

## **ICRT LRMT Success - A Summary of LRMT Recommendations and Healing Suggestions**

**Our Recommendations – from input given by William, Laurelle, Colleen, and Karen on the many LRMT interviews we conducted and from the Business Development panel at the Reiki Retreat. These are the ideas that may assist you in meeting your goals by Category:**

- **Business Comprehension and Organization**
- As you teach more classes, consider getting a bookkeeping program such as Quickbooks or Xero to track income and expenses.
- As you teach more classes, consider getting PayPal on your website or something similar to accept payment online. You could use Constant Contact Events or get a shopping cart. Constant Contact Events has the capability to link to online payments such as PayPal or two independent credit card companies, or to send a check.
- Consider implementing a payment plan for RM and Karuna to make it easier for students to pay for these levels. You can use PayPal Bill Me Later where the student can take 6 months to pay at 0% interest to PayPal and you get paid right away. Karen Harrison has a payment plan document and credit card form you can request. Take 3 months to pay for Reiki I and II or 7 months to pay for RM and Karuna. PayPal also now offers the “Pay in 4” option which allows 4 payments – and again, you get the full payment upfront.
- Get a separate business checking account or it can be a separate personal account used for business, so you do not have to pay business checking account fees. Track all income and expenses through this account.
- Consider mailing your manuals to your destination to save money over mailing to individual students - however, it can be a benefit for students to have the manual in advance. We now also have digital manuals that you may purchase and send to students.
- Look at your budget of how much you need to live on and then figure out if you have enough to live on while developing your Reiki business, with leaving money available to invest in your business. Meeting your goals may well support you, and it may take 1-3 years to meet these goals.
- Set specific tangible goals, action items and deadlines for your business goals.
- Always keep at least 5 extra manuals on hand. Order manuals for your classes at least 14 days in advance.
- Consider hiring an assistant to do administrative tasks to give you more time to build your business. Manage with love, joy, and Reiki. The range of fees may be from \$12 to \$22 an hour. Empower your assistant by having her/him focus on love, light, and Reiki daily as she/he works with students and clients to enhance each person’s experience. Have the assistant rate her/his warm fuzzy index for the day from 0 to 10 and if it is below a 10, ask her what could raise the rating.
- Evaluate what does and does not work to increase efficiency.
- Know that frequently new things are a leap of faith and that trial and error is normal in business.

- **Marketing**

- Increase the time you spend promoting your Reiki business doing all the things on this list to 10 or more hours per week.
- Consider creating videos for your website and monthly newsletter. It gives your students a chance to see and hear you as they are deciding if you are a good match for them as a teacher and info on what your Reiki business is about.
- Send out a monthly newsletter with your schedule to keep Reiki in front of your students and clients. If you are not a writer, share students' Reiki pics, stories, and questions and answers. This makes it easy to not have to write if you cannot think of something to share. In your newsletter you can also address what is going on for you healing wise, recent world issues and using Reiki for them. Create a sign up for your newsletter on your website. Use a service with a good deliverability such as Constant Contact or Mail Chimp.
- Write for the Reiki News to help your ads in Reiki News be more effective. Gain a clear understanding of the writer's guidelines for Reiki News Magazines so your articles are written according to the expectations of the magazine. Be open to feedback on your articles.
- As you select cities in which to teach, consider choosing ones with 250,000 when possible or larger to give you more people to draw from. You can find the population by googling the city name and population. After you travel to an area, go back and teach additional subjects in addition to your regular Reiki classes. Go early and offer sessions or a Reiki circle. Go back to the same cities consistently as it takes time to develop an area.
- Have a presence on the ICRT page by commenting on pictures.
- Get a logo and tagline for your website.
- Book out classes 9 months in advance and advertise away classes in at least two editions of Reiki News.
- Consider offering a 5-day Reiki I through Reiki Master course for RMA associate members to become professional members, and market it to those in your area on the RMA site who are associate members.
- Consider writing a blog. If you develop a blog, learn more about using keywords and searchable terms in your writing to gain more online recognition. Learn to link your blog with your Facebook and newsletter. You can also pay someone to write blogs for you and use keywords and optimize it for you. Karen Harrison does this.
- Read about marketing, social networking, and successful small business practices either online or through books. Go to [www.socialquickstarter.com](http://www.socialquickstarter.com) to learn about social networking.
- Learn about invitational style marketing and branding.
- Hold a monthly or twice a month two-hour Reiki Circle to create community and advertise your Reiki practice. Talk to everyone you meet about it and ask if they would like to be on your email reminder list. Advertise your Reiki Circle on [www.meetup.com](http://www.meetup.com) so others can find it easily. Take new people to a separate room to give them an overview of Reiki and hand positions. You can meet them, and they can get to know you and feel comfortable with you as their potential teacher or practitioner. Have students share Reiki stories and add value with your comments. Invite a speaker to come to present a healing topic for a 20 minute talk,

and advertise them on your Reiki circle email. By promoting them, you are networking with others, and they will refer to you. Also, you are educating your community about healing topics. Give short talks on techniques and aspects of Reiki to your group.

