

# Building a Business

So, let's say that you have done all your practice readings and you're ready for more readings. Maybe you intend to make this work your full-time or part-time business.

If that's the case, in addition to becoming a Professional Intuitive, you also need to become a businessperson and a marketer. Everyone who is reading this who intends to have a business in this area must also learn about business and marketing.

However, not all of the marketing and business information out there is applicable to professional healers and psychics. I know because I studied it and then couldn't work out how to apply all of it to my business! So I wanted to create my own guide to having a successful business in this field — the best of what I have learned in the last 5–6 years is here in this module.

## MY STORY

I quit my job as a language teacher in February 2008 in order to set up my business as an Akashic Record reader. I left Spain (where I was living at the time), went back to the UK and moved in with my grandparents for a couple of months.

I had really jumped in at the deep end (so to speak), because I had no savings, no money, no client base, no website, and no computer. Had I lost my mind? Well, this was a very stressful move. In the end it turned out OK for me, but it meant that I had to immerse myself in learning about business and marketing FAST in order to stay afloat and to move out of my grandparents' house (which I did within three months.) To my mind, failure was: having to get another job. I really did not want to have to get another job for various reasons.

A lot of what I earned in my first year was re-invested back into my business and into my education as a business owner. I have spent thousands on my education in this area, so I hope that you will find this module useful.

This module is intended to be a resource for you as you start building your business. It is effectively a place to start. You may also wish to take business classes and courses, as I did.

In my Rolodex (which is available via the Intuitive Reading Program Members area), I mention the people I personally have learned from.

## HOW TO ATTRACT BUSINESS

In this chapter, we're going to start with the easiest ways to start building your business.

### Word-of-Mouth

The easiest way for your practice to start growing is through word-of-mouth. If you are lucky, word-of-mouth may supply you with a couple of clients per month when you start out doing readings. The great thing about word-of-mouth is that the more clients you work with, the more the word will spread about you and what you do. Effectively, by working with clients, you are already marketing yourself, because some of your clients will tell others about you.

On the other hand, word-of-mouth alone is not usually sufficient to build you a thriving business in a short amount of time. To build up momentum in your business using word-of-mouth alone, it would take years. Some people do build their business solely through word-of-mouth, but it can be a very slow and frustrating way to build a full-time business. So, unless you are satisfied with having very sporadic and infrequent work for the first several years in the life of your business, then word-of-mouth should not be your only way to attract clients.

If on the other hand, you only wish to work with clients here and there, several times a year or maybe once a month, then word-of-mouth might be enough to bring in enough clients after a few years.

## BUILDING YOUR BUSINESS THROUGH WORD-OF-MOUTH

Here are some tips for building your business through word-of-mouth. I have included them here because they are applicable to everyone who wishes to build a business, since a proportion of your clients will always come to you through word-of-mouth, no matter what your business model is.

1. You could do a number of free readings for interested people and then ask these people to refer their friends and family to you (this applies equally to your practice clients!) You could let your practice clients know that their friends and family may have a discount on your services initially. I believe I offered around twenty free readings in an attempt to build my business, and it definitely helped me to build my client base quickly.

Do make sure that you're offering sessions only to interested and invested people. Some of the people I did free readings for were simply mildly curious about the Akashic Records, and they thought it was quite cool, but these people who were only curious (as opposed to invested and super interested) never referred any of their friends. People who are interested in spirituality and who know people who are also walking a spiritual path are good people to ask. It is best not to have any expectations or sense of entitlement when you offer free readings. After all, there is always a risk that you will get nothing in return for your time. On the other hand, there is also a chance that someone will become a referral source for you in the long run, so I feel it is a risk worth taking, especially in the beginning when you are also seeking to gain experience as a new Professional Intuitive.

2. If a practice client appears to have enjoyed her session with you, ask for a testimonial. Testimonials translate to more clients booking with you — it's even better if the person who gives you a testimonial has a website that you can link to at the end of your testimonial or allows you to use their picture (this shows that your clients are real people, who are genuinely raving about your services.)

If you can get a testimonial from someone who has a high Profile in the field of personal or spiritual development, that is even better. Early on in my career I was given a testimonial by well-known personal development blogger and this brought more work my way, because he has a large audience and quite a few of my prospective clients knew and respected this person. So, testimonials from people who are trusted figures in the field of healing or spirituality are excellent. Testimonials from non-famous people are obviously helpful too.

3. It's a great idea to offer a free reading to healers who already work with clients but who do not offer readings themselves (for example, spiritual healers, Psych-K practitioners, Theta healing practitioners, counsellors, in fact anyone who works with clients on the emotional or spiritual level.) If the practitioner likes their reading, they may refer more of their clients to you later on. You could even create an affiliate program which rewards others for sending clients your way. I approached several healing practitioners working with various different modalities in the early stages of my business. A couple of them still send me clients several years later.

4. Let your spiritually open friends, family and associates know what you do and that you wish to work with more clients. Other people might not think to refer you unless you specifically ask.
5. Aim to do your absolute best when it comes to your clients. One of my business mentors calls this 'extreme client care'. Let your clients know that you love to help them, and are delighted to work with them. Without exhausting yourself through over-giving, go the extra mile if you can, so that people enjoy working with you. Be as friendly and caring as you can be.

So we've talked about attracting clients through word of mouth. Now let's cover the technical aspect of things: Creating a website that attracts clients and makes sales.

## GETTING STARTED

The simplest way to accept payments is to open a PayPal account — [www.paypal.com](http://www.paypal.com) — perhaps you already have one.

You can request money from clients using your PayPal account — all you need is your client's email address. You can of course also send out general information about your readings to people who ask via email. You may remember from the Akashic Records Program that it's a good idea to let clients know what the Akashic Record reading is about before they sign up. This is true of all the readings you offer. You will need to write a description of what they are about and what clients might get out of them.

A useful exercise for you to complete at this stage would be to write a description of the sessions you offer. I would recommend giving as much information as possible on what is included in each session. That way, clients know exactly what they're ordering. People are much more likely to order a reading that has a detailed description of what you are able to do for them, than they are to order a generic 'intuitive reading'. It may be tempting to copy and paste from someone else's page until you come up with something you can say about them, but please do not do this! (— almost all text on the internet is copyrighted.)

Plus when you write a description of your readings, you get to word things in your own way, which means that you will attract the right clients for you, rather than sounding the same as someone else. It is also a good writing exercise if you are not used to writing in this way.

## A BETTER WAY OF TAKING PAYMENTS AND INFORMING CLIENTS OF WHAT YOU OFFER

If you're serious about being in business as a Professional Intuitive, and you'd like to use the online business model (more on this below), you must have a web presence. Having a website means that you can appeal to and work with people all over the world, rather than just friends of friends who have heard about you.

