



Create a Thriving Reiki Practice, Part I

Vision, Intention and Attitudes

BY WILLIAM LEE RAND

If you've taken a Reiki class, even if it is Level I, it's possible to use your skill as a healer to start a Reiki practice. That's right; you don't need to wait until you've become a Reiki Master to start a practice. Back in the 80's, when Reiki II cost \$500 and only a select few could become Reiki Masters, it was considered normal and appropriate to start an active Reiki practice after taking the first class. Keep in mind that Takata sensei worked in Dr. Hayashi's clinic giving professional Reiki sessions to his clients with only Reiki I training.

Remember, you're not the one doing the healing; it's the Reiki energy. Its supply is unlimited, and it is guided by the highest Divine wisdom. How could you doubt that it wouldn't work right or provide the healing your clients need? One of the most important lessons the beginning Reiki practitioner or practitioners at any level can learn is to have confidence in the Reiki energy to

\$40,000 a year just from sessions. You'd likely be working 10-15 hours a week giving the sessions and an additional 10 or so hours for marketing, bookkeeping and other business activities for a total of about 25 hours a week! You'd even be able to work from your home if you wanted to. How do those numbers sound? If you decided to teach, which wouldn't be difficult with that kind of clientele as potential students, you could add an additional \$20,000 or more to your income. As you can see, a Reiki practice can be a real job that earns real income. There is also a special satisfaction that comes from being your own boss and running your own business.

In addition to these purely financial results, there are also emotional and spiritual benefits that can be even more fulfilling. You'll be immersed in Reiki energy several hours a day on a regular basis. This will have a positive affect on your health. At the same time, giving Reiki sessions to others and seeing them heal

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guide you in creating the healing experience that is exactly right for each client. When you are able to set your ego aside and trust that Reiki will work, you are ready to become a Reiki practitioner. And this can be done even after taking a beginning class! In saying this, I'm talking about someone who has taken a well-organized class from a competent instructor and has also taken the time to practice by giving complete sessions with friends and family. If you've taken one of the higher degrees, that is even better, but the important thing is that if you have any level of training, as long as it was good training, you're ready to start right now.

There is tremendous value in having a thriving Reiki practice. Think about what this would look and feel like. If you had 10 clients a week and charged \$75 each, you'd be earning close to

and grow will fill your heart with peace and joy. You'll be providing a service to others and to your community that will connect you to them in a very loving and spiritual way. Being in this type of energetic environment will quicken your personal growth and move you more quickly along on your spiritual path.

As you can see, a successful Reiki practice can provide you with both material and spiritual benefits in a way that is entirely healthy for you and your clients. Getting a successful practice started will require a clear commitment and focused activity over a period of time. Starting out with a part time effort and eventually working at it full time, it might take six months or more of promoting and developing your practice before you begin to approach the numbers mentioned above, but a thriving

Reiki practice provides rewards that are more than worth the effort it takes to create success. Think about how valuable a successful practice will be for you, your life and for those who come to see you for sessions.

The first step toward realizing your goal is to do an assessment of your inner attitudes and beliefs as well as the personal resources you possess that can be employed in the attainment of your goal.

The foundation of all we do is our inner state. It is out of this state that we are able to create what we attempt to do. Having a strong enthusiastic intention to achieve your goal is necessary. If you have a half-hearted desire or are not really excited about creating a thriving Reiki practice, or if you don't really believe you can do it, or if you feel that you don't really deserve it, then you're not likely to do very well. It takes strong motivation backed by emotional energy to achieve a goal as important as this. If you don't have this state spontaneously, or if you find yourself in a slump once you've started your project, there is something you can do to pump yourself back up. Here's an exercise that is important to do right from the beginning and continue everyday. It will give you the energy and enthusiasm you need to accomplish your goal.

Goal Manifesting Exercise

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 and teach classes. I have a thriving Reiki practice. I see ten or more clients a week and teach classes. I have a thriving Reiki practice. I see ten or more clients a week and teach classes." 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.

Business Consciousness

Since Reiki is a spiritual practice, some of you may have a feeling, either consciously acknowledged or lurking around in the subconscious, that spiritual things and the material world don't belong together. If this feeling is present, it needs to be dealt with and healed. There is nothing wrong with the spiritual and material working together. In fact, that's the whole purpose for spiritual beings (you and me) to be in material bodies—to bring the values and energy of the spiritual world into the material world. Having a spiritual business is an excellent way to accomplish this purpose.