- Hold weekly Reiki circles on Zoom for 45 minutes.
- Get a business Facebook page. Use keywords, links to articles on your website, and inspirational quotes daily. People tend to share your useful information and it is especially valuable to like, comment and share.
- Learn how to create your own content using PicMonkey or Canva. All LRMTs can schedule one hour with Karen Caig to learn how.
- Grow your email list through signup on your business Facebook page.
- Consider doing more presentations: local community college on stress reduction, massage school, hospital, Doctor of Osteopathy college
- Distribute your brochure or the RMA brochure to chiropractors, physical therapists, pain management doctors, health food stores, library, cafes, bookstores, nurses, massage therapists, and OTs. You can use the brochure holder that you can download from the Reiki Membership site and set up a route of 10 or more bulletin boards to place them on then go out every 2 weeks to refill them.
- Some LRMTs have had success with advertising in Natural Awakenings Newsletter and some have not, but it is an option for in town or out of town classes. Also, you can send fliers to local hospitals and massage schools.
- Consider webinars and podcasting.
- Create a Reiki Chat like Colleen has but name it something different.
- Gather your emails for your massage/hypnotherapy/other clients and begin to market Reiki to them.
- Actively market the next Reiki class to previous students.
- Do self-Reiki and listen for your brand. How do you communicate your unique vision of your Reiki business?
- Find hotels or retreat centers in other cities using Karen's document, Hotel Specifications for Reiki Class. You can pack your manuals or have them sent directly from [www.reiki.org](http://www.reiki.org) to the hotel with "hold for guest, your name" on them. Have your students bring massage tables to away classes for a discount of \$20. Or order an inexpensive table from Amazon for \$100 including shipping and sell it to a student. (Best Massage tables). You can start out in a "Suites" hotel in which you have a one-bedroom suite and have the class in the adjoining room. If you book near the airport and fly in, you will not need to rent a car and can have the hotel shuttle take you to a nearby restaurant. You could also check out a business conference center.
- Investigate the different email marketing companies such as Mailchimp or Constant Contact for email newsletters and info on classes. Choose ones with good deliverability by searching that info on google.
- Seek places to give presentations such as bookstores, metaphysical stores, hospitals, doctor offices, etc.

- Decide how many hours you are going to see clients. Find time to promote your Reiki classes and attract more Reiki students. Market classes to your clients.
- Look at your website ranking with keywords and searchable terms.
- If you do not have a website, create a website ASAP so students can find you online. Your website displays who you are, your brand, and helps students and clients to feel comfortable receiving sessions and taking classes from you. Often your website will “close the deal.” Not having a website may be costing you students. Offer online payment options such as a button for PayPal or online registration such as Constant Contact or a shopping cart. If you already have Constant Contact, adding Events (Email plus) would be easy, and you can integrate that with your email list. With Events, students can sign up and pay online through credit card, PayPal, or send a check.
- Add standardized email reminders for your classes that your assistant can send for you.
- Add standardized email marketing pieces that you can send to your students specific to the next level of Reiki they would take.
- Write follow up emails to send to your students after their Reiki class.
- Learn more about online marketing techniques built into your website.
- Continually grow your email list. Add everyone who contacts you requesting info about Reiki to your email list. Talk about Reiki everywhere you go in a short 2 min. talk and offer to add them to your email list. Get emails from everyone who attends your Reiki Circle.
- If you have more than one business focus, consider creating a completely different identity for your Reiki business, with its own name, domain name, and website. You can go to the [reikimembership.com](http://reikimembership.com) website and read the article, *Create a Thriving Reiki Practice Part Two, William Lee Rand, Develop Your Reiki Practice. Pg. 15 Under Web Site.* for website content suggestions.
- Put your picture on your website.
- Set specific goals for identifying your strengths so you can communicate them well. Put conscious attention to it, write it down and begin to use the ideas in your marketing.
- Evaluate the effectiveness of your newsletter to gain more opens. If you have Constant Contact, you can contact the staff there to assist you with this. MailChimp may have something similar.
- Consider offering a free gift to inspire people to sign up for your newsletter.
- Create incentives for other professionals to refer clients to you.
- Research and understand branding - it is your unique message. What is your message, what do you express about you in your Reiki practice and business? It is your voice. What do you have to say?
- Review your website and materials for branding - The [process](#) involved in creating a unique name and [image](#) for a [product](#) in the [consumers'](#) mind, mainly through [advertising campaigns](#) with a [consistent](#) theme. Branding [aims](#) to [establish](#) a [significant](#) and differentiated presence in the [market](#) that attracts and retains loyal [customers](#). Read more: <http://www.businessdictionary.com/definition/branding.html#ixzz3AQZN0C5y>