You do not need to create a fancy website nor do you need to spend a lot of money on it. It just needs to be functional. I had a horrible website for the first two years of my business but it was functional.

## CREATING YOUR OWN WEBSITE

This course isn't a complete technical course on how to create a website but I can certainly help you to get started and recommend some resources in this area.

I recommend creating a website using WordPress ([www.wordpress.org](http://www.wordpress.org)).

WordPress is free open-source web software that you can use to create a blog or website. It is the software I used to create my website ([www.annasayce.com](http://www.annasayce.com)) and I highly recommend it. You do need to buy hosting in order to have a WordPress website. Hosting usually costs between \$7 and \$12 per month (hosting means you are renting a space on a server so that your site can be on the internet.) Hosting costs rise the more visitors you attract to your website.

There are plenty of free tutorials available online which teach you how to create your own WordPress website. If you are not technically minded, you can employ someone else to set up your website. Yes, this can be expensive at first, but it's a one-off expense. Using WordPress to create your site means that it is extremely easy to update, so you do not need to employ someone every time you want to make a change to it – instead you can update it yourself.

## WEB SOFTWARE TO AVOID

Two common choices to create a website include WordPress.com ([www.wordpress.com](http://www.wordpress.com)) and Blogger.com ([www.blogger.com](http://www.blogger.com)). I recommend avoiding both for a business website.

In case you're wondering why exactly Wordpress.com is not a good choice, here are the main differences between a self-hosted WordPress.org website and WordPress.com:

WordPress.com does not require you to buy hosting — they host your site for you. But if you use WordPress.com to create your site, you have less control over your website (since it is not hosted by you) and you may have unwanted adverts on your website. You also get less flexibility to change the way your website looks.

WordPress.com make it difficult for people to monetize their sites and take payment, which is obviously not good if you're a business owner. On the plus side, WordPress.com is extremely easy to use, but in my view, it's not the best web software to use for a business website. It is adequate for a personal blog, but not for a business website. I know of a few intuitives and healers who originally set up their websites on Wordpress.com and then later had to move their sites over to WordPress.org (and it cost them more in the long run), because Wordpress.com turned out to be inadequate for their needs.

## Blogger

Blogger ([www.blogger.com](http://www.blogger.com)) is another common choice for creating a business blog or website. However, I would also avoid Blogger. Blogger is fine for a personal blog, but not adequate for a business website. This is because the site you create using Blogger isn't technically yours. You don't own it because you don't pay for hosting — instead Blogger hosts your site for you. But this comes with a catch: it means that Blogger can shut down your site at any time if someone flags it as a spam blog (which anyone can do.) If this happens, you may suddenly lose your web presence and you might not be able to restore it. This happened to somebody I know who was running a legitimate website. This is why you need to own your website and pay for your own hosting. If you use Blogger, you are not the one hosting the content, thus you do not own it, and you have very little control over your own website.

If on the other hand, you are paying for hosting and have your own WordPress (.org) website, if there is a problem with your site, you can ring up your hosting company and they will fix it. After all, you are paying them for this service. But with Blogger.com, you are owed nothing (since you pay nothing), so if something goes wrong with your site, you can't do much about it.

In addition, there is not much scope to make changes to a Blogger website – you get somewhat limited features.

So, if you want a website that you have control over and where you can accept payments, it is a must to create it using WordPress.org or some other suitable web software.

## SETTING UP A WORDPRESS.ORG WEBSITE

There are plenty of free tutorials on the WordPress.org website ([www.wordpress.org](http://www.wordpress.org)) for creating your WordPress website. Anyone with a technically minded brain and some free time can work it out.

If you have no technical knowledge and the thought of setting up a website positively scares you (as it does me), you can hire someone to set up the website for you. I did not set up my own website — someone did it all for me. Again, check out my Rolodex if you're interested in getting a recommendation for tech people who you can hire to do this work for you.

Do remember that if you're setting up a WordPress website via Wordpress.org, in addition to hosting you need to choose and buy a domain name (mine is [www.annasayce.com](http://www.annasayce.com)). See my Rolodex for suggestions for companies to use for hosting and for purchasing a domain name.

## Pages You Need on Your Website

In addition to creating a Readings Page, you will need to create several other basic pages. Here are some pages every website needs to have in order to attract clients:

- **HOME PAGE**

I personally do not have a 'proper' Home Page (my home page is in a blog format which shows all my recent articles.) Some people prefer to have a regular, non-blog home page and others prefer to have a home page in the blog format. Whichever you choose is up to you. If you're wondering what to write on your home page, you might wish to read this article: <http://www.heartofbusiness.com/2006/what-in-the-heck/>

- **CONTACT PAGE**

Your prospective clients need to be able to contact you with their enquiries, via email or telephone. Some people include their phone number on their website, along with an email address or contact form. I was taught that including your phone number on your contact page sends out a subtle message that you are a real business and you can be reached and trusted. If you do not want to give out your home phone number (I don't recommend that you do give it out), you can rent a number from Skype (I believe it costs about \$50/year), and clients will be able to leave you voicemails on that number without waking you up in the middle of the night. Alternatively you can create a separate phone line in your home, for

your business.

- **ABOUT ME**

I recommend creating a page on your website that is all about you and which includes your picture (just a headshot is fine.) This is so that your prospective clients can know more about you as a person — such as: what is it that you do? What is your background, career wise? Where are you located in the world? How did you get into this work? Those are all questions you might want to answer for prospective clients. I also wrote a long story of how I came to do this work on my website. You can find a link to it on my ‘about Anna’ page. A business mentor of mine recommended I write it, and I am glad I did, as it builds up a lot of rapport with readers (some of whom become clients.) People love stories and I’m sure they would love to hear your story, as regards to how you got into this work, who you are, what you believe and what your background is.

- **TESTIMONIALS PAGE**

Once you begin amassing testimonials, you might like to create a page on your website to showcase them.

- **FAQ (‘FREQUENTLY ASKED QUESTIONS’) PAGE**

When prospective clients contact you with their enquiries about your services, you will find that the same questions are asked repeatedly. Some of these questions you may like to answer on your ‘sessions’ page and others might be more appropriate for your FAQ.

- **POLICY/TERMS OF SERVICE PAGE**

On your Policy Page, you will need to state what should happen if a client asks for a refund (which hardly ever happens.) What happens if the client doesn’t show up to the appointment but wants to reschedule? As a business owner, you need to set out the terms of working with you. You can view mine here: <http://www.psychicbutsane.com/terms-of-service>. You may not have a clear idea of what your terms are until you’ve worked with quite a few clients. So don’t worry if you don’t know what to write straight away — you can always write your policy page later on. (In the Rolodex I include a link to a free disclaimers website which you can use for templates.)

