

A Guide to Creating Your Healing Practice

by

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Upon graduating from BBSH in 2014 I was overwhelmed with where to begin the job of starting my professional healing practice. I was confident with the healing skills and working with clients and had great information for creating a professional practice, however I felt that I lacked business knowledge and marketing skills. I found to-do lists and taking one step at a time very useful and I'm guessing this may be true for you as well. When I started at BBSH I worked with a dear Minister friend of mine (who happened to give me the book *Hands of Light* in 2001) who helped me create a Sacred Covenant* for each year of school and subsequent Sacred Covenant for my business and big life decisions. Having a Sacred Covenant as my Master Framework has been extremely useful for me and I hope it is a beneficial guide for you as well. Here is my to-do list for personal practice items first and business tasks second.

Personal Practice Items:

1. Daily practice energization exercises (as taught by Self Realization Fellowship-see Yogananda.org for more information). These exercises are done to open the chakras and ground in preparation for meditation.
2. Practice daily meditation to receive guidance from your Higher Self.
3. Create a Sacred Covenant* for your practice. I have a great resource person for this if interested in learning how to develop a Sacred Covenant for your healing business.
4. Stay connected to your BBSH classmates. My 2014 classmates do a monthly Skype call to stay connected and share healing interests. Stay connected to your BIP and/or supervisor for support and balance.
5. Continue to practice Brennan Healing Science skills including aligning in Hara, grounding, healer's prep, and using the healing response for yourself when you have an emotional reaction!
6. Visualize yourself as a successful Brennan Healing Practitioner. For example, you can picture yourself doing several healings per day if this is the kind of practice you intend, or teaching workshops and doing healings in your healing office.
7. Attend Brennan Alumni gatherings whenever possible for contact, continuing education, and fun!
8. Create your personal care team. My care team includes first and foremost, God and Guru's (of Self Realization Fellowship), my husband, my healer, prayer partner, Brennan Integrated Practitioner and supervisor, Intuitive Massage Therapist, Sound Healing Practitioner (tuning forks), my Brennan classmates (Skype team), my chiropractor/functional medicine practitioner, primary care physician, gynecologist, ophthalmologist, dental hygienist and dentist.
9. Receive healings regularly ☺, follow your heart, practice good self-care, and enjoy yourself!

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Sacred Covenant *
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Purpose: Love

Vision: Living fully as a healing presence in the world.

My Intentions are:

1. To reveal the healing Power of Love in all relationships.
2. To consciously make choices that promotes health.
3. To inspire, encourage and teach others.
4. To be guided in providing wellness services (includes health coaching, energy healing and workshops) for my clients and others.
5. To experience and witness growth for my clients as well as myself.
6. To live in gratitude accepting the fullness of Life in all Its expression.
7. To be fully supported and financially prospered in the expression of these intentions.

Promise: “Seek ye first His Kingdom” Matthew 6:33
“I am the Light of the world” John 9:15
“Love one another as I have loved you . . .” John 13:34
“There is a Power that will light your way to health, happiness, peace and success, if you will but turn toward that Light.” Paramahansa Yogananda

Useful Healing Business Guidelines:

1. Create your healing space. I purchased a home with a mother-in-law quarters with a separate entrance and have home-based (tax deductible) business and maintain a City of Reno business license, massage and nursing licenses.
2. Create your business name (allow this to come naturally-my business name contains the word “hansa” which means swan, named after my spiritual teacher, Paramahansa Yogananda and includes the word “wellness” as this is my focus and the word “studio” as this is where my healing practice takes place.
3. Create a basic website (this is not necessary, but useful to refer your clients to get information). If you are a massage therapist and member of The Association of Body workers & Massage Therapists you can get a website for free). I use wix.com and a web assistant, which may save you a whole lot of frustration if you need help with this.
4. Create contents for your web pages: home, about, services, workshops, forms, testimonials (see several Brennan Healers’ sites for website ideas).

5. Create forms such as a letter of introduction, confidential client information form, how to prepare for a healing session (these are in the year four BBSH workbook under professional practice and/or on the BHSA website).
6. Link your website to BHSA website-it has great information for you and your clients!
7. Begin to network with healers in your community. I joined a group of people who do complementary healing work. This helped me bridge from my former nursing community into my new healing community.
8. Get professional photo's taken (include pictures of your healing space).
9. Create your elevator talk to let people know you are a healing practitioner and the benefits of receiving healing work. This was a process for me and took several attempts at writing and practice.
10. Use the Featured Graduate page on the BBSH website. I have gotten many clients from this. Your services may also be listed on other sites. My practice is listed on the Holistic Nurses Association website and the BHSA active member site.
11. Establish fees for services. Research the market in your area for similar services and consider the education investment you have made to become a Brennan Healing Practitioner. Give discounts (or a free one hour session) to clients who refer 3 paid clients to you and consider giving a discount for first time clients. Give discount package deals for 3-10 sessions and cash payments.
12. Consider taking the *Hands of Light, Light Emerging, and/or Core Light Healing* leadership training. Teaching workshops is a great way to introduce your community to energy healing work, develop self-confidence, generate income, and gain healing clients.
13. Decide if you want to be a sole proprietor or a limited liability corporation. I have a home-base business and am a sole proprietor. I keep record of income and expenses and give this to him on a spreadsheet annually. My tax attorney prepares my taxes for my business.

Barbara Brennan School of Healing gave me the opportunity to shift into a more meaningful and congruent career that utilizes my education as a nurse, massage therapist, and healing practitioner. It is my passion to share this work with others who can benefit and grow with it. I wish you well on your journey and hope these real-world guidelines are valuable for you. You are welcome to contact me for further information or questions.

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