



## **Standards of Practice & How to Start Your Intuitive Healing Practice**

Hello IHTP Grad! This manual will support you with direction on how to set up your healing practice. These are steps on where to begin and what to know when developing a business, such as furthering your research, continuing education, and what additional training may be needed. This manual will give you guidelines to help you start practicing as an **Intuitive Energy Healer**.

This document is beneficial if you have been doing sessions and feel you are ready for taking the next steps. Please know that training to be a healer takes many years of practicing and further training. You may consider the Advanced IHTP in order to build confidence, gain more skills, tools, and mentoring, and establish yourself more as a healer. This manual will cover some basics and guide you in setting up practice healings or sessions.

### **Standards of Practice and Practitioner Code of Ethics**

**Preamble:** As a Healer with the School of Intuitive Studies, LLC, (SIS) a practitioner must recognize first and foremost responsibility to clients, then to other health professionals, and to oneself. The principles adopted by SIS are standards of conduct defining what is honorable behavior for SIS Practitioners. We welcome your feedback!

#### **1. Consideration for Others**

SIS Practitioners hold as the highest priority for their professional activities the health and welfare of their clients, students, and others with whom they become professionally involved. All other statements in this document are elaborations upon this principle.

#### **2. Personal Development**

SIS Practitioners are committed to a lifelong process of personal development in body, mind, and spirit. Personal development will spill over to clients; for example, providing relevant information available to clients, colleagues, and the public on an “as needed basis.”

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### **3. Professionalism**

SIS Practitioners uphold professional standards of conduct and accept appropriate responsibility for their own behavior. Part of this professionalism is respecting the rights of clients, other SIS Team Members, and other health professionals. Another part is the provision of an appropriate setting for work with a client for the protection of everyone. Finally SIS Practitioners keep their agreements and avoid unrealistic or unclear commitments.

### **4. Sound Moral Values**

SIS Practitioners promote accuracy, honesty, and truthfulness in their communications and in the practice, teaching, science, and art of energy healing. Any form of romantic involvement or sexual activity with a client is unethical according to SIS standards.

### **5. Boundaries**

SIS Practitioners take reasonable precautions to ensure personal biases, boundaries of competence, impairments to health and well-being, oversharing personal information, and that any limitations of expertise do not negatively impact services provided to clients. Practitioners must maintain boundaries. This can sometimes be a delicate balance. If a practitioner finds him/self becoming emotionally attached, it is ethical to end the therapeutic relationship.

### **6. Confidentiality**

SIS Practitioners respect the dignity, worth, and uniqueness of all people, and the rights of individuals to privacy, confidentiality, and self-determination. The SIS practitioner shall safeguard the confidences of clients and their privacy and follow all laws regarding this.

### **7. Respect for Individuals**

SIS Practitioners are committed to give all persons access to and benefit from the contributions of energy healing, while retaining the right to maintain their integrity, best judgment, and personal safety at all times. Avoiding triangulation (ie - talking about or criticizing others when they are not present) is important, as is maintaining an atmosphere of collegiality. When SIS Practitioners employ ideas or methods learned from other colleagues or facilitators, cite the source of the information or techniques.

### **8. No Discrimination**

SIS Practitioners are aware of, respect, and accommodate individual, cultural, and role differences, including those based on age, gender identity, race, ethnicity, culture, national origin, religion, sexual orientation, disability, language, representational system, and socioeconomic status.

### **9. Conflict of Interest**

Personal obligation, gain, or other conflict of interest is not a part of the SIS Practitioner's professional relationship with a client but rather respect for each client and seeing that client only through the eyes of service is our standard.

### **10. Public Statements**

SIS practitioners shall understand the responsibility to contribute to the betterment of the community with knowledge and skills. When a practitioner is called upon to interpret, explain, or demonstrate knowledge of specific SIS methodologies or their applications, he/she does it objectively and fairly and within the limits of personal competence. Any public statement made must be formulated with consideration of the impact on the School of Intuitive Studies.

