

Reiki Business Plan

Guide

**Create Your Reiki
Business Plan!**



Standing Stones Healing
standingstoneshealing.com

Your Reiki Business Plan

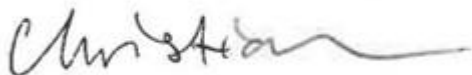
Reiki business plan... Does it have you saying “Yes!” or “Yeah, right!”? Whatever you feel when you think of a business plan, this guide has you covered in an easy to follow step-by-step format.

I’m Christian of Standing Stones Healing, and I’m honored to encourage your Reiki business journey, including with this free Reiki business plan. It’s one small part of the [Build Your Reiki Business program](#), the most comprehensive Reiki business program available anywhere.

Starting a Reiki business can seem mysterious, confusing, even scary. You feel overwhelmed, uncertain, and doubtful you can make it work. You don’t know what to do, how to do it, or how to get started. That’s why I’m here to support you not only with the powerful Build Your Reiki Business program, but also free resources like the [Reiki Biz Kit](#), [Build Your Reiki Business podcast](#), Reiki business [videos](#), Reiki business [articles](#), and this Reiki Business Plan Guide.

Building a Reiki business isn’t easy, but I’m here to help. Reach out anytime at christian@standingstoneshealing.com.

Blessings to your Reiki business!



Do You Need a Business Plan?

Not really...

Chances are, your Reiki business plan will most likely only be seen by you, unless you're seeking a loan or it's requested by banks or businesses. So do you have to do a Reiki business plan? Most likely the answer is no.

But can it help you get clarity, insight, and direction? Yes. And these are always important in any business. Be careful, though: spending too much time on a business plan can also keep you from focusing on more important things, like offering Reiki, so if you decide to create one, you don't have to get too detailed or in-depth.

Either way, it's helpful for you to know what a business plan is and have the opportunity to create one if you choose. Creating one at the outset of your Reiki business can help you start strong, but you can do this at any stage of your business and can revisit it from time to time.

Because your Reiki business plan is most likely a document for you only, this template is only a guide, and you can be flexible with the sections of the plan, what you include, and how detailed you get.

For more on Reiki business plans, tune into this [episode](#) of the Build Your Reiki Business podcast and this [video](#).



Your Reiki Biz Name

Business Plan

STANDING STONES
HEALING CO.

Your Name, Owner
Date

Executive Summary

An Executive Summary is an overview of your business that provides information on each of its aspects.

Product/Service

This is where you talk about what you're selling. Reiki! Yes, and you may also be offering other services, too, like card reading, EFT, yoga, coaching, you name it. Or even tangible products, like books, candles, cards, incense, etc. Use this space to give an overview of the services and products you're offering for sale.

Customers/Clients

This section focuses on who you're serving. Who are your target customers? Try to get more specific than "anyone who wants Reiki!" Really think about it...who are you serving? Where are they located? What are their demographics? The more clear you can get on who you're serving with your products and services, the better you'll be able to determine how to reach them.

In this section you can just include an overview and then get more specific about who your clients are in the Market Research section. Not sure who your ideal client is? The [Build Your Reiki Business program](#) will help you figure it out.

Future of the Company/Vision

Consider your vision for your company. Where do you see your company going? What are your goals for the company? It's ok if you don't have a clear vision for the future at first. We often gain clarity as we move forward. But if you have an idea of where you're heading, that can help you to have a direction to move in and something to be moving toward.

For instance, maybe you want to be the #1 Reiki provider in a 50 mile radius. Great! Write about that, including how many clients you plan to see per week and/or how much gross income you see yourself bringing in each week. How many clients would you need to see to be #1? How much do you need to gross to be #1? What does being #1 mean to you?

Have an ultimate goal, like owning a retreat center or speaking on international stages? Include any of that here.

Company Description

Mission Statement

Any good company has a mission statement, even small Reiki businesses. Your mission statement doesn't need to be long or detailed, but it's best for it to be clear. Can you distill who you are, who you serve, what you do, and why into a sentence or two? Creating a mission statement, along with a guide and exercises to help you create one, is included in the [Build Your Reiki Business program](#).

Principal Members

In a formally established business “member” is another name for “owner.” Most likely, your name and title are going to be the only ones here.

Your Name — owner

Legal Structure

This is where you list what kind of business you have, whether a sole proprietorship, fictitious name, or limited liability company. If it's a registered business, you can include which state it's registered in and any other business structure specifics.

No idea what any of these terms mean or the differences between them? For an overview, get the *DBA? LLC? OMG!* article in the [Reiki Biz Kit](#). And yes, it's all covered in-depth in the Build Your Reiki Business program!

Market Research

Industry

An overview of the Reiki/healing/wellness industry can be helpful here, but it isn't necessary. What's most important is the state of the wellness industry in your area and how Reiki fits into that larger whole. Having an idea of the industry in your area, including numbers and statistics like the number of other Reiki practitioners, wellness centers, or similar businesses, can help you to understand how your specific Reiki biz fits into your community.

Detailed Description of Customers/Clients

Here is where you can get specific on the clients you plan to serve. Who are they? What are their hopes, dreams, fears? What services do they prefer? What do they want? How can you best serve them? Yes, the [Build Your Reiki Business program](#) offers support for these questions.

Company Advantages

What are your advantages over other Reiki or similar businesses in your service area? What sets you apart? What do you do differently? What do you offer that others don't? Do you have special knowledge or skills, possibly a marketing background, public speaking experience, or you're well connected with medical staff? These are all things that can set you apart from other practitioners and providers, and it can be helpful to know what those advantages are so you can leverage them.

Listing them as bullet points may be an easy way to organize them. A sample list might look like this:

- Already have 3 paying customers per week
- Certified sound healer
- 2 years of experience as a marketing intern creating social media posts and writing informational articles
- Numerous connections with local real estate professionals
- Regular customer at local health food store

Services

Product/Service

Here you can list your products and services. List out everything you offer or plan to offer.

- Reiki sessions: 60 and 30 minute
- Crystal Healing: 60 and 30 minute
- Tarot Readings: 35 minute
- Reiki Crystal session: 90 minutes
- Crystal Reiki Coaching session: 60 minutes

For inspiration on creating products for your Reiki business, tune into this fun and inspiring [Reiki Business Collective discussion](#) with Mary Riposo of Infinite Light Center.

Pricing Structure

Here you can include your prices. List out everything you offer or plan to offer and the price.

- 1 hour Reiki session, \$70
- 30 minute Reiki session, \$40
- Crystal Healing 1 hour session, \$80
- Crystal Healing 30 minute session, \$45
- Tarot card 30 minute reading, \$35

Questions about what to charge and how to price your services? Tune into this video answering the question [“What do I charge for Reiki?”](#) on the Standing Stones Healing YouTube channel for some thoughts.

Marketing & Sales

Growth Strategy

You can include information in this section about how you plan to grow your business, how you plan to reach clients, an overview of the actions you will take, and how you will expand on those actions.

Here's an example:

- Attend wellness fairs and expos
- Hang flyers at health food stores
- Contact hospitals and nursing homes

Because marketing is important for your Reiki business success, there's a whole module, Module 6, all about it in the [Build Your Reiki Business program](#) with lots of insider information on marketing for in-person and distance, proven processes to market your Reiki biz, and more! Oh...and if that's not enough marketing info, one of the program bonuses is all about social media success secrets!

Communicate with Clients

How will you reach your clients? How will you connect with them? How will they be able to reach you? This can help you to see at a glance how you're reaching out and bringing people in, find any gaps in your outreach, and brainstorm additional ways to connect and communicate with the people you serve.

Here's an example:

- Meet with nursing home Director of Nursing
- Post on YouTube, Facebook, and LinkedIn
- Include contact information on website
- Post phone number and website in office window
- Create mailing list to send information about upcoming events and special offers

This could be a really long list, so feel free to approach this however you like.

That's it!

A Reiki business plan isn't as hard to create as you might have thought, and it doesn't have to be long or incredibly detailed. If you're applying for a loan or other business support, I do encourage you to approach it with more thought, planning, and strategy than if it's for your eyes only. When you're required to submit a business plan, your business is being judged by it and what you write in the business plan and how you write it will impact whether or not you get that business loan or whatever else you might be applying for.

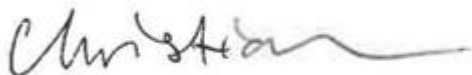
But otherwise, you can sketch out your Reiki business plan on a napkin. You can get as detailed or as simple as you want and include as much or as little as you want. When I started my Reiki business, I never even finished my business plan! You and your business will grow and change. So, too, will your vision and plans for your business, so don't stress too much about creating the perfect business plan. As a matter of fact, I recommend spending more time doing [this](#) at the beginning of your business.

Thank you so much for checking out this Reiki Business Plan Guide. I hope you found it helpful. Please feel free to send it to a friend, student, mentee, or anyone else who might find it useful.

And if you did find this Guide helpful, please know that the information here represents just .39% of the Reiki business information found in the [Build Your Reiki Business program](#). Yes, really. There's that much more to share with you in the program. You're welcome to join us and start building now.

Looking for more free Reiki business info? Check out the [Build Your Reiki Business podcast](#), get the [Reiki Biz Kit](#), and even read [articles](#) on the Standing Stones Healing website.

Thank you, and blessings to your Reiki biz!



Kind Words and Endorsements

I attended Reiki Card Coaching with Christian of Standing Stones Healing and would highly recommend it to any Reiki business owner who wants to move forward with their business. Christian has a knack of holding space and listening to pick up detail and provide coaching to assist you in moving forwards. I gained immense clarity from this session, the feedback from Christian and suggestions he put forward made good sense and I will be implementing these.

Comprehensive and Educational!! Build Your Reiki Business is exactly what I was looking for. I would highly recommend this course to anyone who is starting their own Reiki business!!

I am so grateful for taking the Build Your Reiki Business program! It provided such valuable information and cleared up many confusing steps for me!!

Taking this course [Build Your Reiki Business] saved me countless hours of research. It provided a complete look at all the main aspects of setting up a Reiki business.

Thank you!

