



Brenda Soulfire
crystal
medicine woman

Reiki Master



Month 12: Your Own Brand of Reiki

Class 23: Gaia Lightworker Ethics
and Making it in the Holistic
Business Industry





BRENDA

Soulfire

Soul Sister

Mystic Circle Leader

Certified Crystal Healer

Registered Metaphysics Practitioner

Usui, Crystal and Shamanic Reiki Master/
Teacher

Boricua Crystal Medicine Woman

Spiritual Life Coach

Healer Brand Doula

Healer Mentor

Certified Business Coach

Conscious brand content strategist



YOUR BRAND *of reiki*

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- What do you want to be the go to expert of?
- Who are you ready to serve?
- Your Niche
- Extra OM Work - Mind Map Your Niche



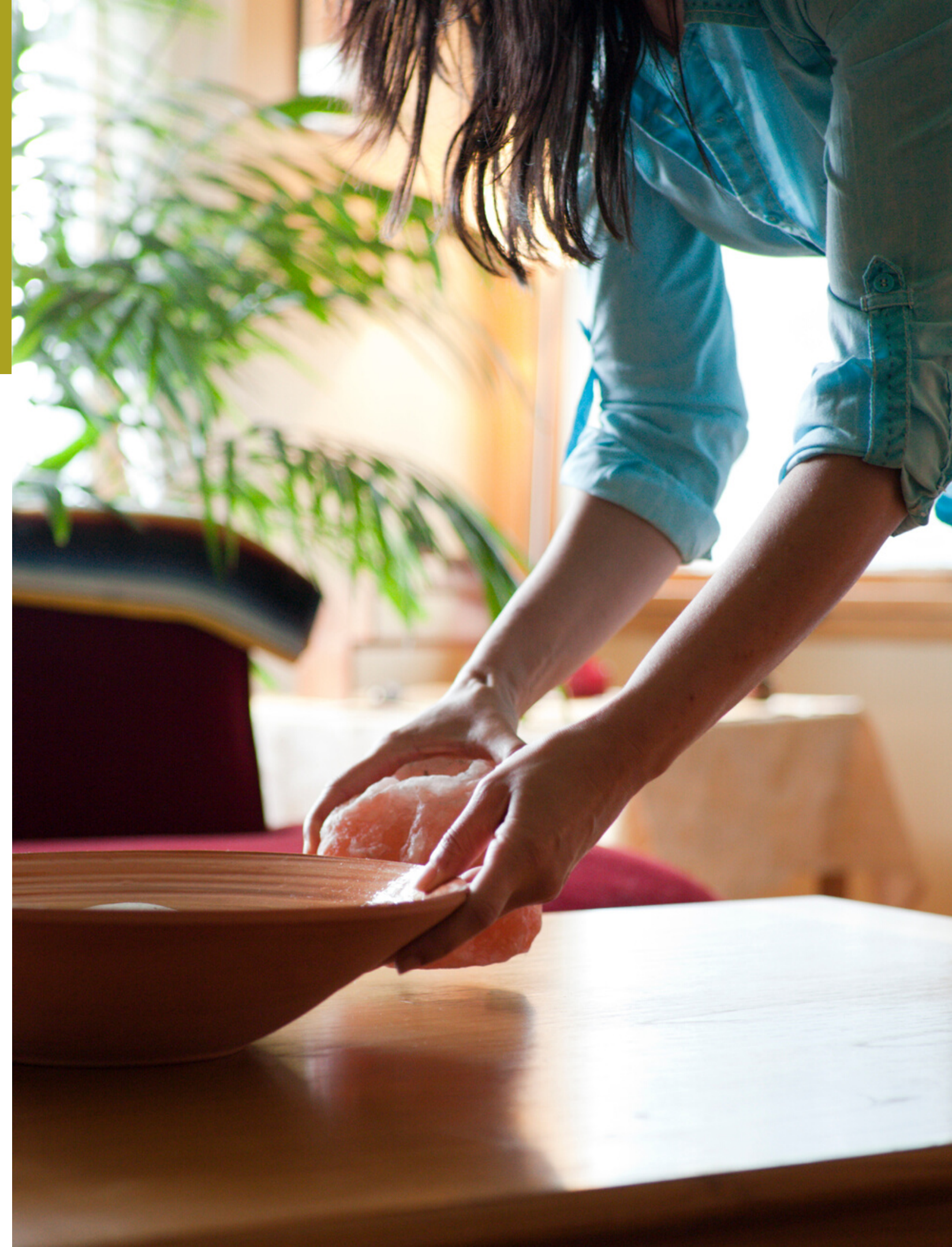
WHAT IT TAKES *To make it*

- Know your local laws concernign alternative medicine practitioners
- Build a network! There will be times you need to refer clients, plus you want to build a tribe
- Collabs!
- Raise your rates every year
- Be pivot ready
- Get into a Creatrix / CEO/ Goddess life flow
- Go all in
- Get clear on your why
- Work on shifting your money story / work story
- Business what is business / spirituality what is spirituality
- Attend to your wellbeing first
- In it for the long run, your life is now of service to all, including you!
- Know your limits and place those boundares / systems beforehand
- Discern from those who want to shine along with



