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The Inner and Outer Game of Building Your Business

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Building a successful business requires a combination of energetic and practical business principles. First and foremost, you must do your inner work to fully align with all aspects of your business, including pricing, client service model and methods for attracting your ideal clients. It is also essential to have a solid and clear business model that allows you to earn a sustainable living, as well as, obtain practical skills, such as how to get the phone to ring and how to have a respectful conversation with a potential client, which leads to a “yes” (when it is a good match).

In this article, you will discover principles of both the inner and outer game of building a business so you can reach more ideal clients, do the work you love and know you are making a difference in the world.

The Inner Game

As a practitioner who is sensitive to energy, it can be painful to talk with potential clients when you do not feel aligned with any aspect of your business. Perhaps you feel uncomfortable when you share your rates. Or maybe you believe promoting your business is not ethical. Whenever you have a disconnect between what you think you must say or do and what you find yourself doing, it is time to step into inner work to achieve alignment.

The hidden challenge is that you may find yourself feeling aligned with a belief that is based on misinformation. For example, the belief *promotion is bad* may cause you to hesitate to share information about your work. You have likely seen misleading advertisements or witnessed big corporations marketing products that are harmful. These experiences may have negatively biased your belief about promotion of services. However, promoting your work, which helps people heal and raises the consciousness of the world, is a good thing and does not belong in the same category! Can you see how being “aligned” with not promoting your services based on this belief would cause an internal conflict that must be resolved if you want to grow your business?

The belief “promotion is bad” may cause you to hesitate to share information about your work.

Another common belief that may keep you from sharing your work is the idea: *It is unethical to charge*



for my work because people cannot afford it. This belief might have you undercharging, giving away too many free sessions and stammering when you share your rates. While it is true it might be a financial stretch for some people to pay your full rates, what if you thought about it as an investment? Considering so many people spend money on Starbucks, alcohol and food that does not nourish the body, signing up for your services could be one of the best investment they have ever made. When you shift this belief, you become aligned with charging your full rates. Have you ever chosen to invest in your healing and noticed the energetic exchange of money caused you to get the most out of the work? It is the same for your potential clients. They spend money they

unsustainable and will not work for most energy practitioners and healers. However, you can adjust your service-delivery model so you can serve your clients more deeply and earn a sustainable living.

Why is the Traditional Private Practice Model broken?

The traditional private practice model is where you see one client at a time and they pay for one session at a time. Some clients will re-book and others will not. This model, built upon the model used by physicians, has been inherited by many practitioners as a way to offer services as an alternative or complement to allopathic medicine.

One of the easiest ways to create a win-win offering is to start offering packages, rather than one session at a time.

have worked hard for and in doing so, become more invested in getting the results they want from working with you.

These are just two examples of self-sabotaging beliefs. When building a business, it is essential to take notice when you do not feel full alignment with an action and consider what belief may be prompting the lack of alignment. Once you have done so, ask yourself if there is another perspective that could promote energetic alliance.

The Outer Game

There is a saying: *If you try to build a house on a foundation of shifting sand, the house will never withstand the elements.* This metaphor emphasizes if you try to build a business when your service model is broken, the business will never withstand the challenges that come with running a private practice.

The traditional model of seeing one client at a time and hoping they book another session is

While this model may work for a practitioner who has been in business for many years, resides in a large community, is known as the best or only practitioner in their field — it can take years for a new practitioner to fill their practice. Most energy practitioners never get close to this utopian model of business success. However, this does not mean you cannot create a sustainable, thriving business model where you are doing the work you love, serving clients you love and living a fulfilling life. The problem is not you. It is the broken model that does not work for most energy practitioners.

Here is a series of questions to help you understand how this model is unsustainable:

What is the minimum amount you need to earn to cover your business and living expenses each month? Ensure you include taxes and add ten percent, to cover unexpected expenses. If you want to earn a living working solely as an energy practitioner, this is the amount of income you need each month.



Next, when you take the projected monthly income and divide it by your individual session fee, what do you get? This is the total number of sessions you must deliver each month, to earn a sustainable living.

Consider the time and energy it takes to get a new client. Does it seem overwhelming and even impossible to attract enough clients to make this model work? For most energy practitioners, the answer is “yes.”

Fortunately, you can change the way you offer your service and create a win-win for both you and your clients.

One of the easiest ways to create a win-win offering is to start offering packages, rather than one session at a time.

A package is defined as a pre-paid guarantee of four or more private sessions.

Packages encourage commitment from clients and help maximize healing and results. This means you get to work more deeply with each client and the work is more fulfilling. It also means you do not have to enroll as many new clients in your practice. By upgrading to a package model, you only need 10% of the “yes” responses as compared to the traditional private practice model.

How to Create Your First Package:

To create your package, the first question to ask yourself is: *If my clients were to get the best results possible, how many sessions would I recommend?*

The answer to this question is the likely number of sessions you should offer in a package. Here is a tip about pricing a package: Hint: This is an opportunity to give yourself a raise.

Consider the rate you now charge for an individual session. We will call this your minimum aligned rate; meaning you would never want to earn less than this when you deliver a session. When you create the package offering, you want to earn this rate per session. Next, you raise the rate for individual (non-package) sessions.

By doing so, you can easily communicate value to potential new clients, by saying: *My regular rate per session is \$____ (minimum aligned rate). Many of my clients like to save money and pre-pay for a package of ____ sessions, which is \$____ per session or \$____ (total package rate).*

With current clients who are paying your lower rate, you can let them know about the rate increase by saying, *As of ____ date, my rates are increasing by \$____. However, you can save money and pre-pay for a package of ____ sessions, which is \$____ per session or \$____ (total package rate).*

The bottom line – when you offer packages, you get to work more deeply with more committed clients. You do not have to enroll as many new clients, your clients will get better results, you are fully aligned with providing the services you love and most importantly, know you are making a difference in the world. €



To learn more about Jesse Koren and Sharla Jacobs please visit [Thrive-Academy.com](https://thrive-academy.com)