You will also need to state your Privacy Policy: what will you do with your client’s

information that they give to you to read their Akashic Record? (i.e. will you delete it afterwards?)

At this stage, you might also find it helpful to state on your Readings Page or your FAQ page what you cannot do, in addition to what you can do. People have the tendency to think that Professional Intuitives are all-round oracles who can help with absolutely everything. So, if you are not a medium (i.e. someone who can contact the dead) you might want to mention this on your Readings Page. I also state that I don't diagnose illness or consult with people on physical ailments, since I am not a medical intuitive. Nor am I an animal communicator. Mediumship, medical intuition and animal communication are specialized areas. If you call yourself a Professional Intuitive or psychic, but don't state what you are not able or willing to do, you will occasionally get people booking a reading expecting you to do something you cannot.

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## SO, HOW DO YOU ATTRACT CLIENTS?

I recommend getting a website before you worry about attracting clients, because you need a platform for clients to be attracted TO. So that is your first step.

Once you've set up your website, you will want to think about marketing and attracting clients. After all, in the beginning word-of-mouth is only going to bring you a couple of clients per month, if that. Your focus now should be on getting yourself out there, and marketing your services.

## Marketing

Before we talk about how to market your business, let's just remember the primary aim of marketing. Marketing is about constantly reminding people of the availability and benefits of your services, so that customers keep you in the forefront of their minds.

You want to be the person customers think of when they're ready to purchase a reading or some other kind of session. You also want to be trusted and liked by customers. People need to get to know you, and trust you, in order to get a reading from you. If you come recommended by a friend (which is through word-of-mouth), you bypass this part altogether, since people tend to instantly trust the service providers that their friends use. But if you want people to buy from you without a recommendation, you need to build up trust.

How you build up trust and credibility depends upon the business model (or combination of

business models) you choose for your business.

I suggest you decide early on how you are going to run your business and attract clients, because there are a few ways for you to choose from. Here are some business model options for you to consider:

## The Online Business Model

This involves bringing people to your website on a regular basis by offering free online content.

Think about the majority of the sites you visit. These sites will have something of interest on them, such as free information, articles, stories, games or resources. You do not visit websites which offer services and nothing else. In fact, nobody is going to repeatedly visit a website that has nothing on it apart from a reading description, so for this business model, you need to have interesting content on your website that people can read.

This is the online business model and it's the business model that I use. It involves creating interesting content that brings people to your website, whether in the form of articles, videos or audios/podcasts. Over time these resources are indexed by search engines (like Google) which then send you free traffic (because your articles show up in Google's search results and people click on them.)

70–75% of my site's traffic comes from Google. I also believe that 70–75% of my clients must find me through Google, because when I ask students, readers and clients how they found me, they usually say 'Google' or another search engine. Perhaps you also found my site through a Google search. As of December 2013, I have written 190+ articles on psychic development, healing and spirituality and these are read by over 90,000 people each month.

Over time, people will come to get to know you via your free content and they will feel more comfortable working with you.

## WHAT SHOULD YOU WRITE ABOUT?

This is entirely up to you, and depends on the topics you want to cover. However, in my experience the popular articles include:

- 'How to' articles — whatever you know how to do, you can write an article about. This type of article allows you to demonstrate your expertise and build credibility. The topic must of course be somewhat relevant to your customers — it is not a good idea to write about

something that does not fall within the topics of healing, new-age topics, spirituality or personal development.

- Your stories, personal lessons and past insights. You might wonder, ‘who wants to listen to my stories?’ (I used to think that.) However, you will be amazed at how interested and keen people are to read something personal, real, authentic and human in an often impersonal world. Sharing your stories also helps to build up trust with your readers.
- Offer information so that people are better prepared for your sessions and are well informed about what you do.
- Give your opinions about matters and issues which are relevant to your readers and clients (especially if they go against the mainstream or ‘accepted’ point of view in this field!)
- Interviews with other people in your field can be popular, especially if the interviewee has some skill or perspective that you do not have — for example, mediumship or animal communication.
- Book reviews/a list of recommended books or other resources. You can also make a small Amazon commission by recommending books that you think will be of interest to your audience.

I believe that the online business model is the most exciting and effective business model you can adopt for your business. This is because you can do business with the whole world (or at least, anyone who has an internet connection and who speaks your language.) Plus how big you grow is up to you.

This business model does take a lot of work upfront, but all you need to do is write one article per week on a topic that is of interest to your clients. If you are not used to writing articles, it may take you a long time at first, but with some practice it becomes easier. After a few years of publishing one article per week, you are likely to have tens of thousands of visitors.

## MORE TIPS FOR WRITING ONLINE ARTICLES:

- You need to find the ‘sweet spot’ that is found between what you want to write about and what your readers want to read about. It’s hard to know exactly what your audience wants to read initially unless you do some search engine keyword research\*, so I would recommend that you just start writing and then get to know your audience and what they want. You can tell what people want to read about by noticing which articles get more comments and get

‘shared’ and ‘liked’ on Facebook. I find that list–style articles are very popular (e.g. 5 ways to do such–and–such, 10 reasons why such–and–such, etc.)

- If you are stuck for ideas on what to write, ask your audience or clients. Initially you may want to answer questions that you receive from clients in the form of an article. For example, if your clients often ask you how they can use their intuition in their decisions, you may wish to write a blog post you can direct clients to. It does not matter if the questions are answered elsewhere — your clients are asking you because they want your ‘take’ on the question.

It is good to remember that nothing that is written is ‘original’ so try not to get bogged down by attempting to produce something original. All spiritual teachings have some kind of lineage and we all channel from the same sources. What is always ‘original’ is the writer’s energy and approach to the topic. This is what your readers are looking for. So be yourself, and you will attract the right audience for you, regardless of who else is out there.

- If you are going to share your personal lessons and life insights, ensure you do it after you have gone through the experience and have received the lesson, so that your articles contains all of the good stuff and none of the turmoil. Sharing the challenging things or the turmoil with clients while it is actually happening in your life is not good for business, because it can make you seem overly preoccupied with your own life as opposed to emotionally available for working with clients.
- If you prefer speaking to writing, you may wish to record videos or audio podcasts instead. Some people also transcribe their audio or video posts, which double up as written articles that will be indexed by search engines. Video posts are great because they help your audience to connect with you further.
- Use images to make your articles more readable (in the Rolodex you will find a link for finding suitable graphics for your articles.)
- At first, you will feel like no–one is reading and you’re sending articles out into the void. In the beginning, no–one may be commenting except your friends and the odd client or two. That is OK. It takes time to build an audience so don’t let it stop you.