OPEN PRACTICE checklist

1. Give name, sessions
2. Open business legally
3. Check and comply with local laws
4. Set up healing space
5. Set up best practices
6. Set up client intake forms
7. Establish Brand
8. Content Strategy
9. Set up Offer Suite
10. Build Website
11. Gather Your Tribe in Social Media
12. Figure out your launch cycles
13. Freebies / Testimonials
14. Build trust
15. Give value in every step of the sales funnel



YOUR PREMISES

- Appropriate safe environment, clean, access to bathroom
- If in room, apart, not in living room, set a tent outside or be mobile
- check laws working from home
- mobile, go into home, park
- rent an office
- join a spa team
- clear clutter and keep tidy
- change sheets and cleanse crystals and tools after each session
- You are responsible for the health and wellbeing of your client while in a session
- Make sure equipment is safe, sturdy table.
- Be aware of light, sound, smell in the space
- Disinfect and smudge and clear yourself after each session



WHAT TO CHARGE

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- What do other therapists in your area charge: massage therapists / reflexologists?
- Charges depend on your expenses and years in business
- Work on your money story and neutralizing your emotional charge toward money as a neutral force of energy exchange, it makes the buzz go in the bee honeycomb, keeps life moving and assists you
- Make clear what you charge in your site, brochures
- Prepay before sessions



THINGS TO TAKE CARE OF

- Advertising
- Marketing Materials
- Community Outreach - Local Schools, Fairs
- Content flow
- Offer Suite Pillars
- Business Setup, Budgeting, Building Self Employed Skillset
- WebSite Building
- Social Media Profile
- Business Account
- Keep your records
- Insurance, Accounting, Tax
- Looking after yourself, you are the light tower now
- Who is what is your personal support system? You will absolutely need this now.
- Who can you swap treatments with? Who can I collob with? Reach out!



SESSIONS & offers

- Who are you serving?
- What are they trying to achieve?
- How can you help them?
- What would you like to offer the next 3 months?
- How much time can you hold space for?
- What are the logistics?
- Clients care about end result
- What's your A to B method
- What can you teach on?
- How do you facilitate people's transformation? What is the pattern you see yourself engagin with in healing sessions?



COMBINING

reiki

- Reiki works well with all hands on modalities: massage, reflexology, chiropractic, acupressure, essential oils, crystal healing of higher subtle bodies
- Bach flower remedies, herbal medicine
- Allow reiki to flow to the rx, remedy
- Only reiki? Then consider training in 2 other branches of reiki to make a triumverate niche



COMBINING *reiki*

- Establish the river of peace first. Use reiki first.
- Reiki is a super strong base to work in the light
- Crystals
- Shamanism
- Massage Therapy
- Talk Therapy
- Physical Therapy
- First aid class



HEALING

with sound

- Reiki music
- Tibetan bowls
- Crystal bowls
- Wind
- Sea
- Waterfalls
- Nature sounds
- Ping when shifting from chakra to chakra or finishing a large step of your session
- Use to awaken, follow your inner child
- Sound takes you places emotionally
- Shamans heal with sound
- Experiment with sound and how it feels in your heart



LAYERING

aromas

- Study and use essential oils
- Wash hands before session, even if distance ses
- You also need the good smells
- Incense use high quality, ask first
- Smudging
- Flower water
- Brush teeth
- Shower before session
- Mop only for the healing room
- It's your temple
- Rose oil, lavender, bergamot, holy basil





MAGNETITE EARTH STAR REIKI
FOR US

OM WORK - CLASS 23

..... Reiki Master Certification

Reiki Master Certification Final Exam!

Congratulations. You are so close to your certification as a Reiki Master. Yaaay! So proud of you. You will receive a high resolution copy of your Reiki Master Certification by email after you successfully complete the following:

- 3 Practice Reiki Sessions:

1. Perform 3 Reiki Practice Sessions, in person or distance, not family
 2. Email me your rationale with notes, pictures for each one: intention, problem, solution, before and after of person's emotional/mental state, any spiritual occurrences of note :)
 3. Ask the client to email me their review of your session at soulfirehealer@gmail.com
- Celebrate yourself! Gift yourself something you want. You deserve this. :)

OM WORK - CLASS 23

..... *Reiki Master Certification*

1. Finish reading textbook up to Chapter 22.
2. Journal Exercise: Script your life with your now open practice. Journal exercise like it had already happened, you have your practice where you want it on all levels, including financially and most importantly, how you feel about it. Get specific.
3. Testimonials and street cred are everything for us healers! I would appreciate some video love. :) Please send me a short 1 minute Video Review of the Course. Thank you!!!
4. Pick 3 people to give 3 Reiki Master Practice sessions

SEE YOU DURING OUR FINAL CLASS 24!

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Reiki Master Certification

Class 24: Your Healer Brand

- What has this program bloomed in you?
- Symbols, colors, emojis
- Spiritual identity markers
- Your niche
- Your tribe



CRYSTAL BLESSINGS!

STAY CONNECTED

Email me at soulfirehealer@gmail.com

Visit my website at

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