring group of individuals. With few exceptions, they are motivated by the calling of their soul to provide healing to others. While their intentions are pure and true, many lack the practical business skills necessary for starting and maintaining a thriving practice. Reiki is a valuable service that is highly desired and needed in our stressed-out world. So it is critical for Reiki to be accessible for those who are looking for what it can offer. Making a business of Reiki allows practitioners to expand their scope of healing.

Turning Reiki into a business

The idea of accepting money for Reiki can be a challenging and foreign concept. For many spiritual people, the Reiki world and the business world seem far apart. How can we merge these two worlds so that the work you love to do becomes a rewarding career path?

The first step is to recognize that operating a successful Reiki practice requires a balance of both inner strengths and outward action. Look within to see what strengths you already possess and cultivate other traits that will enhance your practice.

Possessing certain qualities, like those below, are good indicators that you are ready to start and maintain a successful practice.

- * An intimate understanding of the nature of Reiki
- * A certain quantity of hands-on experience already behind you
- * A love of and commitment to Reiki
- * A genuine caring and compassion for others
- * The ability to build rapport with others
- * Healthy boundaries
- * Confidence and conviction of purpose

Basic Business Knowledge

Many Reiki practitioners are eager to jump into a practice shortly after they finish their second or third level of training. Yet, they find that without researching and learning about basic business concepts, their practice is slow to get off the ground. Investing the time and money into business education is well spent in the long run. Read basic business books, magazines and articles. Take a basic business class through adult education or your local community college. Talk extensively to others who are already in business for themselves. Set up mini-interviews with colleagues and friends in business, especially those already in a successful Reiki practice. Find out what steps led them to where they are today, what makes them successful? You can benefit a lot from their experiences.

Setting Fees

One of the biggest hurdles for many practitioners to cross is setting and accepting fees. Making peace with the exchange of money for services is an important piece of your overall experience. Ultimately, each practitioner must find a way to reconcile the idea that each session is a harmonious exchange of energy, and that money is a representation of that exchange.

Many practitioners offer free sessions for a period of time as they gain experience and build potential clientele. When you are ready to charge for Reiki, how does one choose fees that are appropriate? Research the going rate for Reiki in your area. This is a good way to know what the market will bear. It is important to be competitive with other practitioners. You might also compare rates of other energy healing or body work modalities. Once you decide on a fee, you might also consider creating a tiered pricing structure or packaged price options.

Marketing and Advertising

Like it or not, the success of your practice is equal to the degree and quality of your marketing. Marketing is any way in which you disseminate your business information to the public. Essentially, each time you introduce yourself and speak about your practice, you are marketing. There are many cost effective (even free) ways to market. Begin by letting friends, colleagues, and family know that you are starting a Reiki practice and are currently accepting clients.

Marketing covers a broad range of activities, including the following:

- * Develop marketing materials (business cards, brochures, etc)
- * Design a web site
- * Offer free talks at your local library or community organizations
- * Participate in Holistic Health Expos and Fairs
- * Join networking groups or business organizations
- * Advertise strategically toward your target market (new age/holistic magazines)

There are many things to learn about establishing and operating a Reiki practice. The main point is just to get started. If you make it a priority, take specific actions as noted above, hold a vision in your minds eyes, and put passion behind it, then clients will find you. Remember, playing small in the world never serves anyone. You have something valuable to share and the world is waiting for your unique contribution.

Michele B. Engoran, MA, is a Reiki Master and Teacher who has been in practice for over 9 years. She offers individual Reiki sessions and all levels of Reiki training from her center in Plainsboro NJ. In addition, she offers one-on-one business coaching and workshops for Reiki practitioners who are ready to open a practice. Contact her for a schedule of upcoming workshops and events at 609-750-7432 or visit www.MicheleBEngoran.com or www.RelaxationandHealing.com.

Notes:

Pricing Tips

Pricing Your Products and Services Without Fear or Guilt

By Phylameana lila Desy, About.com

What do you currently charge for your products or services? Do you think your prices are fair, or do you feel somewhere deep inside that you are short-changing yourself? It is okay to feel that way? What is not okay is that you keep charging a fee that you know is too low.

Why do Entrepreneurs Undercharge?

I see two reasons for undercharging. First, we recognize that we are here to serve our niche and we don't want to exclude anyone from our offerings. So we charge a rate we're sure everyone can manage.

The second reason is fear. We may fear that if we charge too much, people will not purchase from us. Or worse, they'll say nasty things like "Geez, where does she get off charging that amount??"