*\*Search engine keyword research means finding out what people are typing into search engines (like Google) in the area of your topics. In the Rolodex, I have included a link to a site which allows you to research this. This can help you to create articles that people want to read and answer questions which actual people are asking.*

## Another Essential Aspect of Building an Online Business...

In addition to writing articles, you will ideally send out a newsletter or e-zine on a regular basis.

To send out a newsletter you will need to build a mailing list (basically, a collection of email addresses belonging to people who have said they would like to hear from you with news, offers or information.) So, people who are interested in your services and work.

Rather than keeping a manual list of email addresses, it's better to sign up with a service that does this for you and allows you to send out newsletters from there. There are several different online companies that offer this service (in the Rolodex I mention a few I know of.)

The purpose of sending out a regular newsletter is to remind people of your existence as a service provider. It builds a relationship between you and the receiver. This translates to more business coming your way over time. Think of it as one more way to serve your right clients and audience. When I send a newsletter out, I have a flurry of people booking with me, so it does have a short term effect of increasing sales, too. But the main benefit to doing it is long-term relationship building.

### A WORD ON FREQUENCY

I aim to send out a bi-monthly newsletter but at times I don't manage that (sometimes it is monthly.) I would say aim for a regular frequency if you can — some people send out a weekly newsletter. I prefer bi-monthly because I am busy with teaching and mentoring on top of doing sessions and writing articles.

### HOW TO ASK PEOPLE TO JOIN YOUR LIST

Some people will sign up for your newsletter because they are interested in your free content and want to hear more.

It is also very effective to create an 'ethical bribe' to join your list. An ethical bribe is a free gift that is offered as an incentive for joining your list. If you visit my website you will see that I offer a free e-book on developing intuition and when readers download the e-book, they automatically get subscribed to my newsletter. (I make it clear that this is part of the deal and subscribers are free to unsubscribe should they wish to.)

It is wise to create a freebie that is in alignment with what you are selling. Ideally at the end of the freebie, you will promote your services or products. A large part of my income comes from teaching people to develop and use their intuition, so it makes sense for me to offer an e-book on this topic.

You can also invite your blog readers to join your list at the end of every blog post.

Some people have a pop up form on their websites to encourage visitors to join. This can be very effective and typically increases the subscriber rate by over 100%. In the Rolodex there is a link to a company that sells a piece of software which allows you to do this on your website.

## WHAT TO INCLUDE IN YOUR NEWSLETTERS

There are two types of newsletter you can send out. The first one is a regular newsletter, designed to build the relationship with your audience.

Ideally for this one you will include some sort of free content. You may wish to include some sort of personal note or story or update at the beginning (I sometimes do this if I have something to say.) If you can, try to create a thematic link between your personal note and your free article so that it feels relevant to your reader. In order to build credibility you may wish to include a testimonial from a recent client (if you can include a picture, all the better.) You may also wish to highlight one of your offerings and the benefits of it (as an ad within the newsletter so to speak.)

The second type of newsletter you can send out is one where you promote a particular service or product. For example, you could highlight a new class or service you are offering or you could announce a new discount or sale you are running.

In order to avoid overwhelming your readers, I would recommend limiting this type of newsletter to a once-a-month or bi-monthly frequency.

## MORE METHODS FOR ATTRACTING CLIENTS ONLINE...

Here are some ideas for attracting more clients online (if you are unsure of what these are, you can Google them):

1. Create a Facebook page to interact with your audience and/or pay for Facebook adverts
2. Purchase some Google ads
3. Do some article marketing (where you submit free articles to online article directories, and leave a link to your site at the end of your article)
4. Post regularly in one or more online forums

5. Offer a free mini-reading by email (such as telling clients their primary life lesson or their strongest intuitive gift) and sell your services/offering a discount at the end of your email.
6. Set up an automatic affiliate program (via a service such as E-junkie or 1shoppingcart) and reward others for sending clients your way
7. Comment on other people's blogs
8. Guest post on others' blogs (writing an article to be posted to someone else's website) — this is win/win — you get access to another audience who may be interested in your work and the website owner gets a free article to share on their blog
9. Open a Twitter account and post links to your new content. You can also use Twitter to connect and network with others
10. If you are creating content, set up an RSS feed for your readers to subscribe to.

## OTHER BUSINESS MODELS WHICH ARE NOT SO INTERNET-CENTRIC

Before the Internet was around, people who did this work often wrote a book in order to get known in this field. This will either involve self-publishing or finding someone to publish your work. It is very easy to self-publish your own book these days; you can then sell it on Amazon as a Kindle book.

I know of several intuitives who use this business model. For example, a pet medium named Jeanne Miller (<http://www.thepetmedium.com/>) has published a couple of Kindle books, but does not write a blog.

Another colleague of mine, Angela Artemis ([www.poweredbyintuition.com](http://www.poweredbyintuition.com)) uses Kindle books as part of her business model in addition to writing prolifically on her blog.

## WHAT IF YOU DON'T WANT TO CREATE CONTENT?

I believe that creating content (whether through writing a book, blogging, video or audio) is one of the most effective ways to ensure a long-term stream of clients in your business. But if on the other hand, you feel creating content is not for you, there are some other ways you can build your business.

## MORE WAYS TO BUILD YOUR BUSINESS THROUGH OFFLINE MARKETING

If you wish to attract clients through the offline business model, you can attempt to tap into the local market (note: this works well only if you do not live in a rural area.) For example, you could advertise in your local paper or attend local New–Age/spiritual fairs and offer readings there.

Here are some more ideas for attracting business offline:

1. Get listed or run an ad in the Yellow Pages
2. Pay for an ad on a popular website or in a magazine of interest to spiritual people.  
  
This can be very effective if you have a nice ad, you are willing to spend some money on it and you choose the right publication — I know of someone who attracts a lot of their business this way.
3. Work on expanding your client base organically by asking your clients to recommend you to their friends. You could also offer incentives, such as a free session for every 2 or 3 clients they refer to you who book a session.
4. Be a guest on a radio show
5. Hold meditations or workshops on spiritual topics in your local area — offering classes and events will draw more clients to you.

## WHEN CAN YOU EXPECT TO HAVE A STEADY FLOW OF CLIENTS COMING YOUR WAY?

It really depends on how hard you work. I would say that the absolute minimum time it takes to have a steady flow of clients so that you can work full time is three years of sustained effort. If you are an absolute whiz in marketing and business or you have an excellent referral source, it may take you less time.

## The 3 Year Rule

When I started out in business, my grandparents warned me not to get discouraged if my business

was slow to start off (they were self-employed all their lives and had many self-employed friends.) They told me that they noticed that it tends to take about three years, at a minimum, of sustained effort for a business to gain momentum. (When I say momentum, I am talking about consistently earning a wage that is sufficient to live off and having enough work to go full time in your business.)

