THE SPIRITUAL

Business Building

WORKSHOP

Written Notes

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Workshop Introduction & A Bit of Background About Me

This document contains all the written notes of what I shared in the spiritual business building workshop, along with some extra bits and pieces that weren't included.

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In this workshop, I am going to share with you the knowledge I have amassed over the last 14 years in the area of online spiritual business.

To start with, I am also going to tell you a bit about my own business journey so you can understand where I am coming from with this workshop and how I think about spiritual business. We all have different motivations and paths so it's good for you to have a bit of background about my path, so you can get to know me if you are new to my work.

Back to the Beginning...

OK, so I am going to rewind 14 years. It is 2007 and I am working in a language school in Spain, teaching English and French. I studied French and Spanish and graduated from the University of Oxford in 2006, and I have to say that after my cushy student life, I found the working world a big disappointment.

Me at my University graduation ceremony in 2006

Firstly, it was a disappointment in terms of how exhausted I was all the time and how unrewarding it was.

I was teaching 7-9 hours per day in a language school and I was earning about 1200 euros per month. I was burned out from the amount of contact time I had with students and I found that I had very little energy for anything apart from work. I also had no money left over at the end of the month to pay off my substantial credit card bills and student loans from being a student. However, I had graduated around the time of the recession so I knew I was super lucky to have a job at all.

But I didn't feel lucky. Instead I felt trapped, not just financially but also in terms of how my time and energy was being used. I think that this is a feeling that many people can relate to at some point in their lives.

I was also very dissatisfied at the time from a 'soul purpose' point of view. I was teaching English to both adults and kids, but I often found that my students were not that interested or motivated to learn English. I regularly had the thought "I can't believe I studied at University for 4 years for this?!" People told me the world would be my oyster after University, just because I had a good degree, but it really wasn't.

I had this sense of knowing deep inside me that I was here to make a difference, and that co-existed uncomfortably with this profound sense of disappointment about how life after University had turned out.

It was a discouraging time and I didn't know how I was going to bridge the gap between those two things. I knew I could help people to reach their goals with language teaching, but it wasn't quite what I was looking for in terms of impact. I wanted to have a bigger impact on the world than that.

Around this time I was also doing a lot of spiritual searching because life was so boring and devoid of meaning that I was seeking something more meaningful. At the time, I was looking into my past lives, and while browsing the web, I found an Akashic Record reading that went into past lives. I couldn't afford it but put it on my credit card anyway. The reading was fascinating and I was amazed at what the reader had told me in it.

This Akashic Record reader was offering a practitioner-level training in learning to read the Akashic Records and do these readings for people, and I was so fascinated and amazed at what she had told me that I signed up.

This modality involved doing Akashic readings and healings for people. As part of the course you had to work with practice clients and I threw myself into it and got certified quite quickly. Then I started doing these Akashic readings & healings for people around me and I also got a few bookings through my practice clients who referred people to me.

One of the practice clients was a guy who had a prominent EFT (Emotional Freedom Technique) website. He believed in what I did and sent out an email to his large newsletter list about my services, as a favour to me, but also because he liked my service.

He sent me some clients initially and that really kick-started my business.

I decided to leave my language teaching post in February 2008. I have seasonal affective disorder (S.A.D.) and often get depressed by the time winter is coming to a close and sometimes make big life changes that are a little ill advised. It became clear to me that my situation with this job and in Spain wasn't good enough and I wanted much better for myself. I was also suffering from burnout.

So I did something reckless — or maybe it was bold? (I'm still not sure which!)

I quit my job!

I hardly had any clients. I had no money (I actually had minus money and lots of debt), no website and no tech skills. I didn't even have a computer!

I also had no confidence; I was surrounded by naysayers & skeptics (including some abusive family members who I later became estranged from), and I had a less-than-optimistic attitude, thanks to my ongoing battle with seasonal depression.

But things started to move in the right direction, in spite of all the obstacles.

My EFT friend who sent me my first clients kindly created a WordPress website for me (however, it was really ugly — a total abomination!) And over the coming months I focused on getting enough work to survive. I had just moved to London and I had to earn enough to cover my rent (which I remember was £500 per month), my food and bills.

I made £24,000 in profit that year (2008) which was more than enough for me to live on. It was around $33,000 (USD). I hustled like mad to be successful in that first year.

My income and client base climbed every year after that and there has never been a year where I regretted leaving my job or where I was unable to provide for myself very nicely.

Over the last 13-14 years, I've managed to create a business that allows me to work part time (I work an average of a few hours per day), I reach millions of people with my work and I get lots of positive feedback about how my work has impacted other peoples' lives, which makes me really happy. My work is often enjoyable and provides extremely well for me on a financial level (multiple 6 figures in profit annually). I even got New Zealand residency through my business, through their demanding entrepreneur track to residency.

So that is my background and why I am qualified to guide you in this area.

Content Marketing & Why It's The Best Way for Spiritual Businesses to Get Known

Next, I'm going to go into how you can market yourself as an online spiritual business owner.

I am going to go into a few different ways you can do this but don't feel overwhelmed because I'm also going to give you a method later in this workshop where you can tune in to your guides and ask them: which out of the strategies I will be giving you on this call, are the ones that can help you achieve your goals?

It is clear that one of the best ways you can market your spiritual business is to create online content.

Here's why:

Offering services online is obviously quite different from running a bricks-and-mortar sort of business. If you have a shop, like a florist's or a pharmacy, you're probably going to want to locate your shop near a place that has lots of foot traffic and people. That way, when people are passing, they remember they need something from the pharmacy and they pop in.

Online businesses are not like bricks and mortar businesses, in that **we don't have people who are just passing by our website and pop in for something**. Instead, all websites are located at the end of a road, like a little cul-de-sac. We're all on a dead-end road. We have to create the traffic ourselves that leads people to our cul-de-sac so that our business doesn't just languish in cyberspace, forgotten (and this happens to a lot of online businesses.)

The way to create that foot traffic to bring people to your cul-de-sac is to create content that brings people into your business (aka your website.) Then when they're visiting your website, they're more likely to buy from you.

(The other way to create that foot traffic is to run paid Facebook/Instagram/Google or Pinterest ads, however that of course requires capital, and it can sometimes be hit and miss when you may not know your market and client base well yet.)

This is why I recommend new spiritual business owners start out with creating free content in order to attract business.

There are three ways you can create content and you should choose one that fits best with your gifts and skills:

1. Blog posts/articles, which attract free Google traffic
2. Podcasts, which attract listeners on iTunes
3. Videos, which attract viewers on YouTube

Although I plan to do more vlogging in the future, my primary means of gaining traffic over the past 14 years has been #1 — this has suited me because I wrote a lot at University, I'm an introvert, and in the past I have liked to hide behind a screen a bit.

Note that Google WANTS you to be visible — hiding behind a screen or hiding your identity isn't going to wash these days in the way it used to. (There is a real move towards transparency in the online space in recent times.)

So, consider which one of the 3 above is your primary strength.

Here are some ways to come up with free content for an online spiritual business

When you create content, always, always, always ask yourself: 'Why should anyone read this?' and 'Why should people care?'

One of the mistakes that people often make when blogging is taking some nebulous goal that they want to help people with, and then making content about that. For example, if you're a life coach, you may want to empower people in their lives. But not many people want to read a blog post entitled 'How to become empowered'. Very few people care about that, or even think in those terms.

Hardly anyone wakes up in the morning and thinks 'I need to empower myself and I'm going to find a life coach to help me with that.'

Instead, people wake up in the morning and think things like:

- ‘I need to make more money’
- ‘I am lonely and need to find more community’
- ‘I want to find a new partner’
- ‘I need to extract myself from this relationship’
- ‘I’m sick of my job’
- ‘I need to learn to make better decisions; my last few choices all sucked.’

So, when you create free content, you want to think: ‘problem solving’.

Write ‘how-to’ blog posts on real problems that people have. For example, one of my blog posts is about helping people overcome common issues and problems with channelling.

Try to come up with the problems or issues that people have in your field that you can help them with, and then blog about it. It doesn’t matter if the problems are really “niche” ones or very specific. The more specific the better, actually.

Let’s have a look at another idea for coming up with content:

Write about your products and/or services — educate people on why they would need them

You cannot assume that your ideal client has a grasp on what you do and how it benefits them. In fact, when you write, you should act like your client knows nothing.

What articles could you write to educate people on why they need your service or product?

What concepts or ideas are there which underlie your services or products, which are not well understood?

As an example, I have some aspects to my work that are quite esoteric and not well understood — I specialise in the Akashic Records, and that’s an area that not many people know about, so I blog about it often and try to explain things to people in a digestible way.

I also blog sometimes about space clearing, which is another area I help people with.

People find spiritual & psychic stuff endlessly fascinating, so you are unlikely to bore your audience educating them about what you do (as long as you relate it back to how it can help them and why they should care!)

Let's have a look at another way to come up with content:

Read a lot within your industry or topic

I often seek out books in the spiritual field and watch anything on TV about spirituality. This gives me inspiration for my blog posts and it gets me thinking about my topic.

To give you some examples, here are some recent posts that were inspired by reading within my topic area:

These ones were inspired by reading the book 'The Premonition Code':

- Is It Possible to Read The Future? The Latest Research Says Yes
- Get Advice from Your Future Self - Free Guided Meditation (I even turned this into a lead magnet...more on that later.)
- Precognition/Remote Viewing Exercise
- & The Precognition/Remote Viewing Exercise Results

That's 4 articles from one book that took a couple of hours to read (I am a fast reader.)

Here are some more recent articles inspired by books:

- 4 Ways to Harness Your Menstrual Cycle to Develop Your Psychic Abilities
- The Upsides and Downsides of Being a Professional Intuitive

If you read a book but don't have any ideas from it (but you think it's interesting), you could also write a book review. People are often seeking to read reviews from people when buying a book, and Google the title of the book hoping to read an independent review.

Let's have a look at another source of content:

Sharing your spiritual path

Some people are hungry for spiritual community because they have not yet 'come out of the spiritual closet' and their family or friends do not know they have spiritual interests and beliefs.

This applies particularly to those people in the US who live in areas where Christianity is very prevalent (these tend to be places where people can be judgmental of more spiritual paths, which leads to a sense of isolation for those who are spiritually minded in these areas.) These are the people who are looking for spiritual community online.

So, in order to serve and connect with these people, you can share your stories, personal lessons and past insights.

