



Essential Energy

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Going with the Flow—According to the Rules

Recently a client protested the end of our session.

“We are done in five minutes,” I prompted.

“But I am not finished!” she cried.

“Our hour is almost up,” I added.

“But the last healer I worked with just ‘went with the flow’ until we were finished. She did not charge more money for the extra time, either.”

I am all for going with the flow when there is a flow to be had. To be “in the flow” is to follow the syncopation of the Universe. It is to move in rhythm with a greater process and dance in time with the music that is playing. It is to jot down or speak the words that pop into your mind and jump into the water after your duck-chasing dog—just because.

Flow is a strategy, but so is keeping time, paying for services and following rules. In fact, when we healers establish and maintain our business structure and regulations, we are better able to flow with the cosmic clues that can uplift, soothe and benefit our clients. Running an energy healing business, however, has a built-in challenge. Perception is king, and many people believe that energy healers should

be available based on the flow of the client, not the flow of the business.

People inherently understand that there is a spiritual facet to an energy healing business. That is because the two most original models for energy healing are shamanism and religion. I have worked with many indigenous shamans around the world. The template is based on availability. Once, deep in the jungles of the Amazon, an entire family hiked across miles of forest, using a machete to forge a path, to arrive at the shaman’s hut around midnight. The father carried an ill child. The shaman immediately tended to the boy, who rose from his stupor around 5 a.m. ready to eat and play.

In nearly every country I have visited, in fact, shamans are on call 24/7. I once visited a mountaintop in Venezuela that housed hundreds of diviners and healers. You could show up at any time and receive a blessing or fortune-telling. When attending a Sun Dance hosted by a Lakota medicine man, anyone could participate in a sweat lodge any time they were held; some occurred at midnight.

Most religions have followed the same archetype of full-time, as-needed service. God does not decide when He/She/It is available, so neither should a pastor, priest, rabbi or mullah. To the clergy person, late night calls are infamous, as is the need to be accessible on-demand.

While shamans are paid for their services, the payment might be a chicken rather than money. The shaman’s food is often delivered by a group of families rather than purchased by the shaman him- or herself. In general, shamans are sustained by a community rather than individual clients. Along the same lines, the donations made to a religious institution pay for a clergy person’s time. There is not a direct-connect for hour-to-hour service.

The idea that spiritual energy should be freely available to the needy no matter the time—and at little to no direct cost—is an underlying principle often applied to energy businesses.

Linked to this perception is the idea of “going with the flow.” To a client, “going with the flow,” as projected upon an energy professional, implies meeting the client’s desires in terms of time and cost. As a healer however, I rely on “flow” with a capital “F” to deliver my best work. Plain and simple, I need to be open to the mood and movements of the Spirit IN SESSION to deliver messages and healing. We do not fight to swim up river; rather, we let ourselves be carried in the current of grace that is energy.



Although being freely available to the client may work perfectly in other cultures, it does not work well in ours. Most energy healing businesses are based on time units. You teach a class for “X” number of hours and the cost per person is “Y.” The same applies to hourly services. Of course there are services that fall outside of these venues, such as the selling of products.

Business is business. Our clients are not paying for the healing energy, they are paying for our time. We are not supported by our community. For us to show up for an appointment, we must keep a calendar. The modern world simply works that way, and everyone, including our clients, must walk within the lines of practicality.

In fact, who has not learned the lesson of rule-keeping from day one? I remember going off to kindergarten in Huntsville, Alabama, super excited about my new petticoat. I wore it under my dress and could hardly wait to show it off. Eager, I leaped to the front of the class and started twirling around, holding the cloth of my dress up so that everyone could see my tutu. The teacher gasped and made me sit back down, lecturing me that “ladies do not show their underwear.”

So much for my spontaneous breaking of the rules.

When individuals ask for my advice when setting up a new healing business, I fill their heads with regulations. Set your hours, do not give free guidance on the phone, establish clear payment policies and never, never, never go beyond your session time. For long-time healers, I say, keep it up! Sustain the business aspect of your practice for it bolsters the respect for healers everywhere. Someone empowered to say “no” can more freely say “yes” to the flow that seeks to come through during a session.

As Wayne Dyer once shared, “The invisible intelligence that flows through everything in a purposeful fashion is also flowing through you.” It is intelligent to care for self and care for our businesses, leaving even more energy to care for our clients when in service to them. €



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