



CHECKLIST:

Reiki Business



BUSINESS SET UP:

- ☐ set up business name and logo
- ☐ set up business structure
- ☐ build a website
- ☐ arrange any necessary business licenses
- ☐ join a Reiki association/organization

FINANCIAL SET UP:

- ☐ set up bank account
- ☐ set up a payment system
- ☐ set up affiliate accounts (optional)
- ☐ set up financial tracking
- ☐ create 1st year business budget

PAPERWORK:

- ☐ client intake paperwork
- ☐ financial agreement
- ☐ office policies
- ☐ payment policies
- ☐ disclaimers

CLIENT CONTACT:

- ☐ set up telephone answering service
- ☐ create email response for general inquiries
- ☐ create email response for booking a client session
- ☐ write telephone script explaining your services

SET UP SOCIAL MEDIA:

- ☐ set up Facebook page
- ☐ set up Twitter Account
- ☐ set up Instagram account
- ☐ set up Pinterest account

(these 4 platforms at a minimum)

CONTENT PLAN:

- ☐ plan blog content
- ☐ plan social media content
- ☐ plan digital products
- ☐ organize content management
- ☐ set up blog post templates
- ☐ set up social media templates

MARKETING PLAN:

- ☐ list offline advertising opportunities
- ☐ list online advertising opportunities
- ☐ list local events to market at
- ☐ make local media contacts
- ☐ write online articles about Reiki

ORGANIZE OFFICE:

- ☐ arrange comfortable chairs
- ☐ set up clock to stay on track
- ☐ organise water/glasses
- ☐ set up decor
- ☐ organize music
- ☐ organize aromatherapy