I have also found this ‘3 year rule’ to be true of my business and when I mentioned it to self-employed friends of mine, they agreed with this assessment.

So know that if you wish to create a sustainable, thriving, full-time business, you are in it for the next few years at least, and it does take A LOT of effort upfront without any obvious return initially. It takes patience and persistence. Some days you might feel discouraged about the initial lack of reward — this is normal.

This is why it is not a bad idea to build up your business while you are working in a job full time or part time. If I had to build my business again, I would have got a part-time job, as absolutely having to make my business work in the first several months was highly stressful. I would wake up in a panic on a regular basis. So unless you don’t mind waking up in a state of terror, it isn’t a bad idea to have another source of income while you are building your business.

## WHAT CAN YOU EXPECT TO EARN IN THE FIRST FEW YEARS OF WORKING IN YOUR BUSINESS?

This all depends on your personal path and motivation.

In my experience, after a few years of building a business in this field you can expect to earn between £10,000 and £30,000 GBP per year (approximately \$15,000 — \$45,000 USD), depending on how hard you work to attract clients. If you only offer one type of reading your income might be in the lower end of that range. The more services you offer the more likely you are to earn a higher figure.

You may indeed earn more than this depending on your unique business and skills.

In my first year of business, my turnover was £24,000 however I hustled and worked non-stop to attract clients to my website. It was not a nice time for me as I did not have much time for leisure or self-care. Earning less than I did in your first year is more usual unless you are willing to sacrifice your health, relationships or wellbeing for your career like I did. In my opinion, it is smarter to build your business up over time than kill yourself working.

## HOW I ATTRACTED CLIENTS WHEN I FIRST STARTED OUT:

(This is just to give you some ideas — you may decide to attract clients using different methods...)

- I started publishing useful articles on healing and psychic development. It helped that I had been reading extensively in the fields of personal, spiritual and psychic development for about a decade before I started my blog. (If you have trouble finding ideas, read a new book every few weeks.)
- I offered a free mini reading on my website and when I delivered it, I sent a discount for my sessions along with it
- I wrote to popular websites asking them to publicize my free mini readings and offering a full free reading to the owner of the website. People who run websites are sometimes willing to showcase something awesome and free to their readers.
- I offered free readings to people I knew, asking them to refer clients to me or to send a testimonial
- I regularly offered advice at a well-known online personal development forum and prospective clients got to know me that way
- I had an excellent referral source (an EFT educator who felt my sessions were very helpful)
- I gave one free session to those people who referred three friends
- I went to 'Meet-up' groups in London and handed out my business card to the people who attended, as people in that group were very interested in the idea of Akashic Record readings. Three years later I am pleased to say I am still working with clients on and off whom I met through these groups.
- I sent out a newsletter once every few months with updates, discounts and articles (see the Rolodex for recommendations for newsletter services.)
- I regularly commented on other people's articles with my opinions and thoughts

As you can see, I hustled a great deal. One of the mistakes I made when I started was not getting a job — I should have worked in a part time job to give me some financial security. Because I didn't get a job, 2008–2009 was an extremely stressful time for me. I also at times took on clients who were not suitable for my services because I wanted them to be a good fit, so that my business thrived.

After a few instances of working with unsuitable clients, I realised that my prosperity and the growth of my business absolutely had to come second to what is best for the client. That was a mistake I learned the hard way, and one which you can easily make, too, if you put yourself in the financial position that I did. The lesson I learned is that for the sake of your business, integrity, and sanity, you must be selective about who you work with (this applies even if you are not currently attracting many clients.)

So who are these ‘unsuitable clients?’

## THE SIX TYPES OF CLIENT TO AVOID

By avoiding the following groups of client you will save yourself a lot of hassle and energy. And you will have fewer complaints and fewer unsatisfied customers. In the past, I have worked with some of the types below, and it was no fun at all.

### Skeptics

Skeptics are those people who do not believe in what you do. They often write to you asking for proof of your abilities before they book, and ask you to tell them something about themselves.

I state on my readings page that I do not work with skeptics. This is simply because in my experience skeptics suspect or believe that all psychics are scamming ratbags who fabricate their abilities for financial gain. They will be trying to catch you out. This is not good for your confidence or self-esteem and it is simply not worth the trouble of working with these people. Once they have worked with you, they will still have the same opinion of you, even if you give them plenty of evidence which points to the contrary. Thus working with a skeptic is not a pleasant experience because they are never happy with the results of their reading and may ask to be refunded.

### Drama Queens

Drama queens drain your energy and your time, meaning you have less time and energy to spend with other clients and of course, less time to spend on building your business.

The following statements in email communication with a client are red flags that this client might turn out to be draining:

*“You’re the only one who can help me — my last chance” (or something along those lines.)*

*“I need a session IMMEDIATELY” (and the client pushes you if you cannot schedule an immediate session or doesn’t respect your boundaries.)*

Or even just...

*“I am having a big crisis.”*

If a client sends you emails like this, you might consider it a red flag.

Intuitive sessions are not designed to resolve some crisis or a pressing problem in the physical, and you need to be honest about this. If your client insists on having her session within a day or two, as if it is a life-or-death situation, you’ve come across a drama queen.

That’s why it’s good to have a statement such as the following, on your Sessions Page or Terms of Service Page:

*“Clients in crisis should see a doctor, financial advisor, lawyer or relevant professional before booking a session.”*

*My sessions are not a substitute for advice or treatment that you would normally receive from a professional such as a lawyer, doctor, psychiatrist, or financial advisor.”*

**I personally also add the following:**

*“All sessions are for personal development and spiritual purposes.”*

(Please ensure that you write your own version of the above that feels right to you.)

Yes, often sessions can bring about results in the physical and can help a client with a certain problem they’re having. But in my view, we should encourage clients to seek help elsewhere first when they’re in the midst of a crisis that needs resolution through some kind of action they must take in the physical world.

## Psychic Addicts

Psychic addicts are those clients who go from one psychic to another, looking for someone to give them the answer they want. They may sometimes be trying to use another person’s intuition for personal gain. These people are not necessarily walking a spiritual path nor are they interested in self-discovery. Instead they are looking for a quick fix or for their anxiety to be soothed.

It is a red flag for me when a client tells me upfront that they have already received several (or a couple of) readings on their question, but that they want a reading with me in order to see if I say something different. I will usually refuse to work with such clients because they don't trust in what Spirit has been telling them and are unlikely to receive any benefit from a session with me.

