



WORKSHEET: Business Model

Reiki Therapy

— RESOURCES —

HOW MUCH YOU EARN?

What revenue and profit will you make?
Calculate the total revenue for each type of service and product that you will sell.
Calculate possible worst, best and average case scenarios to determine the vulnerabilities in your revenue model.

Deduct expenses from your total revenue to calculate your profit.

WHAT IS THE COST?

What are the costs associated with the list of items on your resources list.
Example costs:
Website
Rent
Phone/Internet
Professional Registration
Graphics Design
Advertising
...

WHAT DO YOU DO?

What are your products/services?
What is your pricing for each item?

WHO DO YOU HELP?

Who are your clients or customers. This should include your clients as well as any other external businesses.

HOW YOU DO IT?

What are the ways you will provide your products/services?
Online, in person?

HOW TO REACH CLIENTS?

What are your distribution channels?
Eg. Email list, advertising, referrals etc?

WHAT DO YOU NEED?

What resources do you need?
This may include technology, education or human resources.



DEFINE YOUR BUSINESS MODEL

Use the above worksheet to define your business model. Work through the steps in the wheel to determine the important links between each part of your business. Completing this business model worksheet will provide you with a clear picture of how your business will function and what you will need to ensure a successful therapy business.