



Brenda Soulfire
crystal
medicine woman

Reiki Master



Month 12: Your Own Brand of Reiki

Class 24:

Gaia Lightworker Ethics &
Your Healer Brand





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



WHY TALK ABOUT *ethics?*

- Because you came here to set things right
- This is an unregulated industry, and what makes you stand out is your truth and connection to what you are doing
- There is a right way to practice shamanism professionally
- Unregulated industry
- Values are important and are directly linked to your medicine, your heart energy is the one that feeds it all
- Good business and personal ethics ensure your good reputation and word of mouth perception
- Being consistently ethical and checking yourself breeds trust which is what people look for in a healer
- Ethics are the principles that guide us to make a positive impact through our decisions and actions.
- Ethics keep your energy work clean.
- Businesses run on the energy of the person in the lead: you
- An ethical company runs on principles such as honesty, integrity, fairness, trustworthiness, accountability, and respect for others.
- Ethics give your strategy a home base.



GAIA LIGHTWORKER

ethics

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- You have been called to lead during the Ascencion process of Gaia and the light body evolution of consciousness of its human tribe
- You lead by example
- You heal as you lead
- Imperfect loving relatable leaders and lovers is what we need
- Your ethics and sense of right and wrong, your relationship to consciousness now needs to be top notch
- You are on the side of truth, simplicity, love



GAIA LIGHTWORKER

ethics

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- You now work in Service to All, for the highest good of all. If you are feeling resentment, you still have work to do! Get help with that. :)
- Health and wellness of your clients, collabs, you is now your highest priority
- You are the holistic viewer, the one that can see all existing planes at once
- You observe, let light come through you, stay as neutral as possible, only act with the knowing, (ego impulses always have a strong emotional charge. Knowledge just is in your bones, truthbumps)
- You now commit to a lifelong process of personal development up in body, mind, emotions and spirit
- What you heal, your tribe/ circle heal with you



GAIA LIGHTWORKER

ethics

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- Personal healing and development takes center stage on your professional front
- Promote accuracy, honesty and transparency in all your communications
- If you are not loving a client, refer them!
- Build that network of referrals, include psychologists, massage therapists, nutritionists, etc
- Keep agreements
- Underpromise and overdeliver
- Know and keep your personal biases or limitations in check
- We are One. Respect the dignity, worth, and uniqueness of all people, and the rights of individuals to privacy, confidentiality, and self-determination.
- Reiki Apostolate - free or low cost for a niche
- Personal commitment to acting ethically



GAIA ENERGY HEALER

ethics

- Honor the land you live on and the land you were born in. Form a relationship with it.
- Offerings, prayers, blessings. Make it a normal thing.
- Buy from ethically sourced crystal shops: feel their vibe and how they treat their crystals
- Ask sellers for their sources. If they can't give you a straight answer, take your money elsewhere.
- Beware of the super lowest priced ones, they are often fake
- Get your crystals from miners themselves, as close to source as possible or healers
- Ask what they know of their source, research the mine.
- Advocate for ethical mining and right compensation and safety of everyone involved. You can send letters to local leaders.
- Be a clear channel. Know when your stuff is coming up and put it aside, Be a clear channel of information and clear intention when working with crystals.
- Thank the crystals, always!



WHAT IT TAKES *To make it as a healer*



- true to ourselves and our mission here in this lifetime
- business strategy
- offers
- nurturing your tribe, your people
- daily spiritual practice
- consistency showing up
- consistency with content
- surrender to your spiritual development
- co creation with Earth's forces and your decision to place yourself in service to All
- testimonials
- seeding
- results
- outreach
- sacred offerings
- sacred experiences
- networking
- continued evolving of your skills
- well rounded healers are holistic and know a lot about different subjects



YOUR HEALER *brand*

- Anatomy of a Brand:
- The anatomy of a brand is pretty similar to the anatomy of a personality – it's based on a set of beliefs and values that directly affect how you behave, how you present yourself and your shared aspirations in life with your customer. It's a well thought out conversation.

Most important issues: Positioning, values and personality.

Most important document: Brand Guidelines

- Color Palette
- Look & Feel
- Fonts
- Iconography (symbols)
- Photography/Illustration Style
- Tagline
- Logo
- Voice, Tone & Manner
- Content Pillars
- Editorial Guidelines
- Customer Experience



LAND YOUR HEALER BRAND



"A Conscious Brand supports positive impact – for people, organisations and the planet. It builds trust authentically through higher purpose, values and actions. It's better business on purpose, and it's the way of the future." - [Consciousbrands.com](https://consciousbrands.com)

Your Unique Healer Brand:

- Defines and grounds you
- Speaks to the right customer
- Speaks volumes subconsciously
- Builds trust
- Aligned to your soul's purpose and your vibe/emotional landscape
- Announces your presence before you are even there
- It's like room decor for your business waiting room
- Acts like a beacon for your circle, tribe, community
- Is an expression of your unique soul and healer gifts, no cookie cutter is going to cut it
- Evolves with you



REFLECTION

Time



Think back to when you began this program:

- What was your original expectation?
- What has this program bloomed in you?
- What is the main difference in you before and after? one word to describe the change that embodying reiki has brought in you
- Now think of your vision, your future Reiki practice that you envision, what word will take you there?