Setting your prices is easy to do on the physical level. You just put a price on your offerings. But, it is not that easy on an emotional level. You're putting yourself out there, telling everyone what your offering is worth, and hoping they agree.

Under-charging is a bad idea on a few levels. First, not getting what your offering is worth will make you resent the fact that you put a lot of time and hard work into your business and you're not getting a fair return for it. Second, if you set your prices too low, it may be difficult to raise them in the future. Third, not setting a fair price sends a message to your inner being and your clients that you may not truly believe in your work.

If you lose money, you're not going to be able to sustain your business. If you have to close your business, you can no longer pursue your passion and serve your niche. Plus, making money is essential so that you can reach even more people in your niche and serve them too.

Setting Fair Prices

How do we fix this – how do we set prices that are fair to our clients and us?

A really good first step when setting your prices is, take a look at what other people in your field are doing. Follow their example. If they are getting a certain rate, chances are really good, you can get the same rate.

You also want to take into consideration your time. The time you spend with clients, the time it takes to create your offerings, and the time you spend learning about your business should all be accounted for. Time spent in your business adds to your expertise, and to the value of the offerings you produce.

Next, you want to look at things you've spent money on in your business like overhead, supplies and inventory.

Intuitive Pricing

Another tool to use when setting your prices is your intuition. When you think about your offering, what price feels right to you? Take a minute and think about your offering. Now, attach the lowest price possible – how does that feel to you? You may be surprised to feel that it can go higher. Try adding on a few dollars. Now, how do you feel? Keep doing that until the price feels right – til it makes you smile!

A very successful strategy is to create several different offerings at different price-points to accommodate many budgets. This way, you can charge what you are worth, while being able to reach many more people.

Pricing your products in a way that is fair to your clients and also fair to you is important. Take some time to determine what a fair price is, and don't be afraid to charge it. You are here to serve your niche, under-charging truly doesn't serve anyone in the long run.

Notes:

Service Tips for Holistic Practitioners

Growing the Client Base in Your Healing Practice

By Phylameana lila Desy, About.com

For practitioners in the field of holistic healing, I would like to share an article I wrote to my therapist's about a year ago. Several of them really thanked me for taking the time to write this.

As follows: What Serving in the Field of Holistic Medicine Means to Me

1. We are well versed in the field of alternative medicine. Learn as much as you can, always be learning, then teach what you have learned. My clients even teach ME a lot. Listen to them. Learn from them as well.
2. Being of service to those in need of assistance in getting back to their own sense of well-being.
3. Utilizing many of the available methods of bodywork and healing modalities based on a spiritual approach.
4. Remember, we did not get into this field just for the money. We have a gift to share, and the blessings come in more forms than money. Open your eyes and see them. Open your ears and listen. Here's a few to start you out: a)that glow on the clients face when they come out of a massage (b)that beautiful sigh of contentment from their lips (c)that smile that was sheepish when they first came in, now turns to a ear to ear grin. (d)Hearing the clients life trials and tribulations as tears are streaming down their face because they feel safe enough to open up, and cry in your presence (e) that \$20 tip that comes when you need it the most, (f)the \$3 tip from the client who can't even afford the massage. These are all wonderful blessings.
5. 90% of our clients come to us because they need to be touched, they need to feel loved and accepted, we live in a world where people are so judgmental and unloving. What a gift it is to be able to offer a safe haven for them to let that façade down and just be themselves, and feel okay with being themselves.
6. Allow your clients to be real with you by being real with them.
7. Use your gifts of empathy and intuition, work from your heart, you won't ever go wrong.
8. The people who aren't so pretty or handsome probably need to be touched the most, so touch their soul. Most people never even bother getting close to them, don't be most people.
9. Remember that society judges the book by the cover, so come from that way of thinking when getting dressed in the morning, you can show them how beautiful you are on the inside, when you get them on your table.
10. If you feel pooppy upon arriving to work, remember you have a choice, you can make this a good day or a bad day, and take the appropriate steps to get yourself back to center. If you choose to have a pooppy day, then don't make everyone else have one too, that is just selfish!
11. If you did something that you were not supposed to do, don't get mad at the one who points it out! Own up to it, take responsibility for your own actions, say you are sorry, and try better next time.

Five Reasons Why Spiritual Businesses Fail To Leave The Launch Pad Top Ways To Rocket Your Holistic Business Into The Stratosphere! Katharine Dever, for About.com

Have you ever wondered why so many lightworkers seem to be suffering from an acute case of a 'light wallet'?