Often a person may be a great healer but does not do well because they haven't taken the time to develop the necessary business skills. In fact some practitioners actually shun the business aspect and then complain that they aren't making any money. This doesn't make sense. Remember, if you charge money for what you do and what you do is helping others, the better your business operates, the more people you'll be able to help, and this will directly affect your income. So don't shy away from the fact that you charge money and that you are a business person. You need to fully embrace it and be the best business person you can be.

Remember, regardless of your current knowledge or skill level, you can always improve. So even if you don't think you have the aptitude, it's important to take the time to learn and get the business aspect of your operation set up as well as you can. Some basic things you'll need are a set of books to record income and expenses and a marketing program. I'll discuss more about this in part II of this article.

In setting up and operating your Reiki business, it's important to keep the spiritual and material in balance and working together in harmony. In your business practices, always make sure you are honest and fair in all you do and that your primary motivation is to sincerely help your clients. As your income goes up, you'll be able to expand your program and provide more services, thus helping even more people.

Money Issues

Since you're charging money for Reiki sessions and classes, your relationship to money will have a lot to do with how successful you become. Our culture seems to have a love-hate relationship with money. Remember, money is not good or bad in itself. It's no different than any other tool you might have. Think of a match. A match can be used to light a fire to cook your food or to burn down a house. Money is the same way. It's not what money is that counts, but what you do with it. If you earn your money honestly by providing services that people value and if you save and spend it wisely, then you'll be using money in a healthy way that is in alignment with the energy and principles of Reiki.

Since money is a major issue for most people, it's important for you to look at how you feel about money and heal any issues that come up. Here are some thought experiments. Try them out. You may not get negative feelings from these exercises, but if you do, it's important to think about and heal them by including the issues in your regular self-healing sessions.

Money Thought Experiment

1. How do you feel when you find out someone else might be making more money than you?
2. How do you feel when you realize that you're making more money than someone else?
3. Think about how much money you're making right now. Then think what it would be like to make twice as much or three times as much. Do you feel like you are balancing on the top of a pole, afraid you're going to fall off? Are you afraid some one is going to take your money from you or that it will be difficult to hang onto?

If you want to have a successful Reiki business, it's important for you to be connected to money in a healthy way that empowers you to establish your spiritual values in the material world. If the above thought exercises bring up unhealthy feelings, or if other experiences with money cause unhealthy feelings, it's important that you acknowledge them and heal them. Doing this will create the necessary foundation for you to live a healthy and prosperous life.

Competition

An issue that is likely to come up in your Reiki practice is competition from other Reiki practitioners. Your understanding and your attitude toward competition will play an important role in how you deal with it and how it affects your Reiki practice. Fear of competition has caused more problems and restrictions for Reiki practitioners than any other issue. This fear is based on the illusion that there isn't enough for everyone, that another Reiki teacher will take your clients or students or that if there are too many Reiki practitioners in your area, then you'll have fewer clients. Remember, FEAR is really False Evidence Appearing Real. This is especially true for Reiki. It is the fear of competition that causes problems, not competition itself.

It's important to always maintain a healthy, positive attitude toward other Reiki practitioners and teachers. If you fear them or are jealous of them or have other negative feelings toward them, then your vibration will be lowered and this will cause you to attract fewer clients. Fear of competition tends to be self-fulfilling.

There is an important lesson about this topic we can learn from Reiki. Reiki energy comes from an unlimited supply. Because of this, we'll never run out of Reiki energy, no matter how many people are giving Reiki sessions. The reason Reiki is unlimited is that it comes from a higher level of consciousness. As long as we come from a higher level of consciousness when we plan and carry out our business activities, we'll be able to tap into this same unlimited supply which will result in abundance and prosperity in our lives.

Remember, potential Reiki clients and students are sensitive to energy. They also know that Reiki is a spiritual practice. They are looking for a practitioner/teacher who has a high vibration and who lives by spiritual values. If you have negative feelings toward other Reiki practitioners, potential customers will easily detect your attitude, and they'll tend not to be attracted to you. This will also happen subconsciously, as those interested in Reiki usually have a higher intuitive sense and will be guided away from those with a lower vibration. Therefore, it's important for you to deal with any negative feelings that come up within you and heal them. Always say positive things about other Reiki people or say nothing at all.