You might wonder, 'who wants to listen to my stories?' (I used to think that.) However, you will be amazed at how interested and keen people are to read something personal, real, authentic, and human in an often impersonal world. Sharing your stories also helps to build up trust with your readers.

One of the deals I've made with Spirit is that I use my blog as a way to share my experiences, so that others can feel less alone.

Here are some examples of this type of content that I've written over the years:

- How to Identify & Release Traumatic Stress from the Events of 2020
- The Devastating Discovery My Deceased Grandmother Led Us To & How the Dead Sometimes Use the Living to Find Resolution
- Your Intuition Can Save Your Life (& Stop Your House Burning Down!)

- How I Energetically Cleared & Blessed My New Home
- Dealing with Emotional, Spiritual & Physical Burnout
- A Spiritual Journey Around New Zealand — A Photo Diary
- 3 Intuition Lessons Learned from House Sitting
- Have You Ever Wished You Were More Like Someone Else?
- The Dark Side of Spirituality? — My Past Experiences With Fundamentalist Spiritual Teachers

Then there's the pure entertainment factor — people are very intrigued by anything spiritual in general and want an inside look into the life of someone who works in this field.

Note that you do not have to share a lot about your own path (in fact you can forgo this altogether if it makes you uncomfortable) but it definitely adds something nice to your content if you can share about your life a little bit. You don't have to go full on 'reality TV show' about it and spill everything. There is a fine line between sharing and oversharing.

I have also shared a lot about my experiences with past life regression & between lives regression, as a client.

Here are some examples of those:

- I Went to the Afterlife and Back
- My Past Life Regression Experiences
- Lessons From My Past Life As An Oracle
- My Amazing Past Life Discovery

Let's have a look at another possible way to come up with content:

Ask your Guides & Spirit for inspiration

Let's say that you decide you want to blog every week. Tell Spirit this is your goal and you need help creating content for it. You could sit down to channel something at a certain time and tell Spirit this is your time for creating. Don't wait for inspiration.

In the workbook that accompanies this workshop, you will find an exercise for enlisting Spirit's help with coming up with content (it's exercise 5).

Give your opinions about matters and issues which are relevant to your readers and clients

(...Especially if they go against the mainstream or 'accepted' point of view in this field!)

Here are some examples of articles that I've written that fall under this category:

Is Anger Unspiritual? (I wrote this because I found that the belief 'anger is always bad and we shouldn't feel it' was quite prevalent in the spiritual community and I had something to say about that.)

Here's another one that falls under this category of an 'opinion' post:

Why You Should Charge for Your Spiritual Work

Opinion posts have been among the most popular ones on my blog, so if you have a strong opinion about something in the spiritual community, you should share it!

This is also one reason you should read other peoples' blogs, because you might read something that someone else has written and that you disagree with, and then you may want to write your own take on the topic.

However, don't get distracted or intimidated by what other people are doing or how well they are doing it. Instead, use it as inspiration, and if it's not inspiring you, stop looking around.

Here are some other leaders in the spiritual field whose blogs you might want to read:

(Note: some of them specialise in areas you may not specialise in, such as Tarot, astrology or mediumship, but I am listing them below anyway, so you can take a look

around at what other people are doing...most of these people started around the same time as me.)

- Amanda Linette Meder
- Erin Pavlina
- Kari Samuels
- Melanie Beckler
- Biddy Tarot

...And you can find my blog here.

Note: Above I haven't listed some of the really big players in this field (like Rebecca Campbell, Kyle Gray, Sonia Choquette and Colette Baron-Reid) simply because most of them leverage published books and online events with big publishing companies (like Hay House) to build their businesses. Most people simply are not going to have access to such publishing leverage, and focusing only on that route is too much of a gamble.

Let's have a look at more possible ways to come up with content:

Interviews with other people

Interviews with other people in your field can also be popular, especially if the interviewee has some skill or perspective that you do not have — for example, mediumship or animal communication.

Here are some interviews I have done on my blog, so you can see some examples of this:

- Signs from the other side & astral projection - an interview with Erin Pavlina
- Ghosts, new age pet peeves & dealing with adversity - an interview with Slade Roberson
- Interview with psychic-medium Amanda Linette-Meder
- Interview with Jay Linden: the Saturn Return & how it affects you

Write about what interests you

I sometimes write about past lives and mediumship. I don't really offer anything in these areas for people to buy (I do train people to read the Akashic Records and find out past life info that way) but these areas interest me so much that it's hard to stop myself from writing about them. Luckily they tend to interest my readers, too.

Divination

You could do an 'energy forecast' for the week or month, using oracle cards, Tarot cards, astrology or numerology. Kari Samuels (link above) does this quite well. Be aware however that this is not 'evergreen' content — i.e. it does not age well or bring in traffic long term, so it probably isn't the only place to focus your efforts.

Dawn Grace Kelly (one of my previous teachers) does this nicely on her Instagram.

Client case studies

Sometimes you can also share interesting case studies from clients, but you do need to be careful about how you approach this, and make sure you have permission to share before you go ahead and create content about it.

Here's one case study that a guest blogger (Debra Reeves) did on my site.

Notice what people are asking you about

People are not shy about contacting website owners with questions. What are your readers asking? What are your clients asking? Create content about that.

Here's some examples of questions I answered on my blog:

- Is It Possible for Intuitives & Astrologers to Predict If You'll Have Children?
- What Does It Mean When I 'See' Sparkling Lights or Columns of Light With My Bare Eyes?
- Should You Pass on Psychic Messages to People You Don't Know?
- Is It OK to Use A Ouija Board to Get Spiritual Guidance?
- Are Women More Intuitive Than Men?

Do some keyword research

This is the most effective (and the quickest) way to build your blog.

Keyword research means looking into: what are people actually Googling? And is there already content out there that meets the needs of people who are Googling stuff?

And then ideally finding areas or topics where there are people Googling but not much info out there to meet those needs. Note that the market is more saturated than it was back when I started in 2008, so this method of building a blog isn't as quick to work as it once was, but if you are willing to write about some really 'niche' stuff and keep blogging month after month (even though no-one may be reading yet), this can work nicely.

Note that there are usually two types of content that you will write. The stuff that you write to meet the needs of people who are Googling stuff may not be of interest to your newsletter subscribers, because it might be so specific. Therefore, to meet the needs of your newsletter subscribers and general audience, make sure you're also writing about more general stuff.

I'll give you an idea of the difference between those two...

This article was written for the search engines:

- Should You Quit Your Job Following a Spiritual Awakening?

Can you see how it's rather specific? That's because there's a couple of hundred people searching for that phrase each month, and not a lot out there to meet their needs. Those are people I am attracting to my website.

On the other hand, this article was written completely to serve my blog readers and newsletter subscribers:

- Why Do Some Places Have Weird Energy?

If you read that, you'll see it speaks to an experience that many of my blog readers have had — the experience of walking into a place and feeling strange vibes, and not knowing why.

You can tell it was written for my blog audience and newsletter subscribers because (1) it refers to something that is more general and universal as an experience, and (2) it has more comments than the article about quitting your job following a spiritual awakening.

If you do keyword research, you will really see what I mean about niching down into some really specific stuff when you write for the search engines.

Miles Beckler talks about how to do keyword research in these articles & videos:

- How to Find Low Competition Keywords Fast [online article]
- How to Do Keyword Research for SEO & Content Marketing - Learn How to Create Your Master Keyword List [video]
- Watch & Learn EXACTLY How To Research Keywords Like A PRO! [video]
- #1 Best Free Keyword Research Tool!

In the workbook that accompanies this workshop, you can find some detailed action steps to take if you'd like to come up with more content for your spiritual business. I have also added some steps below:

1. Decide which is your strongest gift: presenting in videos, writing blog posts or creating audio content for iTunes

2. Set yourself a challenge where you are going to produce a certain amount of content over a certain amount of time e.g. 15 blog posts in one month, or one video per week for 3 months. Make sure it is doable for you, your schedule, and your responsibilities. Doing a 90 day content creation challenge is probably the best way to kickstart your blog or video channel. This involves creating 90 videos, 90 podcasts or 90 blog posts in 90 days. Miles Beckler talks about this in this YouTube video: The 90 Day Challenge: Grow Your Audience FAST without Paid Ads!

3. Tell Spirit your intention and ask for help with inspiration (see exercise 5 in the workbook that came with this workshop). Watch for ideas, and make sure you have down time for ideas. Good ideas come when you are relaxing, like walking or showering, so you must have some down time for those ideas to arrive.

4. Start reading in your field/industry and set yourself the goal of one book per month/week.

5. Do some keyword research using the instructions Miles Beckler gives in his videos.

If you want to write a post but you're not sure if you have that much to say on the topic, do some research! Google it and see if what you read inspires you. Obviously don't copy anyone else's work but consider whether you think differently on the topic than what you have read elsewhere, on other peoples' blogs or websites. Use other peoples' work for inspiration.

Once you have created content for the search engines, make sure you update it and make a few tweaks at least once per year in order to keep ranking for that content. This is a great paid resource which teaches you how to do this. (I have no affiliation with the author but have read and can recommend this book.)

How I Personally Create Content

As you may know, many of my customers arrive at my site through free articles that Google sends people to, when they search for things.

Here's my process for creating content for my blog:

First of all, I ask Spirit how many hours do I need to work this week creating content. I use my pendulum to locate the number of hours needed.

Then I schedule those hours in my calendar. For example, if Spirit tells me I need to blog for 10 hours this week, I might block out 2 hours on each day, Monday-Friday.

(I use a time tracker — Screenshot Monitor — on my computer so I can see how many hours I have worked.)

When it's time to create content, I sit down and disable the internet. I work in 25 minute blocks then have a 10 or 5 min break, then come back to it. I use the Tomato-Timer website to track this.

At the end of the week, I make a list of how many hours I did, what I achieved last week during those hours and I get instructions from Spirit and set goals for next week.

Be aware that when you start out as a writer, it might take 12 hours to write one blog post. That is completely normal. The more you write, the quicker you will get at it.

Also bear in mind that writing usually happens in three stages, so don't expect to write an article in one sitting. Stage one is where you've got the draft, which is a kind of 'brain dump' — you just write down everything that is in your head. Maybe you start to give the article some structure at this stage, too.

The second stage often involves adding things, editing, tidying up and moving bits around.

The third stage is to edit it again. There might also be a fourth edit. I often have a few blog posts hanging around which are in stage 2 or 3. Other times, I do all of the stages 1-4 in one day (but I wasn't able to do that when I started out.) So, what I'm saying is don't expect to write an article in one hour. You may need to chip away at it on and off for days.