- Participate in the Linked Inn Reiki Professionals group by commenting on issues, creating new streams of content, and spreading your professional image. Make sure your Linked In account lists you as a Licensed Reiki Master Teacher with the ICRT.
- Market the ICRT Reiki Retreat on your website and include a link to it. Use the picture from [www.reikiretreat.com](http://www.reikiretreat.com) . Encourage your students to attend. It supports the ICRT and creates community.
- Give away valuable content in the form of presentations, social networking, and info on your website. Be a resource.
- Use the Generic CE form on the Reiki.org website (in your LRMT area after you login) and advertise that you are offering CEs for health professionals such as chiropractors, occupational therapists, physical therapists, estheticians, social workers, counselors, medical doctors, etc. They can turn the form into their boards for potential approval. Be sure to specify that it is up to their governing body to determine if the credits will be accepted.
- Get the Develop Your Reiki Practice book with articles to help you build your Reiki practice. <http://www.reikiwebstore.com/ProductPage.cfm?ProductID=608&CategoryID=2>
- Read the book by Deb Karpek - Creating and Sustaining a Thriving Reiki Business.
- Get a texting program such as Project Broadcast to keep in touch with your students and send them tips along with Reiki Circle announcements. Karen Harrison uses this.
- Add a section to your website encouraging calls or to schedule a zoom meeting for those with questions about sessions or classes. Limit to 15 to 20 minutes. When they know you, they will love you and want to sign up!

### • **Technology**

- Put the RMA logo and ICRT logo on your website with links to Reiki.org
- Consider getting a credit card processor for your smart phone to be able to accept credit cards. We are moving to a cashless society and taking credit cards can increase your Reiki students and clients. Look into [www.square.com](http://www.square.com), [www.paypal.com](http://www.paypal.com), or [www.intuit.com](http://www.intuit.com) (Quickbooks)
- Invest your time into computer literacy to be more efficient with your business needs.
- Research your community college classes and see if they have small business classes and computer literacy classes.
- Consider using a scheduling program on your website for clients. <http://www.appointy.com/>, <http://www.bookfresh.com/> (I haven't used these so check them out)
- Update your website to be current with trends and technology. Consider getting a WordPress website that you can easily update yourself.
- As your business grows, it may be more helpful to accept payments online such as PayPal or credit cards. Constant Contact has an event area called Events with the ability to link to online payment such as PayPal or two independent credit card companies. You may find it more useful to have an online shopping cart for students to register and pay for classes, especially if you plan to sell product from your shop online.
- Write a "What is Reiki" page and add it to your website.

- Read about search engine optimization online or through books. [Search Engine Optimization for Dummies](#) is one book.
- Hire help with your website rather than waiting to try and figure it out. It is one of your most important marketing tools.
- Consider utilizing keywords, Internet search terms for Reiki and SEO as you write your content rather than going back and fixing it later.
- Listen to the younger generation about technology and how to reach them.
- Learn how to use google analytics.

- **Success Consciousness**

- Call and ask to talk with your other Reiki colleagues in the ICRT to talk about your Reiki business and to talk as a friend. Develop friendships with others that you can talk with about Reiki and the issues that can arise for you as a Reiki practitioner and Teacher.
- Spend time with your Reiki grid to attract Reiki students and clients and to solve any challenges that arise.
- Consider having a mentor to help you build your Reiki business. Many of our teachers offering mentoring for a fee.
- Show love and passion for Reiki in everything you do.
- Use Reiki to grow, empower, and guide your business. Give thanks for its guidance to heal and bless you as you are of service for the highest good of all.
- Your reason for being in business is to be of service and help others, so be generous with content so you become “their Reiki expert.”
- Have a 100% commitment to your student’s success.