## HOW OFTEN SHOULD A CLIENT GET A READING?

I feel that it is OK to get a situational/general reading every six months or once a year. If a client is going through big changes, and needs some extra support, once every couple of months is fine too. But if a client is getting a bi-monthly reading over several consecutive months (without doing her 'homework' in between) or if the client is getting a weekly reading, in my opinion that is unhealthy. That is, unless the client is getting a few particular kinds of reading in a row, that one only has once in a lifetime (for example: a Spirit Guide reading or an Akashic Record reading.)

It is OK for a client to get a bi-monthly or a monthly healing session, because regular healing sessions help us to move forward in our lives. But it is not OK for a client to get a weekly reading because it can take a while for a client to absorb the information and 'do her homework', so to speak. If a client is getting frequent readings, it does not leave her enough time to integrate or act on the information. It belies a client who is addicted to the process of having someone 'read' her. A psychic addict may also be using a reading as a substitute for taking action on her goals, as a form of procrastination. Either way, do not go there with her. The client won't thank you once she wakes up to the fact that this is compulsive behaviour.

If a psychic addict wants to work with you, and you are a trained healer, try to steer her towards a healing session instead. For example, occasionally a client will be very fixated on one past romantic relationship and will attempt to book a reading on the same topic many times over, thinking there must be more for us to channel about it. In such cases, I offer the client a cord-cutting session instead of a relationship reading, and let the client know that a reading will not be as helpful. Or I recommend psychotherapy.

## The Victim

At times you will have a prospective client write to you who is in the victim role. Underneath these people are highly disempowered and angry.

This client will write to let you know that they have tried everything out there (maybe they've been on a path of healing for years) and NOTHING worked. They usually believe that it is up to others to improve things for them. These clients will occasionally write to you asking to know what is

different about you and why you can change their life for them when no one else could.

These people miss the point of healing and readings – they believe it should mean that they don't have to take any action or responsibility to improve their life.

The big red flag here is that the victim will blame everyone but herself for her life being not what it should be. She often badmouths other healers, therapists and psychics in the process of blaming and complaining. She is to be avoided unless you too want to be badmouthed later on!

## Tyre-Kickers

A tyre-kicker is someone who underneath has no intention of buying a reading from you, but who engages you about booking a reading as if she is genuinely interested.

Unfortunately you will at times receive emails from people, enquiring about a reading, who have absolutely no intention of going through with it (usually this is unconscious).

Fortunately you can tell a tyre-kicker a mile off, and consequently this allows you not to waste too much time on this kind of client. Here are some signs you're dealing with a tyre-kicker:

- This prospective client wants a lot of your time and attention before they book a reading. The tyre-kicker will often want to discuss their issues and life at length before investing in a session. She often has a multitude of personal questions or requests for advice that she wants you to answer, promising that she'll book a session once you have answered them.

People who request that you give advice about their life BEFORE they have booked a session invariably never do book a session. In the past, I used to engage with these people, now I do not — I simply ask them to book a session if they wish to discuss their personal issues. In my experience, they never do book a session, even if you do answer every question they send you. They are looking for time and attention from a professional but without wanting to invest in a session. Therefore, in order to avoid being drained, it is important to practise good boundaries with these people and ask them to book.

The tyre-kicker often asks a multitude of questions which are already answered on your readings or FAQ page. Tyre-kickers don't bother to read information pages — they prefer to get the information from you personally. People who repeatedly ask questions which are clearly answered on your website do not usually book a reading and when they do, they can be frustrating to deal with.

- Tyre-kickers often wish to arrange the session time before they have paid. I personally don't recommend allowing clients to make an appointment before they have purchased a session. This is simply because it can take you several emails back and forth trying to find a time, and then the client might disappear. That happened to me several times, before I realised that it is only people who insist on scheduling before paying who do a disappearing act. In my opinion, if you wish to protect your time, your policy should be to schedule upon payment, that way you do not waste your time scheduling with people who have no intention of really going through with a session.
- Another sign that I'm dealing with a tyre-kicker is when a client does not want to pay via PayPal, credit card or a bank deposit, and instead wants to pay via Western Union or some other system I'm not as familiar with. I offer many ways for a client to pay, yet interestingly I have noticed that the times when I have made an effort to set up alternative arrangements for payment, the client will always change her mind. If a client makes it difficult for you to receive payment, you are probably dealing with a tyre-kicker.

## Mentally Disturbed Clients

If you do plenty of sessions with clients, you will eventually come across someone who is mentally disturbed.

Mentally disturbed clients are usually easy to spot. They might behave erratically. They may be preoccupied with the idea of psychic attack, feeling that someone or something is preying on them and stealing their energy or life force. They may even accuse you of doing this. They may reveal that they see themselves as being outside of their body, or that they feel possessed or as if they are not in control of their mind or body. (People who really do have an energy sharing situation do not feel like this.) They may hear nasty voices or feel tormented by spirit beings.

The best way to deal with a mentally disturbed client is to cease working with them, and ask them to seek the services of a psychiatrist, clinical psychologist or relevant mental health professional. Some mentally disturbed people will say that their issue is purely a 'spiritual' one. Some may already be working with a mental health professional. Either way, you are not trained to work with such clients.

## SUICIDAL CLIENTS

You may occasionally have someone write to you saying that they intend to commit suicide or have been thinking about it a lot lately. I've had people write to me saying that unless I do a free reading for them, they will commit suicide as I am their last hope. In my view, the appropriate response to

such statements is to ask that they get in touch with the Suicide Prevention hotline in their country.

You can even find the number for the person if you know their location. If you have a contact form on your WordPress website, it will also show your correspondent's IP address at the bottom of the email you receive from them. Do a Google search for 'look up IP address', enter the person's IP address and find out where they are located. Then do a search online for their local suicide helpline. Send it to them, encourage them to ring it, and say that they need to work with someone who has the skills to help them better than you can.

Do not try to work with (or 'rescue') suicidal or mentally disturbed people — unless you happen to be trained in this area, you cannot usually help these people and it's best to leave it to the mental health professionals.

## ATTRACTING THE RIGHT CLIENTS

So, the key to attracting clients who you will love working with is to be picky and to filter out any unsuitable clients. Your readings page should be a 'magnet' which attracts the right clients to you, and which repels those clients you don't want to work with.

Here are the statements I include on my readings page, which I feel really help me to attract the best clients for me.

## Who I Work With

Here is a Profile of the client I am most successful working with...

- You want to create, change, heal or understand something about your life.
- You believe that you are the co-creator of your life (even if you don't always feel like one, that's OK) — but you are willing to take responsibility for change.
- You are someone who sees that action in your real, physical world is often necessary in order to create change in your life.
- You know that you have your own answers and wisdom inside of you, even if you're not hearing it right now.
- You know yourself to be on an unfolding path of growth and evolution.