OK, now we've covered content creation, let's have a look at other ways to get your business off the ground and develop it further.

The Best Way to Market Yourself - Your Email Newsletter

Before we go into detail on other ways to market your business, let's just look at the primary aim of marketing.

Marketing is about constantly reminding people of the availability and benefits of your services, so that customers keep you in the forefront of their minds.

You want to be the person customers think of when they're ready to purchase a reading or some other kind of session. You also want to be trusted and liked by customers. People need to get to know you and trust you, in order to get a reading or another kind of session from you. If you come recommended by a friend (which is through word-of-mouth), you bypass this part altogether, since people tend to trust the service providers that their friends use and recommend. But if you want people to buy from you without a recommendation, you need to build up trust.

The #1 way to build up trust is to offer something that people can download, or a quiz that people can do, in exchange for an email address (aka **a lead magnet**), and then

email people monthly, weekly or bi-monthly with updates, articles, chit chat and discounts.

This is your email newsletter or list, and **it is the most important thing in your business.**

If you do not have a list of email addresses that you're emailing regularly, with helpful content, discounts or updates, you haven't actually got a business.

Here's why:

1. **You haven't got the most effective way to build trust with your customers (see above)**

2. **An email list is the only thing you control in business.**

What do I mean by the second point?

Very little in online business is within your control. Let's think about how we normally attract customers — through Google or YouTube, for example. Perhaps you might get the odd customer through social media, too.

Instagram or Facebook can change their algorithms overnight and then the people who signed up to see your social media updates no longer get your posts in their feed, and there's nothing you can do about that (unless you're willing to pay for ads.)

Google and YouTube can also stop sending you the majority of visitors that you were getting, whenever they update their algorithms (and they have done this to me multiple times.) When this has occurred, the amount of visitors has dramatically decreased for a while — this is a bit like walking into work and your boss saying to you 'hey, I need you to do the same job for 70% less pay - hope that's OK with you. Later on, we may eventually bump you back up to your original wage if you work hard enough - good luck.'

This is what it is to be an entrepreneur. You will go through ups and downs. And your email list is your insurance when those downs happen.

Google can stop sending you traffic, Facebook and Instagram can decide the people who liked your page don't actually want to hear from you after all. YouTube can close your account if you offend them.

But no-one can take your list of email addresses away from you. I know that whatever happens to me in business (and a whole variety of bad things could happen and have happened in the past), I will be able to pay my bills because I have 16,000 people on my list who have opted in to hearing from me and around 30-45% typically open my emails. That's about 6000+ interested people I can sell my services and products to. That's really valuable, and in fact that is my business. My business is actually my products and services, along with the people on my list.

Therefore you should be trying to get every website visitor or visitor to your Instagram or Facebook page onto your list. If you visit my Instagram page you'll see that in my bio at the top (at least at the time of writing) I'm linking to a quiz that people can do to find out their intuitive gifts — that's one way I get people onto my list.

If you take one thing from this workshop, please let it be this:

Set up an email newsletter today.

Start creating an ethical bribe (otherwise known as a lead magnet) today. Come up with something people can download that is valuable to them. What is the primary problem your set of clients have? Create something that addresses that problem, that is really valuable, that you could charge for, and instead offer it in exchange for an email address.

Get someone to create a newsletter banner for your newsletter, which is an image of you or your logo to go at the top.

Then start emailing people monthly, at a minimum. Don't let that list 'go cold' (meaning that you've neglected to email for a while). Use the ideas I've given in this workshop for creating content and send out at least one interesting blog post, video or podcast per month to your list.

I also have things that are only offered to my list — for example, when I do a sale, it's only the people on my list who will hear about it. You're not going to hear about it on social media. So that's another piece of value you can give to people on your list - when you run a discount, offer it only to people on your list.

You could even make that the reason for people to sign up: "Get 20% off a session with me by joining my newsletter list" and give people a coupon code for it.

I use & recommend Convert Kit for sending out newsletters. It's really easy to use and the first 500 subscribers that you have are free.

If you take away only one thing to take action on, from this workshop, let it be this. Start your list today. Or if you already have a list, start emailing again if it has gone cold. Reintroduce yourself and offer something valuable to them.

If you don't have a list, you don't have a business. Your website is not your business. Your social media is not your business. Your email list is your business.

What to Include in Your Newsletters

There are two types of newsletter that you can send out. The first one is a regular newsletter, designed to build the relationship with your audience.

Ideally for this one you will include some sort of free content. You may wish to include a personal note, story or update at the beginning (I sometimes do this if I have something to say - for this section you could add in the sort of chit chat you might post on social media.)

If you can, try to create a thematic link between your personal note and your free article so that it feels relevant to your reader. In order to build credibility you may wish to include a testimonial from a recent client (if you can include a picture, all the better.) You could also highlight one of your offerings and the benefits of it (an ad within the newsletter, so to speak.)

The second type of newsletter you can send out is one where you promote a particular service or product. For example, you could highlight a new class or service you are offering or you could announce a new discount or sale you are running.

In order to avoid overwhelming your readers, I would recommend limiting this type of newsletter to a once-a-month or bi-monthly frequency.

Please see the workbook that accompanies this workshop for some actionable steps that you can take to build your list.

What about social media?

I actually wrote an article on my blog (Why Social Media Sucks for Spiritual Businesses) which explains why I don't think social media is a very good way for spiritual businesses to market themselves.

In that article, I talked about a woman who had a business with 10,000+ Instagram followers and her business went under. Social media metrics don't mean a whole lot these days.

The reason for that is that it is really hard to sell to people on social media. It's much easier to sell to people on your list. Consumers prefer to be sold to, by email. The relationship that they have with you when they're on your list is a closer one than the one they will have on social media. It feels more intimate allowing someone into your inbox and reading about them and their spiritual path, and being helped or entertained by them. Plus there's the issue on social media of not actually accessing the people who have followed your account and signed up for your updates, because Facebook or Instagram control that.

I think it also has something to do with the fact that when you read an email from someone, they have your attention (even if it's just for a few seconds). By contrast, when you're scrolling through Instagram, that influencer's post barely has your attention because you're sometimes distracted and scrolling absent-mindedly onto the next thing to look at before you've even worked out what the last one was about.

Here's an article that gives some evidence about why selling via email is more powerful than selling via social media.

If you are going to use social media, I recommend primarily using YouTube or Pinterest to add your content to, because these are actually both social media search engines, as opposed to Facebook and Instagram, which obviously aren't search engines. What you post on Instagram or Facebook is here today, but gone tomorrow. So, as far as I'm concerned they should be on the bottom of the pile in terms of social media priorities.

I see Instagram as a showcase of my best work and a little about me, but I don't see it as the best place to have a conversation with my ideal audience. (Email marketing is much better for that.) So, in my Instagram posts, I try to get everyone on there onto my list.

Other ways to market yourself

Now let's have a look at some other possible ways to market yourself:

- Set up an automatic affiliate program (via a service such as E-junkie) and reward others for sending clients your way.

- Do free readings for associates who work in the same field but who do something different — they may send people your way. Be generous in referring to others who genuinely help people, and you'll find that people will sometimes reciprocate your generosity. (This one needs to be done with no expectations.)

- Comment on other people's blogs or Instagram accounts in your industry, and make connections that way. You will need to do this repeatedly to build relationships and be noticed.

- Guest post on others' blogs (guest posting means writing an article to be posted to someone else's website) — this is win/win — you get access to another audience who may be interested in your work and the website owner gets a free article to share on their blog.

- Before the Internet was around, people who had a spiritual business often wrote a book in order to get known in this field. If you want to do this, it will either involve self-publishing or finding someone to publish your work. It is very easy to self-publish your own book these days; you can then sell it on Amazon as a Kindle book. I get some customers who come to me via Amazon because I sell a book for empaths on there, called The Empath's Toolkit.

- Hold meditations, free meetups, or workshops on spiritual topics in your local area — offering classes and events will draw more clients to you for your services.

Kickstart Your Business Through Word-of-Mouth

I have got a fair amount of custom through word of mouth. You need a really good & popular service (like Akashic Record Readings or cord cutting) to get business through word of mouth.

The great thing about word-of-mouth is that the more clients you work with, the more the word will spread about you and what you do. Effectively, by working with clients, you are already marketing yourself, because some of your clients will tell others about you.

Here are some tips for building your business through word-of-mouth. I have included them here because they are applicable to everyone who wishes to build a

business, since a proportion of your clients will always come to you through word-of-mouth, no matter what your business model is.

1. If you offer a service, you could do a number of free sessions for interested people and then ask these people to refer their friends and family to you in return, if they liked their session.

It's a great idea to offer a free session to people who work in the spiritual field but who do something a bit different from you. It may not be a good idea to offer free sessions to people whose businesses have been struggling for a really long period because many of the people they associate with or know, will not ever be able to afford a paid reading.

I believe I offered around twenty free sessions (in my case, Akashic readings) in an attempt to build my business, and it definitely helped me to build my client base quickly.

Do make sure that you're offering sessions only to interested and invested people. Some of the people I did free readings for were simply mildly curious about the Akashic Records, and they thought it was quite cool, but these people who were only curious (as opposed to invested and super interested) never referred any of their friends.

People whose businesses are booming, who are interested in spirituality and who know people who are also walking a spiritual path are good people to ask.

It is best not to have any expectations or sense of entitlement when you offer free sessions. After all, there is always a risk that you will get nothing in return for your time. On the other hand, there is also a chance that someone will become a referral source for you in the long run, so I feel it is a risk worth taking, especially in the beginning when you are also seeking to gain experience as a new service provider.

2. You could also let your practice clients know that their friends and family may have a discount on your services initially.

3. If a practice client appears to have enjoyed her session with you, ask for a testimonial. Testimonials translate to more clients booking with you — it's even better if the person who gives you a testimonial has a website that you can link to at the end of your testimonial or allows you to use their picture (this shows that your

clients are real people, who are genuinely raving about your services.) Towards the end of this document, I will give you some tips for getting some great testimonials for your services.

If you can get a testimonial from someone who has a high profile in the field of personal or spiritual development, that is even better. Early on in my career I was given a testimonial by a well-known personal development blogger and this brought more work my way, because he has a large audience and quite a few of my prospective clients knew and respected this person. So, testimonials from people who are trusted figures in the field of healing or spirituality are excellent. Testimonials from non-famous people are obviously helpful, too.