HEALER BRAND

prompts

- 3 Symbols
- Healer name
- Logo creation
- 3-5 colors
- 3-5 emojis
- 3 words that describe your healing in verb, active tense - tagline
- 3 words to describe what you offer
- 3 words to describe your end result



HEALER BRAND

prompts

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- Spiritual identity markers
- What paths define you?
- What symbols closely match your inner being vibration stamp
- If it's more than one culture/religion/ path, how can you blend them right?



YOUR *niche*

- Who were you before your healing?
- Why did you need you then?
- What is your medicine? 3 words
- who do you want to lead?
- Who are more than capable of leading?
- What situation are they going through?
- Of these, who are the most profitable? who are mosre likely to invest in my services? why?
- What's their particular brand of suffereing and how can you get them out of it? Be specific.



YOUR *healer name*

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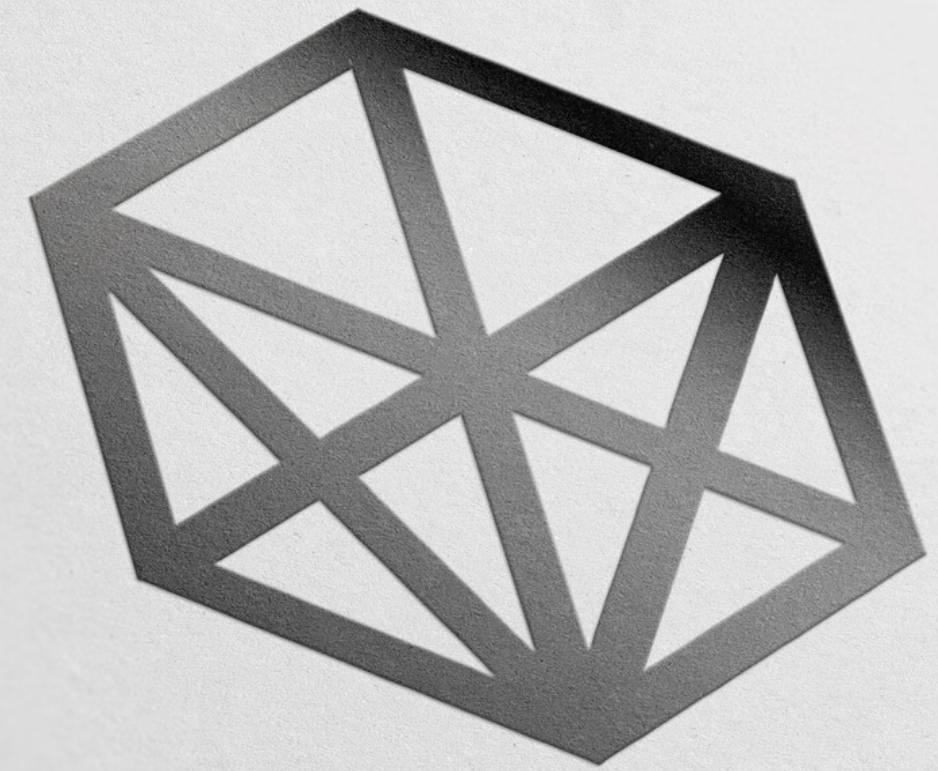
- What names keep appearing
- Any symbols you doodle a lot
- If you were a writer of your story, how would you describe yourself mythically?
- What are you called here to do?
- What words truly inspire you?
- Call in your guides now in front of you
- Ask them to give you your healer name
- Come back and recheck name in 21 days.
- Perform ceremony to seed this sacred name.



YOUR

Logo

- What 3 symbols most call to you, throughout your life, raise you up, code you to connect to Spinit.
- Which symbols define you as an avatar?
- What does your Higher Self look like / say?
- What IS your healer name?
- How do these shapes interlock, play in flow, have in common
- what meaning do you want encoded in the shape?



LOGO
BRANDING

REIKI MASTER CLOSING CEREMONY



OM WORK - CLASS 24

..... 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. :)



CRYSTAL BLESSINGS!

STAY CONNECTED

Email me at soulfirehealer@gmail.com

Visit my website at

www.brendasoulfire.com