- **Teaching Skills**

- Consider creating an additional techniques class that would be a stand-alone class that anyone could take with Reiki II or higher - such as how to check chakras with the pendulum, how to do space clearing, an overview of how to give Reiki to pets, etc.
- Consider setting up a private Facebook group for your students so they can easily connect with each other after class and request Reiki and share with each other. You can also use it to market your next level class to your group and encourage them to come together.
- Learn how to teach online on Zoom and use all the features.
- Check out this article: <https://www.karenharrison.net/improving-value-reiki-practice-part-ii-reiki-classes/>

- **Practitioner Skills**

- Listen to Holy Fire Reiki and our Brothers and Sisters of The Light for help with each session.
- Ask the client for his/her goal for each session.
- Be in the know about including psychic readings. Check out this article by Monica Augustine: <https://www.karenharrison.net/can-a-reiki-session-include-a-psychic-reading/>
- Offer distant sessions over Zoom, phone, Facetime, Google Meetings, etc.

- Offer online scheduling on your website for sessions.
- Check out this article: <https://www.karenharrison.net/improving-the-value-of-your-reiki-practice-part-1-reiki-sessions/>
- Continue on your path, you are awesome!

- **Healing**

**These are the areas of healing that can benefit your Reiki business:**

- Heal beliefs about money and altruism. Align your altruism and financial donations consciously. Track your time and see how much money you give away by giving your time to your clients. Decide if the people you are giving your time to are the ones you would give money to. If you want to donate money, pick a cause and give them the money.
- Consider investing the time you give away to your clients into your Reiki business instead as your way to give to the world. If you reach and teach more Reiki students, everyone benefits.
- Heal your dislike of technology and the computer and all it represents: your website, newsletter, social networking, communications. Find the creative source within you to love how technology can be fun and bring joy to your life.
- Do self-Reiki and meditation to create more balance with your intentions and priorities. What is it that you want? You say that you want to have your business grow dramatically in six months. Are your daily actions aligned with your priorities and goals?
- Heal thoughts of resistance. Even if this is your reality, it does not help you. Instead find new strategies. "The secret of change is to focus all your energy not on fighting the old, but on building the new."
- Consider having regular sessions (1 or more a month) with others for your own healing with practitioners you trust. It could even be distance.
- Have a healer of some kind work with you for any blind spots.
- Heal any blocks you have around writing. Invite grace and ask for you to be empowered in a powerful and gentle way. Ask Spirit to download the article to you so that all you have to do is type it up. (This works sometimes and others, you will have to invest more effort in research.)
- Set a strong intention for your number of students to significantly increase. Heal the limitations to this. Ask Reiki to guide you with your healing practice so that you can increase your focus on manifesting more Reiki students.
- Money is energy. Consider that Reiki is a gift of grace, and grace can flow into your business, making it more prosperous in a very easy way. Spend time healing your beliefs about money and working hard. Send Reiki into this issue. Consider receiving healing from someone to help you with this issue.
- Ask to understand your unique perspective on Reiki and how to express it.
- Invite Reiki to heal your voice. Increase your confidence in the value of your message and what you teach.
- Meet the spirit of your business and invite clarity of intention and the practical manifestation of your business intentions.

- Continue to listen and understand your spirit and its intentions. Open to even more understanding of your spirits intentions and how you heal and teach in the world.
- Ask for more enthusiasm and creativity with social networking and to release any blocks that limit you.
- Consider asking to release any limiting beliefs about communicating your strengths.
- Continue to empower your gifts and realize the true grace you provide your students and family and the planet.
- When you get challenging students, you may take it personally. Send Reiki into this area to heal. Don't take it personally. Get mentoring. Challenging students happen.
- Heal any dislike of marketing through Reiki and take an attitude of sharing your resources.
- Continue to focus on your intentions for a higher income.
- Heal limiting beliefs about your income potential.

Here are some questions to ask yourself. Invite Reiki to assist you in hearing the answers.

- Are you ready to give your full attention to building your ICRT Reiki Business? Do you have any resistance to it? What are your limitations? Are you ready to become a leader and resource of knowledge in the worldwide Reiki community? Are you comfortable gaining name recognition? Are you able and willing to keep up with technology as needed?
- Ask for Reiki to assist you in feeling comfortable asking for help from others.
- Ask Reiki to continue to empower you.
- Continue to grow and heal the way that you have been. You are doing great!!