4. Let your spiritually open friends, family and associates know what you do and that you wish to work with more clients. Other people might not think to refer to you unless you specifically ask.

5. Aim to do your absolute best when it comes to your clients. One of my business mentors calls this 'extreme client care'. Let your clients know that you love to help them, and are delighted to work with them. Without exhausting yourself through over-giving, go the extra mile if you can, so that people enjoy working with you. Be as friendly and caring as you can be.

On the other hand, word-of-mouth alone is not usually sufficient to build you a thriving business in a short amount of time. To build up momentum in your business using word-of-mouth alone, it would take years. Some people do build their business solely through word-of-mouth, but it can be a very slow and frustrating way to build a full time business. So, unless you are satisfied with having very sporadic and infrequent work for the first several years in the life of your business, then word-of-mouth should not be your only way to attract clients.

Here's what I did in the first year to build my business:

On my website I did free mini readings telling people their strongest intuitive gift and subscribed those people to my newsletter. I did around 750 of those mini readings and I started sending out newsletters to those people with spiritual and intuitive development tips. That was a great way to kick-start my email newsletter.

I also went to spiritual meet-ups in London and met clients that way.

I started a blog and began writing about the various intuitive gifts. In the beginning, I did keyword research, as well, to find out what people were actually searching for, so I could cater to their Google searches. I was actually one of the first people in early 2008 to be writing about the idea that there are multiple intuitive gifts...there wasn't really anything else online about it at the time.

I also had a referral program where people got a free reading if they referred 2 friends.

These are the main ways I built my business back in 2008.

What Next?

Are you unsure of how to go about building your business? Do you want to know which marketing methods will work best for you and your intentions in your business?

Here's a method that I personally use (and have been using for years) to help me to pinpoint the easiest and most sustainable way to build my business. If you can't decide what would be the best course of action to take next, having this technique up your sleeve is perfect, because it means that you don't have to 'um and ah' over that business decision, instead you can just ask your Higher Self what will create the results you are wanting! And then implement.

Be Your Own Business Intuitive

1. Write down your intention with your business at the moment: for example, "I wish to work with three clients per week" or "I wish to build a business that makes $2500/month in a sustainable way."

(Note: I always include the word 'sustainable' in my intentions, because sustainability is important to me — my aim is to build a business that lasts, that does well in a long-term way, and that doesn't lead to burnout or exhaustion. But your values may be different from mine.)

2. Write down all the possible courses of action you could take to achieve this goal... maybe including some of the ones you've heard about in this workshop. For example: creating content via YouTube videos, podcasts or blog posts, the different types of social media (Instagram, Facebook, Pinterest, Tik tok), paid ads, affiliates, word of mouth, and guest blogging.

4. Call on your Higher Self and Spirit Guides, by simply saying “My Higher Self, My Spirit Guides, my intention is to work with three clients per week and to build a sustainable business.”

5. Now call on Archangel Michael to be with you, by saying “Archangel Michael, please be with me”. Take 3 deep breaths.

6. Next, get your pendulum out, and for each option, ask “How aligned is this course of action with my desired outcome?” (ask for a percentage.)

You could start by asking: ‘is it more than 10% aligned?’ and if the answer is ‘yes’, keep going up in increments of 10, so your next question would be: ‘is it more than 20% aligned?’

If the answer is ‘no’, you would then want to ask: ‘is it more than 15% aligned?’ and go upwards or downwards based on the response. For example, if it’s more than 15% aligned, you’d ask: ‘is it more than 16% aligned?’ and ‘is it more than 17% aligned’, until you have found the right number.

By doing this exercise, you will know which options you need to focus on, and in which priority, in order to achieve your desired outcome.

(If you’re not sure how to use a pendulum, check out this article: Quick Pendulum Dowsing Instructions.

If you’re having trouble with pendulum dowsing, check out this article: Pendulum Dowsing Troubleshooting.

And if you need help choosing a pendulum, check out this article: Tips for Choosing Your First Pendulum)

Developing the Right Mindset to Succeed in Online Business

Now I am going to talk about some of the ways of thinking around online business that you must adopt in order to be successful in your online spiritual business.

Mindset is a struggle for many people who start an online business, and I would go as far as to say it is the most critical component. If your mindset is not right, it can slow you right down and even sabotage you completely.

I am someone who is naturally pessimistic; who sees the glass half empty and I have depression, so I'm certainly prone to negative thinking. However, I have still managed (over time) to cultivate a good mindset in business for much of my 13-14 year business journey and in this section, I'm going to share with you what I've learned in this area.

Let's have a look at some of the common mindset pitfalls that new spiritual business owners tend to encounter:

1. "Spiritual and business don't belong in the same sentence"

I got this one line email from someone who saw that I was running a spiritual business workshop in my newsletter and presumably was not comfortable with it.

I'd say I get an email like this every few months, at a minimum. It could be from someone who finds it distasteful that I'm making money from my online courses, who is angry that I charge a lot for my readings or who thinks I should be doing everything for free.

If you've been in spiritual business long enough, you will come across these people too, and deep down you may also hold similar beliefs about business and spirituality. You may secretly or not so secretly feel it's greedy to charge money for spiritual services. You may want to give your services away for free or you may be asking for an optional donation or bartering, instead of actually getting paid good money for your services.

These are all signs you hold this belief about spirituality and business — that they don't go together.

I'm here to tell you that they do go together. Here's why...

In 2008, I felt the call to create a spiritual business and serve the spiritual community. I followed that call and I embraced the world of business not because I loved it, but because I knew it was necessary in order to succeed and reach the people I am meant to work with.

In creating a bunch of products and services that I am able to earn a full-time income from, this has allowed me to also create free content that millions of people have read and benefited from.

Millions of people have read my articles over the last 13 years.

Thousands of people open my newsletter and read it when it goes out.

Almost 10,000 people have watched some of my YouTube videos.

I don't know exactly how I have helped all those people or if I have, but I've received a great deal of feedback over the years letting me know that my free content has entertained, helped, informed, illuminated, and comforted people.

And then there's the benefits of my paid services and courses. Here is some of the feedback I've had from people who benefited from these.

If I had decided that business was a bit sleazy and not for me, none of these things would have been created and I wouldn't have helped anyone in those ways.

Instead, I probably would have remained a language teacher. I would have helped students to learn English, but the impact I had would be restricted to a smaller number of students rather than large numbers of people.

This is why business is cool.

It is a vehicle to help people. People don't even need to pay in order to benefit. The free stuff that I offer is subsidized by those who do pay.

I can't see what is not good about that situation. It's win/win/win all round.

So let me say this again: business, when done with integrity, can be a sacred vehicle for you to fulfil your purpose here on Earth and create a massive impact (and make good money, too.)

And you have to be able to make good money in order to keep at it; in order for it to be sustainable. After all, we all need to make enough money to pay our mortgage/rent,

put money aside for retirement, or pay off student loans. If we can't do that, it's not sustainable.

So in order to succeed in business, you must see things that way — that spirituality and business do go together.

Let's have a look at another mindset you must hold in order to succeed in spiritual business:

2. An Inevitability Mindset

Having an inevitability mindset means holding a belief that you will succeed, no matter what. You will go through hell and high water to get there, if necessary. Your success is inevitable. Failure is not an option.

This means that when you have no momentum, maybe no-one engages with your social media posts, and no-one is reading your blog, maybe your content isn't very good, but you keep showing up anyway. You don't allow yourself to become discouraged. You're committed to the bigger picture. You know that even if you see the same results for another month or another month after that, at least you're getting better at what you're doing, which will eventually lead to success.

I remember when I wrote my first 600-word article in 2007, it took me about 12 hours to write. It was really difficult and it wasn't very good either. Now I can crank out 600 words in 20 minutes and what I write these days is better than what I was coming up with back then. This is what happens when you keep showing up — even if you don't succeed in the beginning, you get better and that leads to success eventually. It's a process.

Having an inevitability mindset has allowed me to stay in the game for 13-14 years, with lots of ups and downs.

How do you adopt this mindset if you don't necessarily hold this belief about yourself now?

I'd say it's more of a practice, rather than a belief. Even if you don't believe in yourself and maybe you feel a bit empty some days, you keep showing up every day to work on your business in some way and you make progress.

An inevitability mindset gives you persistence, which is the #1 quality for a successful entrepreneur.

3. Don't worry about originality

This is another important mindset piece.

One of the pitfalls that comes up for people in creating content is that they look at what is already out there and decide "there's no room for me" or "everything has already been done". Actually, I think most things have already been done, but what hasn't been done is your take on it.

When people are seeking out information and things to read online, part of what attracts them is the content creator's energy. They want to get the info, but sometimes they also want to spend a bit of time with the content creator (in the case of the podcast or the video.) They like the person's approach to a topic and their take on it.

Everyone has their own energy and their own approach, and that is why there is always room for someone new in this industry.

So, don't even think about trying to be original.

4. Roll up your sleeves

Here's the fourth mindset piece:

You've got to be ready to work. Don't get sucked into the manifesting rabbit hole where you think you can manifest a business into being without putting in the hard work. You can manifest a successful business, but only if you also work. The only way you can manifest a successful business without lots of work is if you have a lot of money to invest and someone else can do it all for you.

You need to hustle hard in the first few years of a spiritual business, because not only will you need to work with clients, you'll also need to market yourself to attract new clients.

So you had better be ready to roll up your sleeves and invest many hours per week into your marketing.

5. You don't have to love every second of it

This one is another important mindset piece:

There's a common belief among spiritual people that you have to be following your bliss and loving every second of what you do. I don't love all of what I do — I only love some of it. So don't feel like you're on the wrong track if it's not all unicorns and rainbows 24/7. Trust me, it's unicorns and rainbows when you can make an excellent full time income on part time hours. But getting there isn't going to feel great. The 'dirty little secret' of success is that much of what you have to do in order to succeed is boring work, and you won't enjoy all of it.

6. Let go of perfectionism

Done is better than perfect.

The key is to get started now — you will never feel quite ready or like things are as good as you want them to be, whether it's your intuitive skills, your website, your social media presence or your content.

You will get better as you gain experience in your business.

I love this article by Miles Beckler: The Power of Imperfect Action.

What characterises all successful entrepreneurs is that they hold to the motto: "Done is better than perfect". They still take action even though they know that their offering/content/skills are not perfect.

These are the six mindset requirements needed to make a full time income at your spiritual business. As I said, they are more of a practice than anything — in order to be successful, you need to show up 'as if' you embody this mindset.