Have you considered making your holistic practice your main source of income but struggled to get the revenue?

It is time to unlock the secret mystery of this tragic phenomenon and show you exactly how to rev up the cash potential in your business so you can use your spiritual gifts to help more people and keep yourself in UDO's oil without breaking the bank

Five Reasons Why Holistic Businesses Fail And How To Turn It Around!

1) Money Phobia

Putting bills or shopping onto your credit card, whilst visualizing abundance and trusting the universe will provide is not enough to create a healthy business.

Action Step: Sort out your accounts!

Many practitioners are the creative types who are very passionate and excited about life and all the possibilities but distinctly cringe when it comes to the bones of business. You must take a deep breath and "Make Friends With Your Books" if you are going to make this work.

Do whatever is needed to make this possible. As a creative wordy type I have struggled for years with this one. I used to think I was bad at numbers and could not take responsibility for my finances. Now I use colored paper, keep receipts in an envelope that is always on hand and have this simple rule with paperwork: It only touches my skin once! Seriously try this one. Open your mail all in one go and deal with it then and there- if it goes into one of my drawers or piles it gets forgotten. Period. I also have an accountant which is something I can highly recommend!

2) Energy Vampires

You know what I mean, right? Energy Vampires are people who drain you of your life force every day; so-called friends (or even sometimes partners) who drain you and demand your time; and are incredibly negative about you, judge all your actions and belittle your ideas.

Action Step: Believe in Yourself!

Face the fear that you might have to lose somebody's approval to follow your heart and make your dreams come true. If there is someone who is draining your energy, then as painful as it may be you need to face this reality. You may need to let it go or find another way to deal with the issue, either by speaking with this person, or spending less time in their company. You should intuitively know what steps to take to stay in your power.

3) No Focus

You have seen it a thousand times before, right? We all love Pheobe's character in Friends, but to be too vague and 'away with the fairies' means you may not stay as focused as you need to in order to make your business a success.

Action Step: Get VERY Clear

You must be definite about what you want in any circumstance. Staying focused is the hardest part for most therapists that I work with because there are so many distractions and attractive offers. You must set your sights on what you want, and write it down to carry with you. Place it somewhere you see every day - like on a computer screen. Once you are focused you will be able to reach your destination without all those detours. To minimize distractions you MUST have a 'why' - something juicy that inspires you, so that you do not feel deprived when everyone else is watching something on TV and you are refining your business plan or doing a treatment.

Cut out the habits that distract you (such as eating too much junk, waking up late, watching too much telly, reading trashy magazines, gossiping, etc.) that do not serve your life and your business!

4) Lack of Confidence

So many healers and therapists feel a strange uncomfortable feeling when it comes to asking for money for their services or telling people about what they do. Why? I just do not know. Why anyone would be reticent to tell someone how they can help them or to ask to be paid for their services is beyond me. Do you walk into a hair salon and expect a free haircut? No? Then why would anyone feel any differently about paying for a treatment?

Action Step: Value Yourself and Your Skills

You are a gifted spiritual being with the power to help people. You can attract great clients once you start believing in yourself and your services. I can see why you might give somebody free tasters to get them interested and past their skepticism about alternative therapies, but beyond that you must run your enterprise like any other business. Respect yourself and your business by charging a decent price. Do not be put off charging as much as you feel is valuable for your product and putting a premium rate on your service. If you have the know-how and the training to ease people's stress, unknot their muscles and ease their tensions - that is what your customers need and want. If you meet these needs you can charge accordingly. Be proud of your art and make your art proud of you!

5) Too Much Information

Many therapists and practitioners in the holistic business get overwhelmed, saturated and diluted by reading too many self help books, attending too many seminars and wasting time on extra courses and training that might really just be one more way of putting off making a start on their business. This overload of information can create something I call 'suspended desistance' - where you become paralyzed and frozen to the spot, overcomplicating your business and your life until you remain in a state of total confusion and fear.

Action Step: Simplify, Simplify, Simplify!

Training and reading is great, don't get me wrong- but there is a time and a place for everything. Be very honest with yourself about how you spend your time and do one thing every day that promotes your business. Trust yourself and make your inner knowledge the final call on everything you do. You are the 'guru' of your life- no one knows you as well as you so take back your power today. Never lose the sense of trust you have in yourself. Use just one or two books that really help you and take steps to simplify your life and clear unwanted clutter.