#### **11. Competent Care**

The SIS practitioner shall be dedicated to providing competent care with compassion. The SIS practitioner shall recognize the limitations of his/her competence and refer a client to another appropriate health professional when the situation arises and it is obvious that further care is necessary or deemed critical to that client's wellness or health.

#### **12. Advertising**

All advertisements, press releases or announcements of services offered must conform to professional standards and avoid the inclusion of statements or promises, which are inaccurate, incomplete or misleading.

#### **13. Personal Commitment**

Practitioners demonstrate a personal commitment to acting ethically; modeling ethical behavior, encouraging ethical behavior by students, supervisees, employees, and colleagues; and consulting with others concerning ethical problems.

## **Getting Started with Your Healer Practice**

**Healer Boundaries:** Boundaries with regard to healing sessions include clear expectations, an intake form, honoring time parameters, respectable presentation of clothing, clarity in what the client will expect after the session, and clarity in the fee/pay structure. Boundaries also include parameters around scheduling sessions and honoring your time and also your client's time. Clarifying boundaries with clients may include managing expectations of what a client will expect in a session and how the session will flow. For example "we will begin the session with me hearing from you on where you are, and then through my intuitive sense, I will explain what I am picking up on and guide you into clearing energy." Or "we are going to start with grounding first, and then I would like to hear from you on what you are needing. From there I will tune in to see what comes up in the session". While your style of healing may be familiar to you, think about what a client who is new to your work would need to feel safe and get the most out of your time together.

**Intake Form:** You may model your Intake Form [from this sample SIS Intake Form](#) and add to it what is relevant to your practice. Note the information on *What is Releasing* helps a client understand half of the healing is what happens in the session, and the other half is what happens following the session.

**Even Exchange of Rate and Trades:** Offering healing sessions needs to be an even exchange. You can offer healing sessions to receive practice - for a trade of services - or for pay. If you feel called to offer a healing to someone coming from a deep place, follow your intuition. It is common for healers

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the desire to help overrides the care of the healer. Charging for your work keeps the energy clean between you and the clients. Trades may feel good and be appropriate for a period of time. Yet, the trade needs to feel right and be at the level of your work. The more refined you become in your healing work, trade agreements may need to be revised, updated, or canceled.

**Manage Expectations:** When thinking through how you offer healings, consider what the client experience is and will be going forward. This will help you manage expectations. Put as much information into email or your Intake Form to cover what clients are to expect in a healing session, and what to expect after the healing session. Mention also, one session may not get to the root of the issue -- multiple sessions may be needed. Let clients know feeling emotions are part of healing, and it is a good thing when feelings arise! You also can let them know in the session, they may feel sleepy, heavy, or light-body sensations.

All are appropriate ways the body releases. Also, let clients know they will see what they see/get what they get, and this is based on what is made available to you, but that doesn't mean you will know everything, and they need to trust themselves more than anything.

**Insurance:** Very few insurance providers offer insurance for energy healing. Luckily, we have found one! SIS is partnered with the [National Association of Professional Healers](#). Through this link you can get insurance as an Energy Healer.

## Starting Your Practice

**Practice Healings:** Your style of offering healings will evolve out of practicing healings. It is reasonable you can be practicing healings for a year before feeling comfortable charging for sessions. You can start charging whenever you feel ready, although it can be energetically difficult to practice on family members or close friends. Your boundaries may be clear enough to offer a session here or there... It's just for ongoing work, being someone's healer is a big responsibility and it can shift the dynamic of a relationship.

You can set for yourself some guidelines on how long you want to be doing practice healings, and how many. Because it is your own guidelines, you can always revise as you're moving along.

When you feel you are ready to start charging for healings, you can offer some free practice feelings to people (or other practitioners in your network) in exchange for them to refer you. You can decide how many you want to do and when you want to do them in your calendar.

**Virtual or in Person:** This is a personal preference as to whether or not you host healing sessions virtually via an online platform, via phone, or in person. And, decide for yourself what you feel most comfortable doing.