How to deal with imposter syndrome

When I took submissions for questions for this business workshop, it was very clear that imposter syndrome is something many people are affected by. (Imposter syndrome means doubting your abilities and gifts, and feeling like a fraud.)

Imposter syndrome is something I know a lot about because I'm not the most confident person in the world. I actually think that our society encourages imposter syndrome for anything to do with offering spiritual services, and anything to do with spirituality.

Feeling some degree of imposter syndrome is a natural result of living in a society which looks down on spirituality and spiritual services. Spiritual practices have traditionally been disparaged by patriarchal societies, which favour religion. And this is the way that it has been for centuries.

To understand imposter syndrome, we need to consider the history of religion. Religion was created by controlling men to control the masses, and a part of that was also about controlling women. For example, women often cannot be priests or have a leadership role in Western religions. Plus in many religions, it was not possible to have a 'direct line' (so to speak!) to God — you needed to do it though the (male) priest. For example, in some Christian societies, if you talked to God and heard back, you would be branded as a crazy person or a witch. So, religion in Western society was all about control, and ensuring women (and other men) would not have independence in terms of their spiritual practice and beliefs.

Be aware that even these days, there are still powerful people in the world who do not want spirituality to go mainstream, and who try to undermine other peoples' spiritual beliefs.

I'll give you a recent example of this...

Earlier in this workshop I mentioned Dr Julia Mossbridge (the author of the book 'The Premonition Code'.)

Julia Mossbridge is a neuroscientist who has done studies which provide evidence that humans have the ability to predict the future. There's a Wikipedia article about the topic of scientific research in precognition, which says that this evidence does not exist.

Dr Mossbridge has on multiple occasions attempted to alter this article, as it is incorrect. Every time she tries to alter the article, it gets altered back. The man who owns Wikipedia (Jimmy Wales) is a skeptic and materialist who believes that the spiritual realm does not exist, and he does not want his platform to give credence to any other view.

So, there are definitely powerful figures in the media who do not want spirituality to be mainstream and will fight it. If you're feeling imposter syndrome, you're feeling the very subtle effects of this — the work of those who are very invested in spirituality staying on the fringes and not in the mainstream.

So, imposter syndrome is completely normal, and if you feel this way, you're in the majority — not the minority!

Something else to bear in mind is that your imposter syndrome probably doesn't have its roots in this lifetime. If you look at the history of religion, you'll see that historically, many humans have not had the freedom to believe and practise what they want. In many societies, you couldn't always take your spiritual gifts and just use them. If you did that, it probably wasn't going to end well for you in many cases, so you'd keep them to yourself.

This is actually still ongoing in some parts of the world. Several years ago, I read about a case in Saudi Arabia where a visiting psychic from Lebanon was arrested there for witchcraft and sentenced to death. I do not know if this sentence was ever carried out, but this is a clear reminder of why we can still have so much fear around being visible with our spiritual gifts — people have in the past died as a result of this, and in a few cases around the world, are still dying.

Past life influences (such as a fear of visibility around our spiritual gifts) are usually unconscious. That means that we can often feel a certain way (such as fearful or doubtful of whether we can help anyone, or resistant about getting started on our online business) and we're not exactly sure why.

If this applies to you, it's possible you have been executed for witchcraft or experienced some other tragic consequence of using your spiritual gifts in the past. What often happens when we go through something terribly traumatic is that we make a vow just before death, where we tell ourselves, "I will never use my spiritual gifts to help others ever again" or "I will never be in this position again". And that vow may still be hanging around in this lifetime, and stopping us from moving forwards.

If you are someone who is paralysed by fear in this way (i.e. fear of doing spiritual work, or fear of those around you finding out about your work), you may find a past life regression helpful. I wrote an article that covers the benefits of past life regression and how to find a good past life regressionist here.

In conclusion, none of us are going to get burnt at the stake this time around (although you might want to stay away from Saudi Arabia.)

And remember that it's normal if you have imposter syndrome. The majority of spiritual workers do. You can show up in spite of it and you should show up in spite of it. Doing that is a practice.

In terms of imposter syndrome, the other thing to look at is: are you fully confident in your services. Do you know they work and they don't have any significant flaws?

I don't want anyone reading to doubt their good work but the main reason I bring that up is because the first modality I trained in taught me a rubbish method for cord cutting and it took me years to work out what I wanted to use instead. I never felt confident in the method because it wasn't quite right for me. It wasn't just imposter syndrome that was undermining my efforts, in my case.

So you will also want to reflect on the methods you're using as a healer or intuitive and make sure you are delivering value. You'll know you're delivering value when people send you positive feedback about your sessions and work. If you're getting positive feedback, imposter syndrome is not something you need to worry about, and it may be a good idea to collate the feedback somewhere you can easily see it, at times when you need reassurance.

Let's move on now to another important mindset piece that applies to any business venture:

The Importance of Finding Your 'Big Why'

What does it take to run a spiritual business? Also, how do you stay motivated?

The fact is that you need certain abilities and qualities to be successful in online business. People don't often talk about this but it's true.

I have listed them below.

- You need time and energy to build your business. It could just be a couple of hours in the evening and several hours at the weekend, but you need some time and energy. If you have no time, you're not going to create success in business.

- You need the drive to succeed and you must possess persistence and determination. You must be committed to going out of your comfort zone and doing what it takes to succeed.

- You need a certain level of intelligence and the creativity required to be able to create content that is relevant to keep in touch with your client base or audience, whether it's through the written word, videos or audio. With practice, many people can create content that others are interested in so I don't think there will be many people who are incapable of this.

- You need the ability to tune out from all the chaos and advice online about how you should proceed and you need to listen to your own guidance.

I have had unusual success in the online business world because I desperately needed to create independence. Soon after I started out in business I was in a domestic abuse situation. Failure was not an option. This provided me with a level of drive that some people do not have. I want to be honest about this because not everyone is as motivated as I have been. You have to be very motivated.

I also needed to succeed because I suffer from mental illness and a sleep disorder, and I knew I would never be able to work a 9-5 and I didn't want to be collecting a disability check from social security.

So, you have to have a 'big why' — a reason for succeeding. And keep it written down somewhere you can see it everyday. You need to remind yourself of this when you're building your business, and allow yourself to be fuelled however you can be.

As an example, my big why's were:

- I wanted to eventually work part time and make a good income

- I needed to survive on my own and create an income, without depending on anyone else. That was my ultimate goal.

- I had S.A.D. and needed to be able to take time off work (especially during the winter) if needed.

- I also thought I could do some things better than some of my competitors (e.g. I knew there was a serious flaw with one of the modalities I learned) and I wanted to create an alternative. Sounds egotistical but it's true.

- I wanted to stick two fingers up to the naysayers (mostly my family) who have been my biggest critics.

Maybe your 'big why' has a dark/shadow aspect to it, like mine did. There is nothing wrong with that if you channel it appropriately.

OK, we've addressed many of the big questions that people often have about spiritual online business. Below I have given a transcript of the questions that were asked during the spiritual business building workshop, and my answers to them, in case anyone reading has the same questions.

Transcript - Q&A's

Below you will find a transcript of the questions that were submitted for this business workshop by the participants, and my answers to them.

Here's the first one:

How to deal with the fear that your new business will negatively affect your day job, in terms of people finding out about it and perceiving you differently

"Let's have a look at the questions now. Somebody says that she's made a rational career for two decades in national journalism. Her biggest obstacle is to overcome the fear of being judged by her own, since the media's and science's approach to most of the spirituality is quite judgy. Yes, it certainly is. She says during the past nine years, she's written a lot about spirituality, but it's hard to take the last step and come out as her spiritual self and with the message her heart trusts fully.

Okay. Two things around this. One is that you don't have to bring your spiritual side out to everybody if you don't want to. It's fine to keep this side of you private or just for the people who are going to find your work.

An example of this in my own life: I recently started dancing the tango, learning the tango and dancing it socially. And most people when they ask what I do, I just say I'm a writer.

And if they say, "What kind of things do you write?" I say, "I write websites," which is technically true. I think some of them did Google me and found out, so I think that they know now. So, it's probably not that effective to keep it private if people know your surname, but what I'm saying is you don't have to go into all the in's and out's of "I'm a spiritualist" and all of this. Because people either love it or they hate it. If they love it, they really want to talk about it. And I don't necessarily want to talk about it outside of work. The other thing is if they hate it, you're going to encounter judgment. And I don't want to encounter that outside of work either. So I have kept it hidden at times just because I can't be bothered with people's responses to it.

I think actually now that people know in the tango community, people are actually quite interested and they're quite impressed that I'm making a living from this. And they think it's cool for the most part in terms of what people have said to me. So it's good to remember that sometimes we expect more judgment than we actually get.

And then the other thing is in terms of 'coming out' (if you want to launch a new business and you're scared of doing this) I am not sure if that's the situation that this lady is in. The thing I would say is you're never going to feel ready. You're never going to feel comfortable doing it. It's a bit like having children. Like people say, having children, you're never ready for having children. That's the way it is. You should do it anyway. It's never the right time.

How do you balance a new spiritual business with a full time job?

Somebody else asks, "I'm managing my business whilst still working a full time job. How do I reduce the energy drain from my job so that I can show up the way I want to in my business, because the job provides nice pay and benefits, which are very helpful. But it drains a lot of my energy."

Okay, so this is a really tricky one. It's like a catch-22, isn't it. I actually think the best way to do this is just find a job where you can go part time, dramatically decrease your expenses, live as frugally as you can and work part-time on your business as much as you possibly can, and have that inevitability mindset. Remember that you are going to succeed in your business, no matter what. So, that would be the best course of action.

If you can't go part time, I would say you probably need to give up all your hobbies and much of your downtime to work on your business. If you can afford it, you should get a cleaner and a gardener (if you have a yard/garden). So, the things that you spend your weekends doing, make sure you are paying someone else to do them if you've got the money.

It's very difficult to build a business while you've got a full time job. You can definitely do it, but you've got to sacrifice a lot. Like, no TV watching, no hobbies - you haven't got time for all kinds of things. And if you've got a full-time job and kids to look after too, you're going to be very pushed for time (and possibly energy). You will need to squeeze in work on your business every moment you possibly can.

How long does the average spiritual business owner take to build their business to the point where it becomes their full-time job?

So, somebody asks: "how long do most people take to go from zero to an annual salary that pays the bills?"

It really depends on how many hours you have to dedicate yourself to the task.