- You are open to intuitive guidance and ‘woo-woo’ stuff. You don’t have to necessarily agree with everything I say in a session, but you must be comfortable with the idea of me channelling information from your Akashic record. If you’re here, I assume you’re comfortable with that.
- Above all, you are dedicated to finding the perspective and life circumstances that make you feel good!

This is just an example of the kind of thing you could write on your page if you feel so inclined. (You will need to write your own version so that you attract the right clients for you.)

I personally like to work with open-minded, positive, responsible people. Having the statements above on my website consistently attracts those people to me. You might like to think about your requirements for working with someone. What kind of client do you like to work with? You may need to work with 50 or 100 clients before you really get an idea about this. So don’t worry if you have no idea at this point. It can be something to think about for the future.

Let’s look now at other questions you may have about your business:

## HOW MUCH TO CHARGE FOR YOUR READINGS

New graduates often ask me: *‘How much should I charge for my readings?’*

It is totally up to you what you charge for your readings.

Many people start off charging reasonable rates and then raise the fee as they grow in demand and experience. Six years ago, I started out by charging about £50 which is about \$90 (US) for a 45–60 minute reading. I now charge \$400 (US) for a one hour reading. A half hour reading costs \$250. I also offer a 45 minute option.

You may think *‘Wow \$400 (or even \$110) is a lot for a reading!’*

In the first couple of years of my business, I spent as much time marketing as I did actually doing readings for people. If you wish to have a full-time business, you will be the same. I attract business to my website by writing free articles but I don’t get paid for writing those articles. The way that I earn some of my income is through paid sessions — and I have to earn enough money to give me the time to actually write the articles and do the marketing, so that I can attract clients.

If I charge a very low price, I have to do more readings in order to make a living, and there is less

time for marketing and writing. Plus it is a recipe for burnout. So bear this in mind when you choose your price. You want to earn enough to give you time to work on your business (i.e. building the infrastructure of the business.) You don't want to set your price so low that it is unsustainable and leaves you no time to do anything else. I personally feel that anything below \$75 for a one hour reading is too low.

If you still think “\$75 is a lot!” look at it this way:

If, for example, you work with three clients per day your income for that day will be high. However, don't forget that at first, you may also have to spend a few hours marketing in order to attract those three clients. Plus there is the down time between clients, the time it takes to schedule with the clients and send off session recordings (if you wish to provide this service.) Once you have done all that, we may be talking about several hours of work.

Also remember that you will be investing in your business in myriad ways (buying hosting and a domain name, setting up a website, possibly paying for phone calls, taking on an accountant/assistant as needed, etc.) So you must calculate your overheads and price your services accordingly.

If you have an extremely low price, you can also attract tyre-kickers and bargain hunters who want to 'squeeze you dry' and get the best value they can. I would say don't aim to do business with the bargain hunters. People who are only willing to pay very little are less likely to be invested in their session.

## A WORD ON NOT CHARGING AT ALL

Some people in the psychic/spiritual field feel they do not want to charge. This may be OK if you only wish to work with family or close friends.

If you are going to work with people you don't have an existing relationship with, I always recommend you charge for your services.

### Here's why:

When you do a reading for someone, there needs to be an exchange of energy.

An exchange of energy means the person gives you something, and you give them something. An exchange of energy is healthy and is present in all relationships, including love relationships, friendships and family relationships. There is give and take, and this is right. None of us wants to be in a relationship that is a one way street. I'm sure that you would not be satisfied if all the

people around you do is take from you and refuse to meet your needs or help and support you. In some cases, it is OK to do readings for family and friends for free because in return you have their friendship, support and love.

However, it is not OK to give like this to members of the public whom you do not know. At least, in my experience, it doesn't work out long term unless your financial needs are already met and you wish to work on a charitable basis.

For the rest of us, although it is a beautiful idea, it has negative consequences: it can lead to burnout because all the energy is going one way. You are offering your time, energy and services but the client offers nothing in return. And so you are unable to meet your needs.

Here are the two main unpleasant consequences of this situation:

### **1. The Client Doesn't Value the Session**

Many people do not value what they do not pay for — this is just an unfortunate fact of life. If you offer free sessions, you may have some grateful clients, but you can also expect to have some clients who will stand you up without an explanation. Also expect to have some people who disrespect your work. Some people will assume that because it's free, it's not worth anything.

The worst clients I've had are those that did not pay for their sessions. When I say 'the worst' I mean disrespecting of my time, unpleasant and/or rude. By contrast I've had hardly any paying clients who behave in this way. Free sessions often attract entitled clients who are in the 'victim' mindset. The difference between paying clients and non-paying clients is very noticeable. If you do not charge, you will attract entirely different people altogether — and you may not like working with them very much.

### **2. You Can Become Emotionally Invested in Your Clients in an Unhealthy Way**

Ordinarily, when a client pays you for a session, you deliver the session, get paid and then forget about it. You don't become too attached to your clients or overly-invested in their lives.

If on the other hand, you don't charge, you can easily become invested in your clients' results and lives. Naturally, when we give to people, we invest in them — it happens all the time with our friends and family. This is OK because our friends and family give to us, too. But in my opinion, it's not healthy for this to occur with complete strangers or even acquaintances on a regular basis.

Here's an example of when this does not work: if a client gets a series of free sessions and never acts on the information or uses it to improve her life, I can guarantee you'll begin to feel frustrated. If

on the other hand the client has invested financially in a series of sessions with you and doesn't use any of the information, you may feel that the client is wasting her time (and perhaps you will tell her this!) but you won't feel emotionally frustrated or annoyed, because you still got something in return for your time.

So, unless you want to become emotionally invested in people you don't know (a recipe for disappointment), I recommend charging for your time and energy.

## NOTES ON REFUNDS AND YOUR REFUND POLICY

Most Professional Intuitives do not offer refunds on their sessions. This is because the client is paying for the time and energy you devote to their questions, they are NOT paying for the quality of information they feel they have received. Note also that the client may not resonate with their reading straight away, but then later on they may see it differently. So this is one reason why a Professional Intuitive should not be too hasty to issue a refund for a client who is not sure their session was helpful.

My policy is not to refund any completed session, however in the past I have refunded one session. This was a healing session (in a modality I no longer practise) which the client did not find helpful. I had no idea at the time that the client was unhappy with their session, but the client publicly slated it (and me) in an online forum in a very categorical way. I decided to refund the client as he clearly stated he had wasted his money on my services and was recommending that others do not partake of a session with me. It is hard to make everyone happy all the time. I know people who would not refund in that situation.

