



# Inner Factors for Creating a Successful Holistic Health Practice

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**B**ecoming successful in any field or endeavor does not happen by luck - but rather by hard work and determination. There are several key factors that set apart those who create successful massage and bodywork practices. Statistics show that four out of five small businesses fail within the first two years of operation. When you look at someone with a successful practice, his or her reasons for success cannot always be seen on the surface. A lot of their success factors cannot be seen because their winning combination comes from within.

The first key to having a successful holistic health business is to have an inner vision of what you want

to create. A business without a vision is like a ship sailing without a compass. Meditate on this vision and watch it expand. Write a vision statement. Next, make a list of five to ten goals that need to be done to make this vision happen. Then prioritize these goals with time frames in which they will be accomplished. Make a strategy (objectives for each goal) of how you will address these goals. This is where the hard work, determination and staying focused on your vision comes into play. Keep your vision with you so that when you get off course you can bring your energy and focus back to your vision and goals. Revisit these monthly. A Harvard study showed that only 3% of the population make a list of their goals. This same 3% control 97% of the world's wealth. Anyone can set goals. So get started.

The success of your business is also determined by your inner motivator. What language does your inner motivator speak? Does your inner motivator talk in



positive and realistic terms about life, about your business and about your success? Does your inner motivator speak positively about others in the field? The inner voice that motivates you to success is your main supporter and cheerleader. Consciously take time and listen to the messages your inner motivator is sending. Successful people are self-motivated and see the glass filled to the top with plenty for everyone in the field. If you are speaking negatively, making excuses, criticizing others - turn it around by doing your inner work of looking at your fears or get some life coaching to help inspire and motivate you.

Another key to success is -- listen to your intuition. Make sure you take time daily to sit in silence, empty your head, and just listen for ideas or insights. Intuition plays a very important role in creating and maintaining a successful business. Women have been known for being naturally intuitive. Socialization taught us to downplay our intuitive strengths. However, the information is constantly coming in. We just need to tune into the quiet and listen.

In Napoleon Hill's best-selling book *Think and Grow Rich*, written in the 1960s, he dedicated a whole chapter to Intuition. Hill spent 20 years studying the habits of the highly successful businessmen of his time such as Andrew Carnegie, Henry Ford and Thomas Edison. What he found is that these men followed their intuitions and listened to the advice of the people they trusted. Tapping into your intuition requires spending time outside the noise of being busy - which will make your life easier and provide you with fresh insight to the issues that you might be trying to resolve.

An additional aspect of the inner work includes examining your views about money and success. What I have found when mentoring people in this field is that some people - on a subconscious level - have

taken an oath of poverty (this by the way does not work in the business world). There is also the self-defeating belief about money and success, which is that *my money goals are out of reach - I don't have what it takes - I don't deserve success or I will never be successful*. Some people put limits on how long it should take them before they make enough money to support themselves. Others believe that energy workers should not get paid much because they have a gift. These attitudes will definitely sink the ship before it leaves the port.

Money is a form of energy - an exchange for a service. You paid for your training and your time and energy deserve to be rewarded. You work using your energy and you should receive money as a form of exchange. If you have something worthwhile to offer then money is the proper form of exchange. Stop blocking the flow of energy (money) into your life. Look within at your attitude toward money and success.

My last factor to share on the inner dynamics of creating a successful holistic health practice is to actively use your awareness. We can sometimes fill each moment of the day with a lot of busyness that does not relate to our vision or goals. Old habits of spending time talking on the phone or running other people's errands, etc., will not create success. Elicit your inner awareness to watch your day-to-day activities to make sure that these activities are directed toward completing your vision. Following your goals and strategies will ensure that you stay on track for success. Do not criticize yourself. This is a learning process to make you more aware of how you are spending your time and energy. You are learning to make intentional choices that lead to success. Release the time spent on activities and people that do not serve your vision and you will have more time and energy to become successful.

Gandhi said "*That which you cultivate, you become.*" We cultivate from within. So if you want to create a successful holistic health practice, cultivate success from within! ☺