First of all, I’d like to congratulate you for coming far enough in your energy healing training to begin thinking about how you can share your talents and skills with the larger world! This is an important step—taking what you’ve learned and putting it to use by helping raise the vibrations of everyone on the planet. You are a beacon of light already, but beginning a practice of your own allows your shining example to reach a wider audience, spreading goodness just a little further with each client. It all starts with you.

I’m going to take you through a three part sequence of steps to starting a successful energy healing practice, from conception to marketing and beyond so that you have a better understanding of how you might extend your unique message of love, light, and healing. I can’t wait to see more healers like you practicing your gifts!
Planning

Question: How will this practice fit with your life purpose, your skills, and your desires?

1. Be authentically you.

You are the only you in existence. Your soul incarnated in this body at this time for a reason. Whatever your life purpose is, it’s a good bet that if you are reading this, practicing energy healing is part of it. How you manifest that practice will be entirely up to you.

The more in alignment you are with your soul’s true purpose, the more easily you will be able to express your authentic self. Even in a business, you never want to go against your personal values. Trust your gut and follow what feels right to you in all the decisions you make along this path. There is no one else who can operate your healing practice, so take your time with this process.

When you make choices from your authentic self, you can trust that what is supposed to happen will happen, and your unique message will reach the people it is supposed to reach.
2. Play to your strengths.

Things always work out better when you are in alignment with your true purpose, which is what you have come to this earth to accomplish. Your talents and skills were given to you in order to help facilitate your life goals—so use them! Figure out what your unique talents are and play them up.

Perhaps you are a “people person” and just love talking to anyone and everyone, and people love you right back in a way that makes you a born leader. Or you might have psychic or telepathic abilities, or the ability to speak to animals. Maybe you are incredibly organized and analytical, and have a knack for advice and life coaching—the friend everyone calls when they need practical guidance. Perhaps you’re especially adept at working with children, or the elderly, or on a specific type of illness.

For help figuring out your calling, look to what other people have recognized as your special skills. Are your friends often telling you that you’re a natural storyteller, captivating people with your tales? Do kids flock to you wherever you go, even the ones whose parents say are usually shy? Think of what people have said you have a gift for—and it can be anything—and consider how you can take advantage of that inherent skill in your life and in your energy healing practice.
3. Set clear goals.

Starting a business is no time to be wishy-washy—it’s a time to make decisions. You can always change your mind down the road if something isn’t working the way you’d hoped, but if you go into your business without a clear plan of action, chaos is likely to ensue.

To avoid the stress of flying by the seat of your pants, you’ll want to set clear goals for yourself and your business, which requires making choices about what kind of healer you want to be in the world, what message you want to spread, and how to get your unique vision out to the public so that you can begin doing the real work of healing.
4. Decide what services you will offer.

This is where you address the question, what do you want to do?

Will you provide hands-on healing, intentional healing, coaching, speaking, teaching, and/or other modalities? Will you work just in person or also via phone or skype? Think about workshops you could organize if you like to work with larger groups.

You'll also want to think about how you'll handle the financial aspects of collecting payment. How about having clients pre-pay via a web or phone service, so it’s all taken care of long before they work with you. Have a plan for worst-case scenarios like no-shows, or clients who can’t pay after you’ve completed a healing. Having a procedure drawn up in advance for all these logistical issues will keep you calm and centered if one of these problems does arise. Preparation is half the battle.

Don’t forget to think about how much you will work. Is the goal to make this a full time career, or do you want to get your feet wet on the side of your “day job”? Making a plan for how much time you will devote to this business—and sticking to it—will prevent you from overextending yourself. Remember, you can’t heal a hangnail if your own energy field is depleted, so taking care of yourself should always be a priority.
5. Choose a venue.

If you plan to do in-person sessions, will you offer private or group sessions? Where will you perform these sessions? You could set up a storefront, or rent a space in an already established office, or even work out of a dedicated room in your home if you feel comfortable with that. Making arrangements for shared space (and clients) with an acupuncturist, chiropractor or other practitioner is a great way to get started; you meet their clients, they meet yours, it’s a win/win. You can even share marketing, web and ad expenses, to grow faster. Perhaps you would like to be mobile, and you will travel to your clients. In that case, you will need to decide how far you are willing to go, and at what cost. This could be effective for someone who specializes in work with children or the elderly or other clients who may have difficulty traveling.

