



How to attract your ideal client

Even though it may feel like “come one, come all” in the beginning of building your practice, the truth is you don’t want just anyone to be your client. The longer you do healing work, the more clearly you’ll see that you have an ideal client you wish to serve. The more time you spend as a healing practitioner, the more selective you become on who you share your energy and time with, as well.

Fundamental energetic principle: We attract clients that are a vibrational match to us.

This does not necessarily mean that we are just like the clients that come to us. What it means is that we have a shared frequency with those individuals who find their way on our table. It could be that you and those clients are working on healing the same sort of issue or it could be that what you have to offer (your energetic qualities and strengths) are a vibrational match to exactly what that person needs. Sometimes clients are drawn to work with us to teach us lessons about ourselves, too. If a client irritates or annoys you

in some way, know that on some level they are an energetic match or opposite to you and they’ve shown up to teach you. Anyone who annoys us is a growth opportunity, especially if they want to work with us professionally. The most challenging clients will strengthen your practice and fine tune your work. These difficult people show up for a reason.

Here’s a word of comfort. The kind of clientele you attract grows as you grow or they go away. I am astounded at the evolution of the clients I have worked with for twenty plus years. I am sure they think the same thing when they look at me because I have grown and changed so much, too. It’s a beautiful thing when you grow with the people you serve with because if you don’t, your clients will surpass you and find a healer that is a vibrational match. In other words, stay on your game or your best clients will outgrow you.

The type of people you normally draw in to your life will manifest themselves in your healing practice. This has been a fascinating observation

for me in my own business. I continue to be astounded at how we draw in professionally what we are working on personally. You'll notice waves or patterns of certain types of people that come into your healing room. Some days everyone will present with the same physical problem or there will be elderly days, all male days or all pregnant women days but the energy patterns are there if you stop and notice them. You can learn so much from who and what you are attracting into your life. Never forget that your clients are your greatest teachers. Remember the Mayan saying, "En Lakesh", which means, "I am another you." As hard as it can be to accept, if someone is irritating us, there's something deeper we can learn from them. Once we get the lesson, we don't have to attract that personality type or certain issue anymore. When we get to the point that there's no frustration in dealing with that specific kind of person, then we can be selective and just say no to that repetitive scenario. You may be thinking, "But I want to serve and help everyone!" You will work with every kind of person in the beginning of your practice because you have to be open to filling your book and paying the bills. Use these first few years wisely to learn just as much about the kind of clients you don't want as how to attract the kind of clients you DO want. One person doesn't have the physical energy or time to give sessions to everyone on planet earth, so you can be selective. Be aware and thoughtful when it comes to the kind of people you choose to be your clients especially when your appointment book is full. You will master the art of staying centered and grounded, no matter what type person walks in the door. This is personal mastery and you'll know it when you've graduated to that point. You can only serve so many people and that's what makes this work so great. There's plenty to go around and we need more good healers!

Action Step: Create Your Ideal Client

What does your ideal client look like? Is your ideal client male or female?

What age is your perfect client? What is he or she into, what kinds of interests, hobbies, professions, etc.)

What are the specific needs of your client and how can you help them?

Why do you want to help this specific kind of person and problem?

Now let's go a bit deeper into the energy of how we attract our clients.

Do you see energy patterns with the type of people that are all around you?
Look at the people in your family, at your workplace, etc.

Do you see waves of certain kinds of personalities that come through your experience, whether at work or in your personal life?

Do you automatically draw certain personality types into your life?

What kind of individuals do you like to be around?
