

**Getting Started**

It’s time to put your beacon out so people can find you! Your goal is simply to connect with them on how they FEEL. People buy things that make them feel good. It’s a very intuitive process…sometimes people don’t know why they are buying something, they just feel like they want to. It’s not always a rational process at all. Here’s how to start.

Here are **five important things about business that I have learned** that I want to share with you:

1. Get really good at what you do. Do what you love and specialize in it. People will naturally refer people to you if you are really helping them to change their lives.
2. Focus on helping people first, and the money will come.
3. Learn about marketing. This is crucial if you will be successful in your business!
4. Work on your limiting beliefs to keep your vibration aligned. It is AMAZING how much this is affect your ability to get clients.
5. Hone your intuition, a lot, to help you know when to reach out to client, when to make an offer, etc.

**Write a Vision:** Just like with the Future Self Vision, write down what you seek – an office space, an affordable/free professional designer. Watch the vision unfold as you take action to find it!

**Just Ask:** We often are limited by our beliefs that we have to pay for a website designer, graphic designer, office space, etc. You would be surprised how many people will offer their services for free. But you have to ask people and put out the request! Facebook and emails are great for this. You never know until you ask. My graphic designer friend designed my business cards and logo for free after I asked her for her help (I was going to pay her but she insisted on doing it for free). (I took her out to lunch and did a free reading for her).

**Find a Business Name:** This can take some time and reflection. Reflect on what resonates with you. Include in your survey ideas for a name. Remember that your name should reflect in some way what you are offering. For instance “Lavish Earth” is a business that sells crystals (hence the Earth connection). Sometimes people choose names that sound beautiful to them, but people don’t really understand what they do by the name. But it can be just simple – another example is “Lavender,” which is a hair salon that uses organic products. People don’t necessarily know they are a hair salon but the name is appealing and intriguing and you want to know more about what they do! Your goal is to get people curious about you…

**Pricing:** Meditate on what numbers feel right to you. Then look at what your “competitors” pricing is – check out a range of websites (avoiding this too much since if you start to compare yourself and feel bad, stop doing it!). Some people start out by being more affordable than others, which can work, but there is a fine line between being affordable and coming off as “cheap” and potentially not valuable. It is an art and a science. On the flip side, pricing higher, as long as you are in the market range of pricing, can indicate that you are a transformational service and that you value your time. Play around with this. You can experiment with pricing in the beginning. Offering discounts/deals at times can be good, but only when it’s done out of service and not out of fear or lack! Sliding scale and bartering can be great, but be careful with this. Use your intuition! Remember that when you align your vibration and ask your divine guides to send you the right clients, you will eventually just filter out all the “non-serious” people and just attract the right ones!

**Finding a Space**

* You don’t necessarily need to pay for an office!
* You could see clients at home if you have a dedicated, separate, quiet space. Or you could share space with other practitioners or find a room to rent.
* Get creative! Maybe you offer free classes at a community center in exchange for the use of space!
* You can do online sessions! I use Zoom (paid videoconference) but you can also do Skype or Google Hangouts. Just make sure you have a private, sacred space at home (and make sure the client has a quiet space too) – treat it as if it was in-person.
* Some people do email readings or distant sessions as well. Just be sure to convey to client exactly what they need to do for these sessions.

**Facebook Business Page:**

* You can create this before you have a website. Many of my clients have come through Facebook.

**Creating a Website:**

* It doesn’t have to be perfect! Just start with a shell of a page. Squarespace and Wix are low-cost.
* This may take some tweaking and learning. There may be people out there who have experience with these tools who would be willing to walk you through some of these tools. You could always offer to trade/barter services!
* Include a picture of you and some information about you. People are connecting with you as a person and your energy, not just your services! Include your services as well. Some nice pictures are good. See if you can put up some pictures that you have of your own! (Eventually you can get someone to take a picture of you in action performing a service for a client – this is social proof!)
* Less is more. Too much text and information on one page can overwhelm people. Give them choices but not too many since they may get confused. Your goal is for people to contact you, and you can explain what you do later. Space out lines so there are 2-3 lines per paragraph. Remember that most people are finding your website on their phone!

**Business Cards:**

* Vistaprint will help you design and order your business cards.
* But you might know someone who is willing to do graphic design work for free.
* Or send around ideas to trusted friends to see what they think!

**Creating Flyers/Facebook Event banners:**

* Canva is what I use. Many templates are free.

**Business Licensing**

* How to Start a Business in Maine - <https://www1.maine.gov/cgi-bin/online/businessanswers/index.pl>
	+ Sole Proprietorship (DBA) – if you are only employee, personally liable, simpler to set up
	+ Limited Liability Company (LLC) – for multiple employees, you’re not personally liable, more complicated to set up

**Insurance**

* Professional Liability - Not required but a good idea
* General Liability - Required usually if renting a space to cover the landlord
* I use Energy Medicine Professional Association for both - <https://empa.wildapricot.org/>
* Costs between $150-$300/year