There is also the option for distance work. Skype offers the chance for you to “travel” nearly anywhere in the world to meet with clients who could use your services. This is a wonderful option if you live in a small town and want to expand your client base, or if you prefer to work from home. You can even use this option for clients who live nearby but can’t leave their residence. Skype isn’t technically a location—but it provides opportunities for expansion like no other venue.
6. Consider incorporating energy healing into a current business.

Are you already working in a related field? Are you involved with any therapeutic service like massage, acupuncture, counseling, personal training, physical therapy, nursing, or even beauty services like hairstyling or nails? All these careers have a physical or healing component to them already, so adding energy healing to your list of services could be a huge asset.

7. Use everything you’ve got.

Starting a business requires ingenuity. Ask yourself, *who or what am I connected to that could help me with this venture?* Try to think of anything remotely associated to energy healing that you are already involved with that might be able to be support your practice. Think about who you know, what you do, where you go. Do you volunteer at a medical center and know medical professionals who might be good contacts for future marketing? Do you have a voice for radio? Are you great on camera? Make a video promoting your business and post it to You Tube. Are you a good writer? Write a blog or book and get your message out that way. Does your gym have a personal trainer you could talk to about a potential partnership? Use all the resources you can get, even if they seem to come from unlikely places.
Spreading the Word

Once you’ve made all those great decisions and set a plan in place, you have to let people know you are open for business!

8. Put the word out.

This sounds simple, but it can be one of the most powerful tools for getting your business off the ground. Talk about your business. A lot. Make sure your hairdresser, your dentist, your mailman, your mom’s book club, basically everyone you come in contact with, know that you are starting a business. Listen to their suggestions and advice, and use any referrals they offer. Maybe your cousin’s chiropractor is looking to rent a room in his office, or maybe your babysitter’s mom can get a discount on ad space in a local paper. You just never know! Tell people what you are doing and what you need help with. You’d be surprised what can manifest when you share this news with others and put those vibes out into the universe.
9. Consider your clients.

Assessing your target audience—your client base—and what they need is a great way to begin thinking about marketing. Your client needs are what drives your business, so you’ll want to think about who your clients are, what motivates them, what restricts them, and how your services can help them. That last part is vital—you have to show how you can help people to get them to knock on your door. Offer something they need in a way that motivates them to obtain it and you can’t go wrong.

10. “Marketing” is not a dirty word.

Once you’ve considered who your client is and how you can help them, you should roll out a marketing plan. I know, you probably associate marketing with sleazy commercials and scammy emails and are a little wary of tackling the marketing aspect of the business. You may also think we are in the business of personal transformation, so we want people to come to us organically, and that is true. But you also want to heal people, and you can’t do that if no one makes an appointment because they don’t know you and your amazing services exist. You could be right down the street, and no one would know without you advertising in some way. Try as many methods as seem like a good fit for your unique message. If you hate social media, then don’t try to force it. If you feel awkward in social situations, then face-to-face marketing probably shouldn’t be your number one method. Again, play to your strengths here, and do what feels right to you.

11. Technology is your friend.

Actually, technology is more than your friend. Technology is your best friend, the friend that always helps you out, even at 4 am, and never asks you to pay her back. Technology is effective and often free—a combination that makes for a pretty darn good marketing tool.

12. Create a website.

People will Google you, and you want them to have a place to land when they do. Many platforms have easy-to-build websites you can shape to your specifications from one of their many templates. You can choose to blog or not to blog—it’s up to you—though it is a nice way to have new content up on your site. Having a website lends legitimacy to your enterprise as well; many people will take you less seriously if you don’t have a website.
13. Start an email list.

You can email your followers with a newsletter, or email announcements about new blog posts you write, or let your clients know when you are hosting a new event. An email list keeps your clients up to date on your activities, and is a good way to interact with them on a regular basis and remind them you are still available.

14. Build a social media presence.

Social media, while it can seem daunting at times, is one of the greatest weapons in your marketing arsenal, but only if it fits with your personality. To that point, I recommend using the social networking site that you enjoy most. Do you like the community feel of Facebook? Start a Facebook page for your business and interact with clients and fans. Love artistic expression, and think in pictures rather than words? Try Pinterest and create a board (which is like a digital scrapbook of “pinned” photos from all over the web) for each aspect of your healing practice, and whatever moves you. Like short messages? Twitter will be for you!

