



Chapter 1) Welcome and Recap

Here's a quick recap of what we covered in Class 7:

The Role of a Mentor

- We discussed the important differences between mentoring and therapy, and why it's essential to recognize the boundaries between the two.
- We explored how to guide clients and students in a way that supports their growth, while still maintaining healthy professional boundaries.
- And we looked at how true mentorship is grounded in leading by example, consistency, and personal integrity.

Developing Mentoring Skills

- We learned and practiced techniques for effective mentoring, including active listening, reflective feedback, and goal-setting.
- We also addressed how to handle manipulative behaviors or difficult clients—using discernment, compassion, and firmness when needed.

In today's class, we'll pick up where we left off—**completing Part 3: Supporting our spiritual mentoring clients in their spiritual development**—before beginning **Module 4: Business Skills for Reiki Practitioners**.

Chapter 2) Supporting Client's Spiritual Development

1. When to Transition a Client to Mentorship or Deeper Support

- **When:** Mentoring is only offered when they ask or seek it in some format.
- **What are they looking for:** Know your limits and boundaries. If they specifically asked for guidance on their life journey, depending on your comfort level. If you

decide to take on their role, you need to be clear about what you are doing and how you can mentor your clients effectively. If they need psychic reading and you are not a psychic reader, then feel free to refer the clients to a trusted service provider. Only if they asked for referral, and you are comfortable with referring.

- **Readiness for Integration:** If a client has developed self-awareness and emotional regulation, they may be ready for a mentorship role themselves.
- **Signs of Plateauing:** If a client is no longer making progress or seems to need a new framework, mentorship might be a better fit.

Chapter 3) Exploring the RERI Associate Teacher Training for Additional Skills

- **RERI Associate Teacher:** We suggest that you learn how to become a Reiki teacher to gain more experiences in educating people on Reiki. Our program offers deeper training in relational healing, facilitation, and embodied mentorship.
- **Program Overview:** Includes advanced facilitation, group leadership skills, and shadow work.
- **Skill Building:** Teaches practices for attunement, understanding student behavior, teaching methods.
- **Mentorship Pathway:** Graduates will gain more knowledge and skills to mentor others or facilitate classes within RERI.
- **Community Support:** Participants become part of a supportive learning community with peer mentors and guided practicum experiences.

Chapter 4) Business Skills for Reiki Practitioners

1. Setting Up a Reiki Practice

Setting Up a Healing Space That Aligns with Your Practice

Your healing space should reflect the principles of Reiki: calm, balance, and intention. Whether it's a home studio, rented space, or mobile practice, consider:

- Feng Shui or energy flow of the room
- Cleanliness, minimalism, and soothing decor
- Natural lighting, soundproofing, and relaxing scents or music
- Comfortable treatment tables, fresh linens, and accessible amenities
- Displaying certifications, disclaimers, and intake forms in a professional yet welcoming manner

2. Marketing & Client Acquisition

Building a Professional Brand and Online Presence

Your brand is more than your logo—it's your voice, values, and visual identity. We already have the brand built; by having a current Associate Reiki Practitioner Membership with us, you can utilize our branding and set you apart from other practitioners. You will have access to our logo, branding materials. This includes

- A unique value proposition (UVP): What sets your Reiki practice apart?
- A consistent look and feel across all platforms (website, social media, business cards)
- A professional website with:
 - Services offered and pricing
 - Practitioner bio and credentials
 - Testimonials or case studies
 - Booking and contact options
 - Blog or content to educate and build trust

Effective Marketing Strategies (RERI plans to expand our support in these areas.)

Use a combination of traditional and digital approaches:

- **Social media:** Instagram, Facebook, and even YouTube for sharing healing tips, client success stories (with consent), or behind-the-scenes of your practice
- **SEO and Content Marketing:** Use keywords and write blog posts that address your audience's needs—e.g., "How Reiki Helps with Stress" or "What to Expect in a Reiki Session"
- **Email Marketing:** Build a newsletter to share events, offers, and wellness tips
- **Networking:** Attend holistic fairs, partner with yoga studios or wellness coaches, or give talks at community centers or online summits

Strategies for Client Retention and Referrals

- Follow up with clients after sessions with personalized care that demonstrates concern, respect and professionalism (but don't become a Dr. or give advice or personal readings.)
- Ask for feedback and use it to improve your services
- Encourage word-of-mouth referrals by providing referral bonuses (sounds good but you are paying for referral and that is a questionable practice)
- Create a welcoming and trustworthy atmosphere so clients feel comfortable recommending you to others

3. Financial Management

Setting Fair and Sustainable Pricing

Determine your rates by evaluating:

- Market rates in your area (Typically, a single Reiki session can range from \$80 to \$150)
- Your experience and level of certification are factors in pricing.
- Session length and any added value (e.g., guided meditation)
- Overhead costs (rent, supplies, marketing, taxes)

Set pricing that honors your time and expertise while remaining accessible to your target market. Avoid undervaluing yourself. It's okay to revisit and adjust your pricing as your experience or expenses grow.

We recommend you use our fee structure to get started.

Pricing structure should be determined by location and if you are moving to a high cost of living area, we will need to adjust the fee with you.

Understanding Bartering, Package Discounts, and Ethical Pricing

- **Bartering:** Consider trading services with other professionals to work when there is clear mutual value. Always document barter to ensure clarity. We recommend caution in this area. This is one way to gain experience in doing sessions when you first started out. However, you might want to give yourself a timeframe such as 6 months or a year for the bartering and then switch to fee only service when you have more experience.
- **Package Discounts:** Offering bundles can incentivize repeat visits and help clients commit to long-term healing goals. **BUT.** These approaches may help but keep in mind you're setting a tone.
- **Sliding Scale & Ethical Pricing:** You may choose to offer a sliding scale or donation-based sessions to increase accessibility, but these can create problems respecting your time and boundaries. Communicate these clearly in your policies if you decide to include them.

Transparency and integrity in pricing build trust and foster long-term client relationships.

Bookkeeping: Managing Income, Expenses, and Taxes

Solid bookkeeping ensures the financial health of your practice and reduces stress around tax season. Key components include:

Tracking Income:

- Record all revenue from client sessions, packages, workshops, and product sales.
- Use digital invoicing tools from spreadsheets to software to streamline payments and maintain records.

- Consider offering clients digital receipts or invoices for their own records and to increase professionalism.

Tracking Expenses:

- Categorize expenses: rent, marketing, supplies (e.g., crystals, linens, incense), training or continuing education, professional memberships, and insurance.
- Keep receipts and store them digitally or in a dedicated physical folder.
- Use a business credit/debit card to separate business from personal expenses.

Financial Tools & Software:

- Use simple tools like Excel or Google Sheets or opt for dedicated bookkeeping software, keeping in mind it can be a project to set up and may not be needed in the beginning (Wave is free and great for small businesses; QuickBooks is more robust).
- Automated recurring entries and bank imports where possible.

Taxes & Compliance:

- Set aside a portion of your income (often 20–30%) for taxes, especially if you are self-employed.
- Consider working with a tax professional familiar with small or holistic businesses.
- Know which expenses are deductible—many practitioner-related costs (training, supplies, marketing) may be eligible.

Regular Reviews:

- Conduct a monthly review of your finances to assess profit/loss, client volume, and service demand.
- Use this data to inform future pricing, marketing efforts, or expansion plans.

By keeping organized financial records, you gain confidence, reduce legal risks, and make smarter decisions for your Reiki business.