



WORKSHEET: Marketing



MARKETING STRATEGY WORKSHEET

Use this guide to establish a marketing strategy for your Reiki practice. Complete the sections to help guide you through the stages of your marketing cycle. Use the blog post “Understand the Marketing Cycle of Your Reiki Practice” to help understand each stage of the marketing cycle more.

REIKI PRACTITIONER:

What are the personal skills that you can provide to developing a positive and healthy therapeutic alliance with your client.

List the specific issues you help clients with.

PRODUCT:

What types of therapy do you offer - individual or group?

Do you sell other products in addition to your therapy services?

CUSTOMERS:

What specific needs would you help your potential client address? Think about how your client would refer to their issues, not how a Reiki practitioner would classify them.



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SELLING::

What potential obstacles do you foresee your potential client may have to booking your services? How can you solve these obstacles?

How will you process payments for your clients for either services or other physical / digital products?

RETENTION:

How will you provide client focused care? Do you help the client establish clear and realistic treatment goals?

What procedures do you have in place to remind your client about future appointments?

EVALUATE:

What ways can you evaluate your income, customer retention, website and social media growth?