There are dozens of web tutorials that can help you navigate sites that are new to you, but just remember that you do not have to do it all! Choose the platform that suits you best and go with it—have fun. The key is to interact with your clients, and engage with them so you are building a relationship. People may not remember businesses, but they remember people they know.
15. Never underestimate the value of face-to-face interactions.

In our technology-heavy culture, sometimes the power of a face-to-face meeting can be forgotten. But it is still powerful, and it’s worth making an effort to network with people in-person at least occasionally. One of the easiest ways to do this is by handing out business cards. You can order inexpensive but professional business cards from many online sites to give to anyone you meet who might be interested in your services now, or in the future, which is practically everyone.

Attend networking events in your community or health and wellness conferences nearby and talk to people. Let the subject of your business arise naturally and then hand them a business card. If your card has something unique on it—a memorable logo or a band aid, as one card I saw recently had—all the better for potential clients to remember you.

Be friendly and professional, but also remember to remain authentic. A good conversation, even if brief, will go a long way towards ensuring your place in a potential partner or client’s memory. Even if they don’t need your services, if they remember you, they might recommend you to someone they know who does.
16. Consider a partnership.

Joint marketing with a related business can increase your reach and help bring in new clients. Talk with a massage therapist, acupuncturist, or another type of healing professional about some kind of marketing exchange where you pay for advertising together, or market to each other’s’ client base, or create a package deal that includes a discount on services if the customer uses both businesses. Joint marketing could even be as simple as hanging a sign or carrying a brochure of each business in the other’s office. There are many ways to partner up with another business to in order to widen your visibility, and it also helps you build relationships with other professionals in the wellness field.

17. Aim for the ripple effect of word of mouth.

This is the most effective marketing tool there is—referrals from trusted friends and family make people feel safe in visiting a new practitioner. The best way to get referrals is by doing a good job—offering services people need and then living up to what you promise. It’s as simple as that.

Repeat customers and referral traffic are like ripples that never stop radiating, bringing you more clients and also validating that you’re doing good work. Staying in alignment with your soul’s purpose, your higher self, and Spirit, as well as staying out of ego are great tips to keep your sessions effective and smooth, and therefore more likely to boost your referrals.
Moving Forward

Question: Are you open to your higher self, possibility, taking risks?

18. Think outside the box.

This sounds cliché, but it is still true, and still good advice. It applies to everything I’ve mentioned here. Maybe you can’t find a local business to team up with—look online and do some kind of social media tag team effort.

Try not to limit your thinking to the normal avenues. Brainstorm crazy what-ifs, let your dreams run wild with pen and paper, and see if any of those “crazy” ideas might be usable. Shoot the moon and sometimes you’ll hit it, right? Often the most “out there” ideas are the ones that end up being the most successful. You can’t know until you try.

19. Continue working on yourself and practicing on others.

You know by now that you must continually be working on yourself in order to be able to transform others. So, remember to keep up your spiritual routines, including meditation, journaling, clearing your chakras, etc. In fact, when you start seeing clients, you may find that you are more drained than usual. This is when you need to be even more vigilant about meditating daily to recharge your personal field.
You also need to be continually practicing on others – you can do trades with a fellow student you meet on our private Facebook page or at an event. Whether you practice in person or via phone or Skype, keep practicing, that’s the way to learn energy healing skills as well as clear your own chakras simultaneously!

It’s also a good idea to continue attending healing courses and workshops to maintain the health of your field as well as update your energy healing techniques; if you can’t come in person, come via livestream. At these events, you can freely ask me about clients in a confidential environment to gain clarity on your craft and further develop your skills.

20. Always be open.

You never know where or when an opportunity might arise. Perhaps the father sitting next to you at your child’s school play has back problems, or the woman behind you in line at the grocery store says out of the blue, “I wish I knew a good counselor.” If you are open and listening, you might be able to strike up a conversation and eventually hand them a business card.

Of course, it’s not always that obvious. But if you look for opportunities in your everyday interactions with others, something might arise that you weren’t expecting and you can slip in your qualifications or services or whatever seems appropriate to the conversation and just like that, you’ve struck up a relationship that could turn into a client or a referral, or both.

You simply cannot predict what the universe has in store for you, but if you remain open to the possibilities that can arise out of even the most humble places, you will be rewarded. Your higher self and Source are guiding you each time you make a decision from your authentic self, but you must be available to their influence. Opportunities really are around the corner—you just have to keep your eyes open.