Reiki is guided by the highest spiritual wisdom, and it also works in other ways by guiding clients and students to the right teacher. Those who are on spiritual paths or who are seeking healing often receive help from spirit guides who are on the lookout for the right Reiki practitioners for them. Therefore it's important to maintain a high spiritual vibration and to have the attitude that no one can take students or clients away from you, and you're not taking them from other Reiki practitioners, but that all students and clients are guided to the teacher or practitioner that is right for them. This will keep you in alignment with the Reiki energy and with the highest spiritual forces that are guiding the healing community.

It's also important that the primary motivation for your Reiki practice be to truly help your clients and students. If you are overly focused on money or have a need to control others, prospective clients/students will notice this, and they will not be attracted to you. Their spirit guides will recognize this attitude even more readily and will be less likely to guide them to you. Because of this, it's really important to be clear about your motivation. A good question to ask yourself is why you want to have a thriving Reiki business. While there may be a number of good reasons, the primary one that will really work is that you truly want to help people.

Some Reiki teachers have attempted to get their students to sign non-competitive agreements indicating that they won't

teach in their territory. Others have declared that a certain area is their territory and that other teachers can't practice there. Again, this tactic is based on fear and ends up having the opposite affect than what was intended. The teacher usually ends up with less business because the energy of fear and control repels potential students and clients. Also, it's important to think in terms of how Reiki might think of a situation like this. If Reiki is focused on providing benefit to the client or student, wouldn't it be better if clients and students had more choices for potential teachers and practitioners? If you're in a situation where you're being told that you're in someone else's territory, send Reiki to the situation and follow the guidance you receive. Make sure that you respond in a way that maintains your high vibrational state and honors the values of Reiki. Remember, unless some prior agreement has been made, there are no territories in the Reiki world.

It's been found that when Reiki teachers and practitioners work together to promote Reiki, rather than competing with each other, they create a vortex of positive energy that is a much stronger attractive force than each of them working separately. This was demonstrated by Laurelle Shanti Gaia and Kathie Lipinski while they were practicing Reiki in Louisville, Kentucky. (See "Creating Harmony in the Reiki Community" in the Reiki Articles section at www.reiki.org) They organized teachers in their area who were competing with each other in negative ways and got them to work together in harmony. This may seem like a daunting task, but they called on Reiki to help and had the courage to follow their guidance. It worked! Because their group, called *United In Healing*, had so many members, they were able to organize events they wouldn't have been able to create on their own. They networked with support groups for breast cancer, fibromyalgia, diabetes and other chronic illnesses. They sponsored Reiki marathons for critically and chronically ill people and had a free clinic. In one weekend, their members had over

102 students in Reiki classes. This was a real blessing to the teachers and especially to the students and the community.

If you maintain a positive mental attitude toward members of the Reiki community in your area, your connection to Reiki will remain strong, which will allow the wisdom of Reiki to continue guiding you. This will make it easy to meditate with Reiki requesting insight on how to manage your business and how to improve it so as to attract more business, so that rather than competing, you can focus on creating. Remember, the purpose of Reiki and of your Reiki business is to provide benefit to your clients and students. If you're not getting the results you'd like, then place your focus on creating greater benefits for your clients and students. Develop your Reiki practice by taking more training to enhance your healing abilities, improving your teaching skills and the way your classes are organized, revising and upgrading your class manuals, promotional brochures, and web site, or develop new teaching aids and marketing ideas. This is the positive way to deal with competition; improve your business.

In the development of a thriving Reiki practice, issues, problems and challenges are bound to arise. When this happens, always remember to call on Reiki to guide you through them. There will likely be something within yourself needing to heal. As you heal and release your inner issues, the outer issues will be resolved as well. This is the miracle of Reiki. As you focus on helping others you also benefit. And as this process unfolds, your Reiki business can turn into an important part of your spiritual path.

Part II will focus on practical ways to develop and market your Reiki practice. While you're waiting for the next segment, I suggest you study this first part, practice the meditation everyday, and really work with the ideas. By doing so you'll have strengthened your foundation and be ready for the practical application that I'll be sharing with you in the next issue.