If you prefer to see clients in person, consider office space has a potential cost and is also a tax write off. Consider you might prefer two chairs opposite each other in the healing space, or you might prefer your clients recline on a massage table or couch while you sit in a chair. You may not necessarily do hands-on work, but this is a common way to offer energy healing. Keep in mind your focus for putting

the word out there about your practice is going to be through local outreach. If you are a clairsentient intuitive dominantly, in-person work may feel more natural to you.

If you choose to do healing sessions virtually, you have a greater arena for putting yourself out there. As a healer who works virtually, it opens the door for you to accept clients from anywhere in the world. If you are a clairvoyant or clairaudient intuitive, virtual healing work may come more naturally for you. There are many platforms you can choose to connect with clients virtually. You can use the traditional phone if the call is within your country. Some people prefer FaceTime or WhatsApp. Skype is also a free service great for video conferencing with your clients, so you can see each other, and record the session. Zoom is a user-friendly platform allowing you to video conference and record your sessions. It does come with a cost, but is also a wonderful platform!

### **Booking a Session:**

- *Initial Contact* - Send Intake Form and payment link or mode of payment
- *Schedule the Session* - You may use an online scheduling tool like Genbook or something similar, or classic email.
- *Send a Confirmation Email* - Send written scheduled session times and how to connect. Be sure to double check time zones and include them too!
- *Honor Your Commitment* - Honor the times you schedule with clients. Life happens, but try not to change session times on multiple occasions, otherwise it can impact trust in the container.
- *Respond to Emails* - Ideally within 12-24 hours.
- *Recording Sessions* - Do clients want to record their sessions? If so, that may matter for what mode of communication you use (ie Zoom or Skype).

### **Structuring a Session:**

- *Initial Talk*: Set 10-20 minutes of getting clear, taking notes, and understanding the issues. Insights do come in the initial talking that may be brought into the energy healing. You may want to do the opening before the talking, so the client is centered and explains their intentions for the healing from a clear place. Otherwise, you can have an initial check in and then begin with the opening. You may start recording your session whenever you feel it is right for you and your client. I start recording after the opening prayer.
- *Opening Prayer* - Offer an opening prayer or intention for the healing.
- *Offer the Healing* - Begin the intuitive healing session. Some tips:
  - Keep in mind if you are reading energy, you are also offering a guided way for the client to clear energy.
  - Stay grounded and connected to your center.
  - Trust what comes through to you. It may make sense in the session and it may make sense days later.
  - Remember you are being helpful so if you ever get stuck you can ask your intuition or your client "how can I be helpful?"
  - If your session is 60 minutes (1 hour), then roughly 40 minutes will be the healing portion, 10-15 minutes for the opening and discussion and 5-10 minutes for a wrap-up discussion. As you practice, you will become more refined on your timing. Practicing the work will teach you timing and how your sessions are going to be structured.
- *Closing Prayer* - Offer a closing prayer or intention for the healing.

- *Next Steps* - Offer your clients some advice or next steps on how to support their healing. They may need continued healing work. If there is any further advice, you can write it down and email it to them or give it verbally and clients can simply take notes.
- *Cleanse Your Energy* - after the healing session, re-ground yourself, shower your body with light, sage or apply any cleansing practices to you and your body for your own personal cleansing.

**What to Charge:** Pricing for sessions will evolve based on how comfortable and worthy you feel in your skillset. In the beginning, you may want to trade sessions or start with a fee of \$60/hour or so, and then evolve your fee from there. If you feel comfortable and ready to have a healer business, do some research on what other healers charge in the market. It ranges by location, experience, and modalities. If you are planning on staying local, then research what other healers charge locally.

- **Feel Into Your Pricing:** Close your eyes, meditate and feel what number comes to you. Trust that your higher self will give you the pricing that feels right to you. Beginner Healers charge anywhere between \$60 and \$120 an hour. Packages? Yes, absolutely. Have a 3, 6, 12 or monthly package rates discounted from your single session price!
- You may choose to offer a sliding scale for a period of time to build your practice. If you do, then give a ballpark range. Whatever the lowest amount you are willing to slide to, let it be the bottom amount. Keep in mind also some clients may need to work on their money/worth issues if money is an issue. Be willing to support them in that, rather than matching their money/scarcity issues.