If you can work full time, like if you can do 30-40 hours a week, marketing yourself, and expanding your knowledge base so that you're learning all about online business throughout that first year, I think that you could probably make a full-time income in your first year like I did.

For those of you who are building your business on the side, so part time, it can probably take you a few years of dedicating maybe 10-20 hours a week to it. But it also depends on how lucky you are. There is an element of getting lucky. I was lucky that I had someone who referred clients to me in the beginning. If I hadn't had that, I probably would have got a part-time job.

But if you can work on your business full time and you use the 'Be Your Own Business Intuitive' exercise that I gave you in this course, so you're doing what Spirit tells you to do, I think you can definitely make a full time income within a year or two.

Can you thrive in a spiritual business using & selling multiple modalities? (as opposed to niching down)?

Somebody asks: business experts are always telling me to niche down, but do you think you can thrive using multiple modalities?

Yes, I don't actually agree with the people who tell you to niche right down to something very specific, in terms of the services you're offering, and only offer that.

I've got several services that are currently offered on my website. I've got a guest intuitive who does these services with our clients. We're currently offering Akashic Record readings, mini readings, cord cutting and property clearing.

Here's the reason why we have more than one service: people who book one thing with us, often book other things.

I do believe that when a person is seeking you out to work with you, there's something about your energy they like. So there's this underlying energy and approach to the work you do, where they are searching to come into contact with some kind of energy that you bring into the world. So that's the other piece to it. Not just the outcome they're going to get from working with you, but also to be influenced by your energy. It could be a very healing and soothing energy that you're bringing. Or it could be an empowering, inspirational energy, to give a couple of examples. It all depends on what your soul's purpose is.

So it makes sense to offer multiple modalities if you can, because you'll just make more income than you would if you were just offering one modality.

How to deal with it when spiritual business & marketing feels too inauthentic and 'corporate'

Somebody else asks: "I do not feel called to use business language or marketing strategies to get the word out. It feels inauthentic and corporate to me. How can I be authentic and still advance with my business?"

OK, I will try to answer this question but the fact is, I may need more information to fully answer that question because I'm not sure if there are specific techniques or strategies that this person really objects to.

But if you don't want to blog or you don't want to do a newsletter, or you don't want to have a sort of guest post on someone else's blog or have an affiliate program, because it seems corporate to you, you're not going to succeed in business. You have to embrace the business aspect of it. There is no other way, unless you've got plenty of money to spend on your business and you do paid ads and you outsource it to someone. And even then, it might not work because paid ads can be hit and miss, especially when you're a new business.

So yeah, it might not feel authentic to you, but you should do it anyway if you want to succeed.

Is it unethical to use scarcity in your marketing?

So another question that somebody had: they don't like that I use scarcity tactics in my marketing. So, one of the things that I do occasionally is sales, where if you sign up for a course during a particular week, you can have a discount. I do that maybe once or twice per year.

And sometimes when people join my newsletter list, I might take them through a sequence where they get offered a particular discount for something in particular. So this person said to me that they felt it was not genuine and it makes them question my motivations. And they were sort of asking me to explain or justify that.

Whether or not you use scarcity in your marketing is totally up to you.

Some people don't like it, but I personally have no problem with it. The reason I have no problem with using scarcity in my promotional materials is because I believe in what I'm selling.

I think the majority of people who sign up for my courses do so when there is some kind of deadline. If there's no deadline, they might never sign up. And I get a lot of good feedback about my products, so I have no shame about using scarcity to sign people up to these programs, because if I didn't sign the people up, they wouldn't get the outcome that they're looking for. So that's why I've got no problem with using scarcity, but you have to decide what's right for you.

As I said, some people don't like using scarcity. Some people say that it's too capitalistic or it’s not feminist enough. But I feel that I help people. So that's enough for me.

You have to make your own choice on that one, as to what you feel is best.

How to handle disrespectful people in your business

Somebody asks: “how do you professionally handle people that don't take your business seriously and aren't respectful of your time and expertise?”

My answer to this is: You don't handle them. You ignore them. So if people write to you with rude stuff, you just delete it. If somebody posts on your social media with something disrespectful, you delete it and then you block them from your social media page. And you definitely don't entertain any customers who are not respectful of your expertise or time. You put boundaries around your time. And if people don't respect your boundaries, then they're not an ideal client.

The ideal client is somebody who respects your boundaries. And there's plenty of those people out there. So don't put up with people who don't respect your boundaries, whatever they may be.

Which currency should you charge in?

Let's have a look at another question I had around: what are the advantages to having people paying you in US dollars versus paying you in the currency of the country you are operating from and what are the tax implications?

That's a good question. I charge in U.S. dollars, but I'm in New Zealand. I've been charging in U.S. dollars for many years. The reason for that is that about two-thirds of people who buy something from me and visit my website are based in the U.S. So it just means that they are going to feel more comfortable paying in U.S. dollars. And because they are my dominant audience, I'm going to charge in U.S. dollars.

I just put a little announcement at the bottom of my website which says 'all prices are in U.S. dollars'. It doesn't make any difference to my tax affairs because I use Stripe.com to take payment. Stripe puts any money I earn into my account in New Zealand dollars, and so it's no problem for my accounting. So I do recommend you charge in U.S. dollars if you have an audience.

If you want to find out where your audience is based, install Google Analytics on your website and use that to find out where your visitors are coming from. If the majority of your visitors are coming from the U.S. then I recommend charging in U.S. dollars.

Which payment processor I use (and why)

Somebody asks: what's the best way to set up international payments? For example, PayPal.

I don't use PayPal. Here's the whole story around why I stopped using Paypal.

In short, they stole money from me once and there was no way to get it back. So I don't use them anymore and I don't recommend them either. I've known of people who have lost thousands and tens of thousands of dollars to PayPal. People who've got big businesses where PayPal confiscated their funds that were in their accounts for no good reason, and they were never able to get it back. PayPal are thieves and they do this a lot. I think they make a lot of money doing it.

So basically what happened to me was PayPal got in touch with me, froze a payment that I made to a guest intuitive and said, "Unless you supply the date of birth of a customer," and they gave me a customer's name that was not connected to this

payment. They said, "Give us the date of birth of this customer and we'll give you your money back." And I was like, what the hell, PayPal? I don't know this customer's date of birth. I wouldn't have given it even if I knew it, because that's not okay for them to ask that. So PayPal said, "Okay, then. You can't have your money back." And I protested, and we complained multiple times.

It got escalated to some office of, it's called the office of executive escalations. And it was a case of “computer says no”. They were just like, no, we can't give you your money back until you give us this date of birth. So it was insane. And I think I lost about $120. But when I researched it, I found people who lost thousands and tens of thousands this way. So if you're going to use PayPal, withdraw your money as soon as it comes into your account. Don't keep it in PayPal, like a bank account. Take it straight out. And if you can, switch to Stripe.com

Stripe charges less anyway.

How can you come up with a good business name?

Somebody asked: how do you come up with a business name that's spirit led?

It doesn't matter what your business name is. It’s completely irrelevant, in fact. Your customers probably won't even remember what your business name is. No one cares. In fact, if you're not sure what your business name should be, just set up a website under your first name and your last name, and don't change your URL. Because if you keep changing your URL, you'll lose favour with Google if you're creating content. So keep your URL - that's a big mistake that I made multiple times.

Maya Angelou said:

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

That about sums it up. People will forget what you said, what you did and they’ll definitely forget your business name! They will remember your energy and how you made them feel. This is why you should focus on ‘extreme client care’. Be wonderful to your clients. When people say ‘thank you’, say ‘my pleasure’. If people have questions or need clarifications, take the time to clarify. Go above and beyond, if you have the time and energy. Show that you care.

Building a spiritual business as a deaf/hard of hearing person - is it possible?

Somebody asks: “is it possible to have a consistent income if the customer never has a real voice conversation with me?”

(This question comes from an intuitive who is deaf.)

Yes, you can definitely build a business as a deaf intuitive. You can offer email readings or chat readings (so, readings over text or Facebook Messenger, for example), and you can also just create written content. So it's definitely possible.

How to deal with energetic blocks in marketing

Somebody asks: “I had blockages during March, April and May. I worked for many years as an energy healer and I always had orders, but now the last few months I have very few orders and I don't understand why. I haven't changed my strategy. Everything is the same as before. What's going on?”

Okay, there's a couple of things that can happen. One of them is that you've got a stream of clients coming from a place that you haven't pinpointed yet. And something has happened to that marketing source that you weren't aware of. The other one is that something that's happened with your own energy, and I believe that this does happen. It's happened to me several times.

Sometimes, Spirit knows that you need a mental health break. If I'm about to have a down time with my depression, Spirit will stop sending me inspiration. Spirit will also stop sending me people to work with because they know that I have no capacity to work with more people, so it just dries up. So that can happen, too. It's to do with your own energy, but it's usually something where Spirit knows something bad is about to happen.

Don't worry too much if this happens to you. Don't think, “oh my God, something really bad is going to happen”. Not always. It can just be that you've got a source of clients that dried up and you didn't even know where your clients were coming from.

Bear in mind that it's a good practice to ask people where they're coming from in your intake form. If you take details from clients, ask them ‘how did you hear about me?’

When is a good time to bring on a V.A. (a virtual assistant) and how to delegate

Somebody says, can you talk about V.A.’s (virtual assistants) and knowing when is a good time to bring one on and how to delegate?

You should bring on a V.A. when you've got more than enough clients and you don't have time to do your own scheduling. So, when you've got work to send them and when you can afford it.

In terms of how to delegate, I would write out a document (or create some videos) when you're training your first V.A. and write out instructions on how to do everything, because your first assistant is unlikely to stay with you forever. So you've got to go through the whole process again and believe me, it's a very time-consuming process.

Sidenote: if you are at a point where you need to hire someone, and you're not sure what to put in your training documents, let me know. I can send you the table of contents for my document (this is just a list of what the document contains, but not the whole document)...this is just to get you thinking about what you need to put in yours. My document is 381 pages long and very comprehensive. It saves me so much time to have everything documented there.

Hiring is a really big task. Picking the right person and training them is very labour-intensive. So I actually have a 'book of my business'. I think it's about 50,000 words long on how I want my virtual assistant to do things. And also how I want the lady who manages my business, Jillian, to do things for me.

So you need something like that if you're going to bring someone on board, because otherwise you're going to be reinventing the wheel every time you bring someone on board and train them. It doesn't have to be a 50,000 word document - I think that's a bit excessive actually.