Please note that this is the absolute worst case scenario and it has only happened to me once (out of thousands of sessions.) The vast majority of people are happy with their session and many are repeat clients. However, if you do a lot of sessions, you could be slammed at some point. Being slammed always hurts. Usually the client who is slamming you will be in the 'victim' role, and no-one was able to help them.

## WHAT NEXT?

Are you unsure of how to go about building your business? Do you want to know which marketing methods will work best for you and your intentions in your business?

Well, lucky that you're a Professional Intuitive, because you can read for yourself and find out!

Here's a method that I personally use, to help me to pinpoint the easiest and most sustainable way to build my business. If you can't decide what would be the best course of action to take next, having this technique up your sleeve is perfect, because it means that you don't have to 'um and ah' over that business decision, instead you can just ask your Higher Self what will create the results you are wanting! And then implement.

## BE YOUR OWN BUSINESS INTUITIVE

1. Bring in a Divine being of your choice by doing the breath-work exercise
2. Write down your intention with your business at the moment: for example, "I wish to work with three clients per week" or "I wish to build a business that makes \$2500/month in a sustainable way." (Note: I always include the word 'sustainable' in my intentions, because sustainability is really important to me — my aim is to build a business that lasts, that does well in a long-term way, and that doesn't lead to burnout or exhaustion. But your values may be different from mine.)
3. Write down all the possible courses of action you could take to achieve this goal
4. Call on your Higher Self and Spirit Guides, by simply saying "My Higher Self, My Spirit Guides, my intention is to work with three clients per week and to build a sustainable business."
5. Next, get your pendulum out, and for each option, ask "How aligned is this course of action with my desired outcome?" (ask for a percentage)

By doing this, you will know which options you need to focus on, and in which priority, in order to achieve your desired outcome.

You can also use this method to find out which business model is most suited to your business goals.

For this exercise I recommend focusing on the steps that feel like logical next steps for you. For example, if you've just started out in this field, you probably won't be looking to write a book immediately. Instead you will want to ask about creating a website, creating an affiliate program, writing a blog or sending out a newsletter.

Remember to give yourself enough time to implement the steps, especially if you are new to business.

According to a mentor of mine, Sandra Martini, there are three stages in building a business:

### **1. Building Your Foundation and Attracting Clients**

Your focus during this stage is to put in place the basic foundations of your business, such as creating a website or blog. You will need to work ‘on’ your business, plus you will need to work with clients ‘in’ your business in order to ensure cash keeps flowing. For this reason, building a new business is always a busy time. Your focus is on putting yourself out there, attracting clients, working with clients, building the structure, and gaining credibility.

When you start out, you are obviously in stage one, so you don’t need to think too much about writing a book or hiring an assistant. Focus on the basics.

### **2. Leverage Your Business**

When you are attracting enough clients, it’s time to automate your business more so that you’re not doing everything yourself. At this stage you may want to hire an assistant and/or accountant. You may wish to create other strands to your business, to maximize passive income such as information products or books. You may raise your rates.

### **3. Grow Your Business Further**

This is the time when you have enough clients and you aren’t doing everything yourself, so your focus is on building your business further in a variety of ways, increasing your profits, and making sure everything is working as it should.

How big you grow and whether you get to stage three is up to you. Some people remain in stage one forever, and this is of course no problem at all if that suits you.

## **GOING BEYOND READINGS**

At this point, you may already feel overwhelmed with all the information in this chapter. You can just take building your business step by step. However, I wanted to mention something for the future which is mentioned in stage two:

If you would really like to build your business and be successful in this field, you may also wish to create your own information products or classes later on. At the time of writing, more than half of my income comes from information products. This is a great way to increase your income and reach more people with your work. You may find that clients are coming to you often with a certain request or problem. Perhaps clients always want to cover a particular life area, and you may find that ideas for an information product come to you through this. This is how it happened for me.

Working with clients provides a great deal of inspiration and ideas in this area.

Creating information products is perhaps a topic for a further course, however.

## THE REALITIES OF RUNNING A WORK—FROM—HOME BUSINESS

Doing intuitive readings full time is solitary and subjective—based work, which means that it involves going into your inner world. It is not like going into the external world, into an office everyday nor do you see co-workers.

Make sure to balance the solitary and subjective nature of the work with objective activities and interpersonal relationships, otherwise you can get the ‘home business blues’. Here are some tips to help you to do this:

- Spend your ‘down time’ with family and friends (if you have children this is wonderful for grounding.)
- See your local clients in person when possible.
- In order to ground yourself, make exercise a part of your self-care, if it is not already.
- Have one day a week (at least) where you are not staring at a computer screen.
- Do Skype sessions with the webcam switched on (I personally don’t do this as I get self-conscious when I am reading for someone live, if they are watching me! However, some people like to do it.)

Remember that this work may not be physically taxing but it is important to have a good foundation in place, practise self-care and ground yourself regularly. The more you meet your own needs and keep good boundaries, the more you can be of service and grow your business.

## NOTE ON TAX AND OTHER LEGAL OBLIGATIONS

It’s not practical for me to provide information here on filing your taxes or setting up your business legally, as every country has a different process for doing this. However, please ensure you do your due diligence and investigate any legal obligations for setting up a business in your country.



# Certification

To be Certified as an Intuitive Reading Program graduate, you are required to have completed a total of 25 practice readings. Here is the recommended number of practice readings for each type of session:

Spirit Guide Profile readings – 5

Career readings – 5

Decision readings – 5

General intuitive readings – 10

(The general intuitive readings must comprise a selection of questions on: Spirit Guides, career, relationships and decisions. They may also include Akashic Records information.)

**“ONE TYPE OF READING DIDN’T APPEAL TO ME SO I DIDN’T GET ANY PRACTICE AT IT — CAN I STILL BE CERTIFIED AS A GRADUATE?”**

Yes, as long as you have covered it as part of a general intuitive reading at some point. For example, if you didn’t complete the practice decision readings, you will need to have covered decisions as part of your general intuitive readings.

Please note that you must have completed at least five general intuitive readings in order to graduate. Once you have completed five general intuitive readings, the remaining 20 practice readings can be on any area.

You must also have had your final mentoring session, as outlined in the course, and you must have completed all of the homework assignments, including all the course worksheets

When you have fulfilled the requirements above, please send me a list of the readings you have done. Please include the dates of the sessions, plus the client's first name. You will also need to include the type of session that you did (e.g. career reading, general reading, etc.)

You can send this information by email to **[anna@annasayce.com](mailto:anna@annasayce.com)**

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## WELL DONE!

Congratulations on reaching the end of the Intuitive Reading Program...

...Thank you for allowing me to be a guide for you on this journey, and I wish you all the best on your path as a professional intuitive!