**Naming your Business:** Some practitioners choose to name their business and some choose to use their own names. Either way is fine! If you choose to create a business name, enjoy the process of intuiting and exploring names that resonate. Be sure to google the name and make sure it is not being used. Intellectual rights are real for businesses, so be sure to find a unique name.

**Website:** Do you need a website? This day and age, yes, having a website that displays your photo and your menu of services is a must. There are lots of easy ways to build a website these days with providers like SquareSpace. See below as we go into more on marketing.

## **Branding and Marketing**

Training as a healer is the development and learning the tools to refine your skills. To make a living as a healer, it also requires business and marketing training. This is a separate set of skills than what is offered in the IHTP. The [National Association of Professional Healers](#) does offer a **business training for healers**.

### **Spiritual Marketing:**

When you are in vibrational alignment with your calling, and who you are here to be, the universe does bring in clients. You need to be open to receiving them! Close your eyes and meditate on coming into vibrational alignment. Say “Yes” to your gift and how you are willing to be seen in your intuitive

abilities and what you have to offer. Then, send a signal out to all your future clients who may be in need of what you have to offer. Send this signal out to the universe and call your clients into your practice. Create any ritual or ceremony for this that feels good for you.

### **Intimate and Direct Marketing:**

I made this title up, and it's basically putting the word out in a personal and direct way via email or social media, letting a close list of people know you are offering healing sessions and available for referrals and sessions.

### **Network Marketing:**

Is there a practitioner in your area who would be open to referring you? Are there any like-minded healing groups you can network in and announce you are available for sessions? Partnering with other practitioners is a great way to get your name out there in your community or online.

Below are a list of questions to help you clarify your business. This information will help you get clear on your business.

### **Business Model and Your Type of Healing Practice**

- What type of healer practice will you have?
- Are you working virtually or in-person?
- Who are your clientele? (age, interests, gender, hobbies, books, etc.)
- What is your business model and plan? And your menu of services?
- How often will you see clients?
- What are your start-up requirements and costs of virtual versus in-person?
- Who you may need on your team?

### **Branding Your Business**

- What is your business name?
- What is your logo (if you plan on doing business cards, website or any promotional materials)?
- Get clear on what you are offering: Instead of talking about what you do, what are your clients struggling with and how can you help them? What problem do you solve? This will help you get clear on what you offer!
- Write a bio, less about you and more about HOW you will meet the need/solve the clients problems and pain points.

### **Branding: Building Your Website and Producing Content**

- Create a URL through a domain company. Find one who can host your website too.
- Create a simple, clean website where people can learn more about who you are and how you can help them. Consider a business Facebook page too!
- If needed, find a website designer and choose a website platform/hosting company.
- Consider having a blog on your website where you can write articles and a newsletter you send out 1x per month or so, letting people know valuable information.

### **Healing Money Blocks, Under-earning, and Fear of Being Seen**

Healers historically have struggled with making money or receiving money. What is at the root of this... Money issues are stored in the lower chakras and often relate more to scarcity, fear, low self-worth, karmic imprints, and lack of love or over-empathising. Keep in mind as you put yourself out there, you may need to work on the deeper issues of self worth, receiving, and deeper fears.

**Protect Your IP** (and Wendy's too please!) - As you build out your practice, consider protecting your intellectual property, and be clear how/if your students are permitted to use and share your content. You can file trademarks, copyrights, and more. Importantly, please do not share Wendy's IHTP modules or IP work with others without permission from the School of Intuitive Studies, such as your Member Portal Login. You will ask the same of your students!

I hope this information supports you in getting started and know the **National Association of Professional Healers** is developing great resources for you in developing your healer business and the Advanced IHTP is where you can continue to develop your healer profession!