Okay, let's have a look at the 3 stages of business, and which one you should be in before you start hiring people. So there are actually stages to building businesses.

The first stage is building your foundation and attracting clients.

That's the stage when you don't have enough work. So you don't think about hiring an assistant then.

The second stage is leveraging your business. When you're attracting enough clients, it's time to automate your business more. Set up systems. Maybe you want to hire an assistant or an accountant. Maybe you want to create other strands to your business, like books or an online course. And you might raise your rate during that period. So for most of you, my guess is that you're in the first stage, not the second stage.

I'm in the third stage, which is growing my business further. This is when you have enough clients, when you have a team and your focus is on building your business further in a variety of ways.

So it takes time (usually years) to get to stage three. If you're in stage one, don't pretend you're in stage three or stage two. For best results, make sure that you're doing the things that are relevant to the stage that you're in. So most of you probably won't need an assistant until you get to the second stage.

How to decide what to offer your clients

Okay. Somebody asks: "how do you make decisions about offering new services and when to offer them?"

I offer something new when people ask me for it. So it's all based on what people want from me. Like the questions that people have that I don't have anything that can help them with that. And so I create something when I get the same question repeatedly. In terms of when to offer them? That's something that I consult with Spirit about, using the dowsing process that I taught you.

I could say, for example, the timing of this workshop. I didn't know when to, one of the features of my depression is that I find it very hard to make decisions. So I outsource most things to Spirit. I actually asked for a date and they gave me this date. So you can outsource all kinds of decisions to Spirit.

Who designed your website and what was the process for doing it?

Somebody asks: "what was the process for designing your website?"

Emma Browson from SoulStirringBranding.com.au branded and created my website for me. It was a very long process (it took about 18 months) and it was extremely expensive. And you don't even want to go through the process that I did until you've been in business for several years. Keep it really simple in the beginning - just focus on functionality.

Is there a way to test your business before it goes online?

Somebody says that they doubt themselves in their abilities and they want an online spiritual business, but they can't get started because they procrastinate. They said, is there a way to test the business before it goes online?

The best way to start your spiritual business is to train in a modality and offer it to clients, and then build your business around that. Don't try and build a business without having trained in anything. Train in something and have a way to work with people, so that gives you your foundation. There's loads of modalities out there that you can use to work with people. I train people to do Akashic Record readings. I also train people in cord cutting. I'm not doing that at the moment, but I will in the future.

But there's loads of programs out there. Train in something. If you don't really have anything to offer, you can't get started. So I don't know if that's the situation for you, but I hope that helps.

Is SEO dead?

Somebody asks if blogging, so search engine optimization (SEO) is still an effective marketing strategy. SEO basically means, people finding you through Google. She says, I can no longer find your site or my Akashic Record reader's site using the same search terms I used to discover you both from back in 2018.

Yes. So this is one of the disasters that can happen with a business like mine is this: (and incidentally, this is why you don't rely on any one source of traffic) so the main way that I've built my teaching business is through Google, and Google traffic does fluctuate. I think in the last year they cut my traffic by about 60 or 70% just overnight. And then they did it again in December. They cut my traffic by about 85%. And that is not good news because if your traffic is cut back to 85%, your income is cut by 85%.

So what you do is you just keep blogging. You just keep showing up and you do a 90 day content challenge. So you don't accept what Google does to you. You will recover your traffic if you keep showing up. So yes, blogging is still a way to get traffic, but you have to be okay with the wild fluctuations. And you don't just do blogging. You do something else too. Maybe you do guest blogging. So you post to other people's blogs or you post to a prominent website or something. And if you don't know how to do any of this stuff, just Google it. Google is like, you can learn anything through Googling. Honestly, it's all out there. A lot of it is for free.

The main value of buying business courses is if you want to save time by having all of the information in one place, and a way to be guided through it, knowing that you're likely to get a specific result by the end of it. That's the value of paying for online courses in the area of business. Most of it, you can find out for free online, if you will do some research and spend some time on that.

So yes, SEO is still an effective marketing strategy, but it's not as effective as it once was, but it's still effective.

Talking about a dysfunctional family background while blogging

Somebody says that they've noticed that I speak about my spiritual and intuitive experiences on my blog, which often involves talking about my family background.

Her own family background includes alcoholic, and emotionally abusive parents. She asks: do you have any rules or boundaries when it comes to writing about family?

She says: “even though I have a no contact approach with my family, I'm a little afraid of writing about them in a negative light, because they might read it. At the same time, the biggest and most mystical breakthroughs and insights have come when healing from a negative family experience.”

OK, good question. So, I am estranged from many people in my family, including my mother, but I do in various places on my website refer to the fact that my childhood was abusive and dysfunctional. My mother doesn't agree that it was abusive.

I know that she reads my website because she gets in contact with another family member and says, "Tell Anna to stop posting such and such." And they relay the message to me, which is not very nice for me.

If you're in this situation, your family members will probably be reading. The way I deal with it is that I don't go into specifics. I don't say, "My mother was abusive." I say, "One of my parents was abusive," so people can guess it. I don't say, "My mother who has this name, and lives in this place, was abusive." And I don't say, "Oh, my mother did this to me and she did that to me." If I'm going to talk about abuse and if you want to talk about it in detail, I recommend putting a trigger warning.

I would say, "This happened to me," but I might not say who did it. But at the same time, if you wanted to write in specifics, I do think that's your right as well.

I just do it this way because I'm most comfortable with it. But if I started writing in specifics, I've already researched the legal side of it. There's no way for them to say, "Stop telling your story, please. I don't like it." They can't say that. So at least with the abusive stuff, I think that if you're going to name somebody or whatever, then you probably need to research how not to slander people. Okay. But I think it's fine to talk generally about your abusive background.

Why I do not recommend being a digital nomad while building your online business

Somebody asks: how important is the environment or workspace for growing your spiritual online business?

As a nomadic soul, I tend to move around a lot and I don't have a dedicated space to work. What is the power in having a sacred, dedicated workspace in your opinion?

This is an interesting question. I was nomadic for 4 years. These days I have a home in one place.

I make a lot more income and I work a lot more hours these days. When I was traveling as a nomad, sometimes I would only have time to work five hours a week. My business is better when I have at least 10 hours or 15 hours per week to spend on it. So I just make more money these days, as a result. So I do think you can sabotage your business if you're constantly moving around. Just because if you're always thinking about where am I going to sleep next month and the basics of life and you don't have it covered, you're not going to have the space for creativity or planning. You can't really plan things.

So yeah, I don't recommend the digital nomad lifestyle at all when building an online business, but you may be able to make it work for you. If that's the way that you are, if that's the way you want to be, you probably, I recommend spending at least a few months in the same place. Don't move around every 10 days. If you live in an RV, that might make it easier.

How do you know when it is the right time to start your online spiritual business?

Somebody asks: "how did you know it was the right time to dive in fully?"

You're not necessarily going to know, there's not necessarily going to be this moment where you're like, right, this is the right time. As I told you, as I mentioned at the start of this call, I was not ready to jump in and start my business. I had no money, I had very few clients, I had no computer, but you can still make it work. So there is no right time. You're not going to have this moment where it becomes clear necessarily.

My thoughts on branding yourself, creating a fancy website and when you should invest in this

Somebody asked about branding.

She says she's a professional stand-up comedian, a certified life coach, and a professional tarot reader with powerful clear senses. How can she create something that combines all of the talents and gifts and skills?

That's quite a difficult question. I think you would probably want to ask Spirit for inspiration on that one. There might be a way to do it, but I can't tell you what it is. I don't think, I mean, I went through a whole process with my website where I went through a branding process where I think we came up with the tagline: "your sensitivity is a gift, embrace it, manage it, use it to help others." It was really hard to

brand myself, because I do so many different things. We found that that was the overarching theme of my website.

But honestly, you don't even really need to go into branding in this way like I did. I would say that focus on branding in the later stages of your business, just like you would focus on website design. The details of website design, getting a website, looking really pretty later on. It's not necessary in the beginning. I think that the main thing to look at is helping people. Creating services and products that help people. Even if you can't combine all your talents, gifts, and skills into one thing, it doesn't matter. As long as you've got one thing or several things that help people, that's the main thing. We can't always have the ideal in business. But as long as you're helping other people to get what they want or solve some kind of problem, you'll be in business.

Anna's thoughts on the "for entertainment only" disclaimer for readings

Somebody asks: do you need to put a disclaimer on your readings page saying "for entertainment only?"

I think there's different laws around this. I think some U.S. states might require you to do this. I don't know a lot about it. I don't have to do it (I'm in New Zealand). And I would resist it every step of the way because my Akashic Record readings are not for entertainment only. They're for spiritual growth. So I would not want to put that. I would try and avoid it, but I don't know if you would be penalized for not putting the disclaimer that you have to put. You need to look into the laws in your state and see what the penalties are for not following them.

How to not burn out while offering services as a spiritual worker

Somebody asks: "I get really hyped up on an idea or an offering. I go all in and then I feel burnt out because I have a hard time maintaining what I set up. I would love advice on how to create offerings that are a meaningful service and also energizing for me, so I can keep them up and keep growing."

OK, this is a good question. I think the most sustainable type of business is one where you do have some degree of passive income. This is why you should build an audience. So you're not just doing service after service, because you do need to take time off.

Of course, if you have a service business, when you're not working, you're not earning money. So you should have a book or you should have some kind of course, maybe an

online course or something like that, where you don't have to be involved in delivering it.

You can have a business, which is just a service business and that's all you ever do, but just be aware that that does come with; well, a degree of your energy is going to be used up with every person that you work with. And there's no way around that. That's okay if you can make good money doing that and you can. Services are actually much easier to sell than products and courses, and in order to not burn out you need to price them at the higher end of the range (but of course, you need an established client base to do that). So I don't think it's difficult to make a living just as a service provider, but it's always going to come with that energy drain to some degree, unless you've got some kind of passive income.

As I touched on passive income in this course, I just wanted to clarify that passive income is never totally passive. It's just more passive than services are. I make money from online courses and books, which are technically classed as passive income, but there isn't much passive about it. I have to periodically update my courses and books, and I also have to keep marketing so that I attract new customers. I have to send out newsletters to my email list regularly so that I can warm people up to my products and courses. So, passive income isn't totally passive. You can see a video on that here.

How to price your services

Somebody asked: I'm not sure about pricing or whether I will charge or just ask for a donation.