Now that you know these 5 pitfalls and how to avoid them what is reading this article going to mean to you today?

Imagine if you read this for a reason, a gentle butt kick from the Universe as it were. What could that mean? It could mean that you are ready to take your life and your business to the next level.

Here is what I would suggest you do as soon as possible:

- * Clear the clutter. Create the inner and outer space you need for clarity.

- * Focus = Intention + Attention. Get focused today. Decide exactly how you want to transform your business, and commit to putting all your Attention to that Intention. The cliché is so true: where focus goes energy flows. Get your focus sharp like a laser beam, not floaty and messy like a jelly fish. Or you will be the one getting stung.

- * Break it down and take action

- * Be persistent. Don't worry about critics and skeptics. Don't lose heart and keep enjoying the journey.

Notes:

Goal Manifesting Exercise

By William Lee Rand

1. Write your goal on a 3x5 card something like this: "I have a thriving Reiki practice. I see ten or more clients a week. I have a thriving Reiki practice. I see ten or more clients a week. I have a thriving Reiki practice. I see ten or more clients a week." Be sure to repeat it three times.
2. Then place the card in your hand. If you've taken Reiki II or higher, draw all your Reiki symbols in the air over the card. If not, then simply use Reiki by itself.
3. Place the card between your hands and give it Reiki, intending that the Reiki energy empower and manifest your goal.
4. As you do this, repeat the affirmation to yourself over and over as you send it Reiki.
5. In addition, visualize yourself with a thriving Reiki practice. Picture this imagery in a field of Reiki light up above your head. See yourself looking at your client file and seeing it full of client records. See checks and money flowing into your pocket and your bank account. See yourself in your treatment room working with a client knowing many more are on the way. When you visualize this, know in your heart that when this happens, it will be a truly exciting and satisfying accomplishment. Fill yourself with feelings of excitement, joy and success as though it's actually happening right now! Allow yourself to get caught up in this inner state so that you lose awareness of your surroundings and are as fully absorbed as possible in the positive feelings of having a thriving Reiki practice.
6. Do this exercise at least once a day, but more often if possible. The more you do it, the better you'll be able to enter the desired state and the more beneficial it will be for you.

This exercise is very important to practice everyday. It is part of the training you need to strengthen your energy field and cultivate the inner qualities necessary to excel at accomplishing your purpose. It is better if you do it at the same time each day, such as in the morning before you start your day or at lunchtime. Not only will it give you the personal energy to accomplish your goal and motivate you to do what you need to do, it will enhance your creativity and create a powerful magnetic force that will attract to you all the people and resources you need. This will make it much easier to develop a thriving Reiki practice.

Because Reiki energy is the basis of this process, you'll be developing a special connection to the highest level of guidance and healing. This connection will develop over time to be a wonderful source of strength, inspiration and encouragement that will help you develop all the personal qualities necessary to accomplish and even surpass your goals.

This is just part of the article by William. To read the rest of the article and learn about the other ways to create a thriving Reiki practice, please order the Winter 2006 back issue.

A List Of Things You'll Need To Open
Your Reiki or hands on healing Practice
Haleya Priest, MEd, LMT, RMT

Office space
Malpractice Insurance?
License to practice?
Reiki table or massage table
3-12 sets of sheets
Face cradle
Face cradle cloth or tissues
Blankets
2-3 pillows
clock to keep track of time
curtains to darken room?
Eye pillow?
Box of tissues
CD player / or iPod with speakers
Relaxing music assortment
Fan
AC
Proper heater
Bathroom for clients
Disinfectant
Hand towels
Soap
Appointment book
Business cards
Website?
Professional message where clients can reach you or leave message

Please add to the list:

IARP Code of Ethics

The Registered Reiki Practitioner (RP) / Registered Reiki Master Practitioner and Teacher (RMT) agrees to:

1. Abide by a vow of confidentiality. Any information that is discussed within the context of a Reiki session is confidential between the client and practitioner.
2. Provide a safe and comfortable area for sessions or classes and work to provide an empowering and supportive environment for clients and students.
3. Always treat clients and students with the utmost respect and honor.
4. Have a pure and clear intention to offer your services for the highest healing good of the client and highest potential of the student.
5. Provide a brief oral or written description of what happens during a session and what to expect before a client's initial session. Provide a clear written description of subjects to be taught during each level of Reiki prior to class and list what the student will be able to do after taking the class.
6. Be respectful of all others' Reiki views and paths.
7. Educate clients/students on the value of Reiki and explain that sessions do not guarantee a cure, nor are they a substitute for qualified medical or professional care. Reiki is one part of an integrative healing or wellness program.
8. Suggest a consultation or referral for clients to qualified licensed professionals (medical doctor, licensed therapist, etc.) when appropriate.
9. Never diagnose or prescribe. Never suggest that the client/student change prescribed treatment or interfere with the treatment of a licensed health care provider.
10. Be sensitive to the boundary needs of individual clients and students.
11. Never ask clients to disrobe (unless in the context of a licensed massage therapy session at the client's option). Do not touch the genital area or breasts. Practice hands-off healing of these areas if treatment is needed.
12. Be working to create harmony and friendly cooperation between Reiki Practitioners/ Master Teachers in the community and represent the IARP in a most professional manner.
13. Act as a beacon in your community by doing the best job possible.
14. Work to empower your students to heal themselves and to encourage and assist them in the development of their work with Reiki or their Reiki practices.
15. Be actively working on your own healing so as to embody and fully express the essence of Reiki in everything that you do.

IARP Registered Reiki Practitioners and Teachers strive to provide the highest quality Reiki experience and abide by the IARP Code of Ethics.

Awareness, Acceptance, Action

Haley Priest, MEd, LMT, RMT & Thom Levy, MEd, LMHC, RMT
www.sanctuaryhealingarts.net

- 1) Awareness: We have to recognize our blocks & limiting beliefs
- 2) Acceptance: Being willing to accept & forgive the fact we have blocks
- 3) Action: Being willing to ask for help to befriend & heal our blocks

This is part of our work... We are all wounded healers.

Discovering our wounds is our doorway to freedom.

Asking for help with our blocks is stepping through the doorway to freedom.

If we want to succeed we need to do whatever it takes to free ourselves from the chains of these blocks ENOUGH so that we can move forward DESPITE our blocks.

Notes:

Procrastination & Inertia

Haley Priest, MEd, LMT, RMT & Thom Levy, MEd, LMHC, RMT
www.sanctuaryhealingarts.net

Procrastination (Inertia) is the #1 by-product
of our Inner Landscape needing help and healing!

Procrastination is simply a symptom of:

- 1) Fear of Failure
- 2) Fear of Success
- 3) Fear of asking for money
- 4) Lack of confidence
- 5) Fear of my own power
- 6) Fear of too much responsibility
- 7) Fear of too much work
- 8) Fear I will hurt someone
- 9) Afraid of the unknown
- 10) Believing I don't deserve it
- 11) Perfectionism
- 12) Afraid to move beyond my family & friends
- 13) Shame (How dare I? Who do I think I am?)
- 14) Fear of losing boundaries or losing control

Three Steps to Create & Maintain your Business

Haley Priest, MEd, LMT, RMT & Thom Levy, MEd, LMHC, RMT

www.sanctuaryhealingarts.net

Three Steps to Create & Maintain your Business

1) Stand Tall 2) Step Out 3) Expand

#1 STAND TALL/ PROCLAIM YOURSELF!

- BUILD YOUR CONFIDENCE & YOUR MORPHIC FIELD

- GRASS ROOTS MARKETING TAKES LITTLE OR NO FINANCIAL INVESTMENT

- Start talking
- Business cards
- Practice sessions in your home or theirs
- Volunteer!!!!
- Create a FB page, twitter, instagram
- Blog
- Business cards
- Coupons: free first sessions
- Publish an article
- Barter
- Local newspaper features you in an article

#2 STEP OUT

ONCE FOLKS BEGIN TO SEARCH YOU OUT:

PLAN & INVEST

Planning:

- Where do I want to practice? • What tools do I need?
 - What kind of advertising do I need? • Do I need special licenses or insurance? • How much should I charge?
- (Look for other questions on your worksheet)

#2 STEP OUT

EEEEEEK!!! MANIFEST!!!

MANIFESTING BY INVESTING

- Create a logo
- Purchase your tools
- Secure your office space
- Licenses & insurance
- Advertise
- Networking
- Website
- Brochure

- Outreach - talks/intros
- Psychic Fairs
- Metaphysical bookstores
- Social media

#3 EXPAND

MAINTAINING YOU AND YOUR BUSINESS

EXPANDING YOUR WORK

- Start a supervision group with colleagues
 - Take care of your own health
 - Stay in balance
 - Write a book
 - Create something new
 - Create services in prisons, hospitals, women's shelters, immigrants
 - Continuing education
 - Teach

Notes: