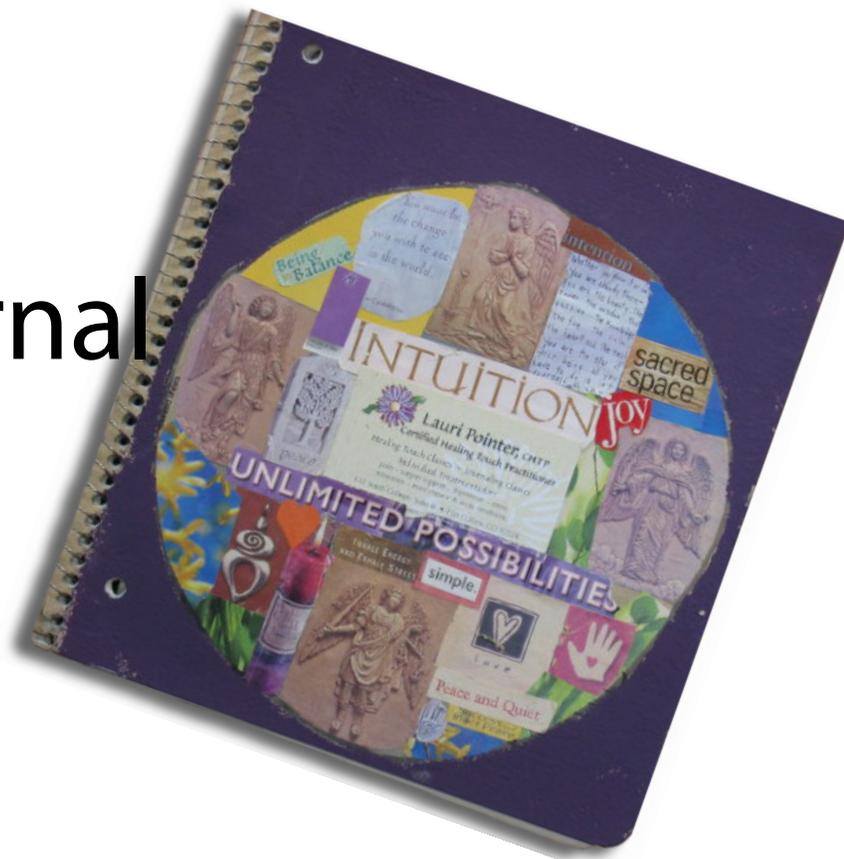


The Business Journal

as a Tool to help your
Healing Touch Practice Thrive

by Lauri Pointer, CHTP/I



There is a picture in my office of a young girl with her arms outstretched above her head...with her palms open...ready to receive all that is flowing to her. She is being showered with beautiful small spheres of light that are all around her. To me the picture represents that we are being showered with abundance all of the time...it is simply a question of how much are we consciously choosing to receive? It shows that all we need for every need and desire has already been given.

This is true for our Healing Touch practices as well as every area of our lives. Our work is to simply open our hearts and minds to receive. First, however, we need to decide to what we want to open our arms and exactly how do we want our Healing Touch practices to look.

I am frequently asked how I built a successful Healing Touch practice. Sometimes I jokingly say that I had a simple enough mind to have believed it was possible and that this belief has carried me a long way! I also believe I had a clear focus and image of what I wanted to create so it was easy for the Universe to flow energy to my specific vision.

Often I observe people attempt to make a living in the field of holistic health but they are all over the board with their thoughts of what they want to do. One week they want to do their work on a cruise ship, the next they are ready to explore corporate wellness, then they almost rent an office in town, but decide maybe they would rather haul their table to client's homes instead. You get the picture.

Clarity on what you feel passionate about...what brings you joy...what is important to you is the first step toward a successful practice. Energy follows thought. If our thoughts are scattered and our goals or intentions are unspecific, it creates a wimpy flow of energy into many vague areas. With fractured energy, we don't have enough oomph to launch a paper clip, let alone launch a private practice into success. The minute we focus our attention to a specific desire and intention, energy begins to flow there and manifestation begins to happen with effortless ease.

So how do we gain that clarity? Journaling is a great way to gain this clarity on what we want, to explore and clear our limiting beliefs, and ultimately, to manifest our desires. I started keeping a Business Journal 10 years ago and am celebrating my tenth year in a very successful private practice this month. I really believe that journaling has been instrumental in my success.

The first step is to find a journal you love that will be just for your business. Mine is actually just a multi-section spiral notebook that I decorated. First I created a mandala on the front with a collage that represents components of a successful Healing Touch practice. Mandala is a Sanskrit word that means circle. Mine is a cosmic blue print representing the higher self. One of my favorite things in my mandala is a quote from an unknown author that I cut from a magazine 10 years ago. It says:

“Whether you know it or not you are already there—you are the beauty...the power...the wisdom...the passion...the knowledge...the fire...the calm...the heart and the soul. You are the star of your being...all you have to do is let yourself shine.” ~ Unknown.

I have my business card right in the center of my mandala, and pictures of the archangels in the four directions. Every once in a while I add to it or paste over something to update and re-energize my mandala. The important thing is that it is something you love to look at...something that makes you feel good and happy and inspired when you see it. Now you are ready to begin your journaling.



Exercise 1: Ask Yourself Poignant Questions

About what am I passionate? What brings me joy? What makes me excited to get up in the morning? What is most important to me in a private practice-income...flexible hours...a beautiful work space?

If there were no limits, what qualities would be a part of my Healing practice? Write whatever surfaces for you when you ask yourself those questions. Over the years, keep exploring those questions so you don't become stagnant. Find ways to keep yourself excited to get up in the morning to go to work! Sometimes something as simple as using a new essential oil or hanging a new painting in my office is all it takes to keep me freshly excited and happy to be there.

Exercise 2: List Your Intentions in Present Tense As If They Have Already Happened

Each year I sit down and think about how I want to grow as a practitioner and how I would like to see my business grow. In 2004, I thought it would be fun to travel a bit to teach so I wrote, “I'm grateful to be traveling to beautiful places to teach.”

I actually forgot that I wrote that intention but at the end of that year as I was reviewing my goals, I realized I had indeed spent a beautiful weekend teaching a journaling class in Buena Vista, CO and I also had traveled to Jackson Hole, WY to teach a Healing Touch class. Both of those opportunities came to me effortlessly...they literally fell in my lap. Many life coaches and motivational speakers believe we are far more likely to accomplish our goals if we write them down rather than just think about them.

Exercise 3: List of 100 Ways to Market Your Business

This is a technique from the book *Journal to the Self* by Kathleen Adams. First write a column of numbers 1 to 100. Be sure you have plenty of time to complete this list in one sitting. This does not have to be 100 different ideas- you can repeat. The idea is to write very quickly, writing everything that comes to mind, even if some of it doesn't make sense.

Often the first third of the list is the obvious stuff. The second part of the list is where the repeating patterns start to happen (and if something is repeated then you know it must be an important idea!). The last third of the

list is where the surprises appear...where your subconscious mind gets to speak.

For example, in my list, I wrote “buy a bigger purse”. At first this might seem like a weird suggestion for a list of marketing ideas, but it was a brilliant idea! When I carry a purse big enough to have my class flyers and brochures with me all the time, I get them posted on coffee shop community boards, etc. far more often. In fact, I went right out that day to buy a bigger purse.

Regularly take a look at your list and choose one thing to do that day. Marketing doesn't stop when your practice becomes full, so your list will be useful to look at over and over again.

Exercise 4: Keep a List of Inspiring Quotes In Your Journal

I have one section specifically for abundance quotes that make me feel inspired.

The important thing is that your business journal serves as an inspiring, feel-good-energy booster for you. My journal is my remedy for a wave of fear or a case of the

blahs. I always feel better after I pick it up to re-read something I have already written or after I write something new and juicy and inspiring.

In my journaling classes, I always say, in reference to journaling, “Don't work at it...play at it.” So I invite you to sit down and play in your business journal and watch your Healing Touch practice grow and thrive. 🌱

Lauri's Bio:

Lauri Pointer is a Certified Healing Touch Practitioner and Instructor and a Certified Instructor of Journal to the Self with a private practice in Fort Collins. She has a degree in Exercise and Sport Science from Colorado State University. She regularly teaches Healing Touch and Journaling classes throughout Colorado and Wyoming and offers individual sessions of Healing Touch in her full-time private practice. For information about her upcoming Healing Touch and Journaling workshops, please call 970-484-2211 or visit her website at www.LauriPointer.com.