How much you charge is going to depend primarily on 4 different factors — let's have a look at them:

1. What the market will bear

What are your competitors charging? You will want to get a sense for what most people are charging, and what kind of prices consumers are used to.

2. Your overheads

You also need to factor in your overheads. To do this, list out your overheads and how much they cost per month.

Once you have those listed out, you know what you have to factor into your business prices. Obviously you are not going to want to price yourself really low if you have a fair few overheads.

3. Do you already have a client base/audience?

If you are already working with clients and have a client base, you can probably charge high end prices.

If you are starting out, you may wish to charge in the low or mid range. This is because it is easier to find new clients when you are very reasonably priced. It is one way to build a client base — attract clients who are wowed by the value of your services in the beginning, then slowly increase prices as your client base is built up.

4. How much do you need/want to earn?

This is obviously something else to take into consideration, too.

Some people are happy to price their sessions lower because they have retired from another career that gave them financial stability. Others are single-handedly supporting a family and need to make a full time wage on part time hours. So, your prices are going to be based on your circumstances and goals in life.

In summary, you will want to strike some kind of balance between the four points above, when pricing your sessions.

Another quick way to decide on pricing, is to ask Spirit. That's a good way to do it. I often ask Spirit how much to charge. I choose a price range (let's say for example, I am thinking of charging $150-$299 for an online course) - I would use my pendulum to ask, what is the price that is going to help me to reach my income goal of $X (insert your income goal here) and serve my customers? I might ask: is it more than $150, is it more than $160? And I keep going up in increments of 10 until I find the right price.

A word on not charging at all

Some people in the psychic/spiritual field feel they do not want to charge. This may be OK if you only wish to work with family or close friends.

If you are going to work with people you don't have an existing relationship with, I always recommend you charge for your services.

Here's why:

When you do a reading for someone, there needs to be an exchange of energy.

An exchange of energy means the person gives you something, and you give them something. An exchange of energy is healthy and is present in all relationships, including love relationships, friendships and family relationships. There is give and take, and this is right. None of us wants to be in a relationship that is a one-way street. I'm sure that you would not be satisfied if all the people around you do is take from you and refuse to meet your needs, or help and support you. In some cases, it is OK to do readings for family and friends for free because in return you have their friendship, support and love.

However, it is not OK to give like this to members of the public whom you do not know. At least, in my experience, it doesn't work out long term unless your financial needs are already met and you wish to work on a charitable basis.

For the rest of us, although it is a beautiful idea, it has negative consequences: it can lead to burnout because all the energy is going one way. You are offering your time, energy and services but the client offers nothing in return. And so you are unable to meet your needs.

Here are the two main unpleasant consequences of this situation:

1. The Client Doesn't Value the Session

Many people do not value what they do not pay for — this is just an unfortunate fact of life. If you offer free sessions, you may have some grateful clients, but you can also expect to have some clients who will stand you up without an explanation. Also expect to have some people who disrespect your work. Some people will assume that because it's free, it's not worth anything.

The worst clients I've had are those that did not pay for their sessions. When I say 'the worst' I mean disrespecting of my time, unpleasant and/or rude. By contrast I've hardly had any paying clients who behave in this way. Free sessions often attract entitled clients who are in the 'victim' mindset. The difference between paying clients and non-paying clients is very noticeable. If you do not charge, you will attract entirely different people altogether — and you may not like working with them very much.

2. You Can Become Emotionally Invested in Your Clients in an Unhealthy Way

Ordinarily, when a client pays you for a session, you deliver the session, get paid and then forget about it. You don't become too attached to your clients or overly invested in their lives.

If on the other hand, you don't charge, you can easily become invested in your clients' results and lives. Naturally, when we give to people, we invest in them — it happens all the time with our friends and family. This is OK because our friends and family give to us, too. But in my opinion, it's not healthy for this to occur with complete strangers or even acquaintances on a regular basis.

Here's an example of when this does not work: if a client gets a series of free sessions and never acts on the information or uses it to improve her life, I can guarantee you'll begin to feel frustrated. If on the other hand the client has invested financially in a series of sessions with you and doesn't use any of the information, you may feel that the client is wasting her time (and perhaps you will tell her this!) but you won't feel emotionally frustrated or annoyed, because you still got something in return for your time.

So, unless you want to become emotionally invested in people you don't know (a recipe for disappointment), I recommend charging for your time and energy.

Somebody asked the question:

"What are the things that you highly recommend in online business, and things you do not recommend at all?"

I highly recommend you follow Miles Beckler (MilesBeckler.com) if you're interested in building an online spiritual business. He's the best resource that I've come across and he has tutorials on a ton of things.

What I don't recommend is that you sign up for platforms like newsletter platforms that are really complicated and difficult to use (in particular, stay away from Keap!), and cost loads of money. Try and find the tools for your website or your business that fit the size of your business. Don't think you can grow your business by signing up for some really expensive tool. It's just a tool. It's not going to make you grow your business. Just go for the cheaper, simpler version.

It's the same thing with a website. Don't try and come up with an amazing website that looks fantastic in the beginning. You don't need a good website. In fact, I recently had my website re-done in the last 18 months.

It cost me over $25,000 all up to create this website. And it has the same amount of customers as my old website. It doesn't matter what your website looks like. As long as it's clear and easy to navigate and you've got a payment button on there, it's all good.

Something else I recommend is to be cautious about making relationships with other people in this industry, and if you do, be careful to distinguish between actual business buddies and competitors.

Over the last 14 years, I've had some close friendships with women who were in the same line of business, some doing exactly the same work as me and others doing something a bit different, and I found mixing business with friendship can be really tricky. You may find that if one person is much more successful than the other one, the friendship gets complicated. One may want to use the others' connections or knowledge, or envy may rear its head. Suddenly you find yourself in the position where you let someone into your inner circle and only later does it become clear that your friend is actually a business competitor who is trying to undermine you.

Spiritual workers often say things like 'I don't compete with people in my field - they're colleagues, not competitors'. That's nice, but just because you have an evolved view of it, don't expect that others will. Humans are still humans and they bring their ego into the equation.

If you have a business buddy who makes any negative comments about your business, I would recommend distancing yourself from that person immediately because you do not need negativity from anyone about your business. Other people can absolutely affect how much income you are able to make, if you listen to them. And they can also affect whether your business succeeds or not. I'm not saying surround yourself with 'yes people', but people who are supportive and encouraging.

In general, I've found that the spiritual industry is cutthroat. You may hear that your so-called business friends badmouth you behind your back, while being nice to your face. It is commonplace. The Tarot niche is particularly cutthroat.

My theory is that some people lack the grit or persistence to do what needs to be done in business, and they turn this energy outwards in frustration towards others who are successful, and unconsciously try to bring them down. That's much easier to do than actually trying to build a successful business.

So don't be naive. Be careful. There may be people around you who want to crush your dreams and your business, so protect them. Keep your cards close to your chest (in terms of your plans) if you feel you need to. Don't spend time around those who belittle successful people or those who think making money is greedy. In addition, be careful of spending time with skeptics who dislike your work and have a philosophical axe to grind.

Some technology recommendations...

My website is built on WordPress.org and it's independently hosted. My website developer is Rebecca at BelleDesign.net.au

If you have the tech skills, I recommend creating a website using WordPress.org.

WordPress.org is free open-source web software that you can use to create a blog or website. You do need to buy hosting in order to have a WordPress website. Hosting usually costs between $7 and $25 per month (hosting means you are renting a space on a server so that your site can be on the internet.) Hosting costs rise the more visitors you attract to your website.

There are plenty of free tutorials available online which teach you how to create your own WordPress website. (I've linked to one in the workbook.) If you are not technically minded, you can employ someone else to set up your website. Yes, this can be expensive at first, but it's a one-off expense. Using WordPress to create your site means that it is extremely easy to update, so you do not need to employ someone every time you want to make a change to it – instead you can update it yourself.

You can also use Squarespace or Wix to build a website, and there's tutorials online for that. Or you can hire someone to build one of these websites for you. A word of warning however, that Wix may not be the best choice for getting seen in the search engines.

Wordpress.org remains my top choice for building websites.

I'm rubbish with tech stuff. I do very little of it myself. It's not a good use of my time, and I've been like that since the beginning. I've always paid someone to do it.

Here are all the service providers and platforms I use for my business:

- WordPress.org
- My website is hosted with Cloudways.com
- Emma at SoulStirringBranding.com.au branded and designed my website

- Rebecca at BelleDesign.com.au developed the tech side of the website and maintains it
- I use AccessAlly.com to give students access to courses
- Some of my courses are delivered using Kajabi.com
- I use Google Apps/Google Workspace for email
- I use Canva.com to make graphics
- I use ConvertKit.com for my email newsletter
- I use Wise.com to pay people who work for me
- I use DeadlineFunnel.com to make one time offers to subscribers
- I used Sarah Noked's 'Team Growth Formula' course to learn how to hire and train the right people (this was a very important piece for me)
- I use Stripe.com for taking payment
- I use Vervante.com to deliver course manuals to customers' homes (this is not something I will always do but for now we still do it for those who want to order this as an extra.)
- Nicky at AboveUsOnlySkies.com does my Pinterest for me. (I don't have many followers on Pinterest but I do get a fair amount of traffic through there.)
- My team uses the free version of Teamwork to communicate and track their time (so that I can pay them the right amounts.) Personally I use Screenshot Monitor to track my time and see what I am spending my time on at work.

Conclusion

I hope that you found this workshop helpful.

If I were to whittle success in online spiritual business down to several pieces of advice, it would be these:

1. Have a 'yes, I can!' attitude, and if you don't currently have this, act as if you do! Show up 'as if'. I've been doing this for years (in spite of my often negative mindset.)

2. Start an email list, and maintain it. If you post a few things to social media, put them together into a newsletter and send them out to your list, too.

3. Have a 'big why' and remind yourself of this regularly.

4. Love your clients. When people say 'thank you', say 'my pleasure'. If people have questions or need clarifications, take the time to clarify. Go above and beyond, if you have the time and energy. Show that you care.

5. Spirit is your best business partner. Tell them what your goals are, and use your pendulum to find out how to get there.

6. Ignore input from people who have negative beliefs about commerce, spirituality and money. Don't be naive about business competitors. Empaths can easily absorb the mindsets and beliefs of those around us. Be careful to protect your energy.

7. Determination, persistence and the 'inevitability mindset' are the keys to success. This is the most important piece of all.

To your success,

Anna xo

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