

Setting up your practice

When first setting up your practice there are some basic questions that you need to ask yourself.

Are you ready? Do you feel well-studied, experienced, and have genuine ability? Have you tested your skills on other people, not friends, to get feedback? Did it ring true for them?

What is your motivation? Is it to serve for the highest good of others and serving the Source, or does a source of income come first and the service second?

Will you run your practice from your home in a suitable room or hire another space to work from? Does the hire space 'feel right' for your needs? Is there parking available, and do you have disability access?

Will you have a supervisor, or a person who knows what you are doing, whom you can talk to or discuss issues that arise in your practice?

Have you identified the guidelines that you will work within? Guidelines you might like to include are:

- maintain confidentiality, except when receiving confidential supervision for yourself
- keep your own personal life out of it
- do not become emotionally involved with the client
- let everything to do with the client, including any emotional, physical or mental energy you may have picked up from them, leave with them
- protect your privacy and have an independent phone and email address for bookings
- do not work when you feel unwell
- do not overbook and become stretched which eventually leads to 'burn out'
- if you are not the right person for a client, pass them on to someone you know can help them.

How do you decide how much to charge?

This is often an ethical question for spiritual people as it feels wrong to charge when you are working with spirit. However, this is also about valuing your time and being respected by others. Often services given for free are taken for granted and it is important that what you are offering is valued and respected.

You can get a guideline on what you can charge by what others are charging for similar services. It is important when you are first starting that you set a price that feels right for you but also is within the range of what others charge. You may feel that you need to charge in the lower range to start with as you build up your clientele, and can look at increasing your charges as you build up your confidence.

There is no right or wrong amount to charge, it needs to be based on what you are comfortable with.

Advertising your services, products or workshops

You need to consider how you are going to advertise your services or products. Ensure that any advertising you do is without embellishment or unrealistic promises. This is always about integrity for a spiritual worker.

Where are you going to advertise what you are doing? It may be on:

- social media such as Facebook
- local community noticeboards
- Spiritualism New Zealand directory (you need to be a member to advertise on this page).

You can also consider the following ideas.

- Have you got a local spiritual outlet where you can advertise by either leaving leaflets for people to take or putting a notice on their noticeboard or in their window?
- Is there a spiritual centre in your area that would allow you to put a poster up?
- Are there any local groups that would be interested in what you are doing? Perhaps you can give a talk there.
- Are there any spiritual circles in your area? You could leave some leaflets for those attending.

What are you going to put on your advertising?

People tend to read things with fewer words, so it is good to focus on the important things when you are writing advertising. An A4 flyer is a very useful tool as you can convert it to a jpeg version to advertise on social media, use it on noticeboards etc, and reduce it down so that you can get four on a page to use as handouts. Your flyer might include:

- a picture relating to your service, product or workshop
- a title giving a clear indication on what you are promoting
- a brief paragraph about what it is you are doing
- venue details
- cost for workshops and perhaps services
- contact details so that people can book or find out more about what you are offering.

How will you keep up to date with your modality?

Our world is changing fast, and it is important that you enhance your abilities in your modality, and others that may be complimentary to it. In this way you can ensure that you are giving the best possible service to your clients. You may be able to do this through:

- on-line webinars
- workshops
- networking with others who work in a similar way to you
- information from the internet.

The SNZ community

You have a dream where you will help people with your talents and the training that you have undertaken, and now it is time to turn that dream into reality.

By joining SNZ, you gain access to support for your journey, and the ability to advertise your services on our website, through our directory and our events page, and on our Facebook page. In addition, you gain the benefits of being part of our community.