



Step 3 Toward Your 6-Figure Business

Setting Up Your Office Space

My suggestion to every new practitioner is to always begin with having your sessions at home. Don't invest in an office space unless it's truly necessary. The pressure of having to make income just to maintain an office space is no fun. In the beginning, you may only do three or four sessions per week and, even if you jump in at \$100.00 per session, you'll burn that up on rent, phones and gas very quickly!

Two common worries that new practitioners inevitably bring up when I tell them to work from a home office are:

1. ***Clients will think it's not professional.*** I have NEVER had a client resist coming to my home office. In fact, if you're concerned you can tap around your self-consciousness and your own judgments about it. Then reframe with the idea that your home gives the client more privacy than a public space. You can create a warm and cozy environment that's hard to duplicate in an office building. And if you're organized and prepared to act as host or hostess, it will enhance the rapport. You benefit tremendously because you're not in traffic. You can walk to your office when you have a session *and* you can claim the office space for tax purposes. Benefits all around! Most, if not all, of my clients tell me that they love how they feel coming into the sacred space I've created by designing an office in my home.
2. ***What about safety?*** I don't give much thought to worrying about not being safe. I expect to be safe. I respect my clients and I exude an air of expecting them to respect me in return. If you're alert when you're speaking to your client about booking their appointment, you'll get a "gut feeling" if they're troublemakers. TRUST YOUR GUT. I live in a quiet neighborhood where the majority of my neighbors are at work all day. I make it a point to know my neighbors and I look for opportunities to greet them - even if it's when I'm welcoming a client in for their session. I also have a home alarm system...most of them have a panic type button. But again, I give it very little thought and I have only had one client make me uncomfortable in my office.



Other ideas to consider if home is not an option:

SKYPE is fabulous! (This wasn't an option when I started. I use it a lot now!)

Can you meet at your church in a classroom? (Of course, that will require you to get permission, have keys if it is after business office hours, etc.)

By-the-Hour office rental spaces are becoming more popular now. You may even be able to share space with other holistic practitioners.

Find a chiropractor, massage therapist, Holistic MD, etc., and work out a deal for using a space in their office. This is also a great way to create collaborations where you refer clients back and forth.

When I was first starting I did sessions in some pretty random places...in my car, in my living room, at a restaurant, at a church, at a local health food store, at the client's home and in bookstores. If you're serious about your practice, you'll manifest a place to meet your clients.

Is EGO putting up resistance by waiting for the perfect meeting space? Get those clients to meet you in a restaurant if you have to!