

01 / TEST THE PATH

The Stranger Test

Find where a new client gets confused, loses interest or gives up before booking.

More traffic does not fix a broken path.

Before you spend money on ads, pour a hundred hours into making new content, or tweak your website for the fifteenth time this week, find out whether someone can understand your offer and actually book it.

Give someone 20 minutes. Listen.

Ask a friend or family member who is new to Reiki and does not know much about your business to test your website. **You can offer to buy them lunch or a coffee as a thank-you for their time and honest feedback.**

Have them open your site on their phone, choose a service and try the booking process. **Stop before submitting a booking or payment.** Ask them to say what they are thinking. Let them work through it without explaining or pointing out buttons.

Ask them to find these answers

- | | |
|---|---|
| ☐ What do you offer, and where? | ☐ What happens during a session? |
| ☐ What does it cost, and how long is it? | ☐ Which service would I choose? |
| ☐ Where do I book, and when can I come? | ☐ How and when do I pay? |
| ☐ Why would I feel comfortable choosing you? | ☐ Can I choose to stay in touch? |

Boredom is feedback too.

If they start skimming, drift off or lose interest, note where it happens. Ask what lost their attention. Write down the exact section and what they expected to find. Use that feedback to choose your first fix.

Clarity gets people closer.

Use the test to replace guesswork with specific improvements.

Make your first screen clear.

Your first fix: Replace "Awaken your limitless becoming" with "In-person Reiki sessions in [city], with virtual sessions available online."

The manual walks through your website page by page, including what goes where and how to build it. **Ch. 4 and 7.**

Help people choose and book.

Your first fix: Give each service a plain-language explanation. Put the duration, full price and a clear "Book a Reiki Session" button together.

The manual connects your offer menu, pricing, website and Acuity setup with step-by-step instructions. **Ch. 5-8.**

Make the experience easier to trust.

Your first fix: Explain what happens in a session, show the real practitioner and space, and make payment and next steps easy to find.

The manual includes client check-ins, review requests and referral thank-yous you can adapt into your own voice. **Ch. 2, 25 and 30-32.**

Give people a reason to want your emails.

Your first fix: Replace "Join my newsletter" with a specific benefit: a useful guide, practical Reiki tips or something else your clients actually want. We get enough promotional spam. Give people something worth opening.

The manual covers signup offers, welcome sequences and ongoing emails. **Ch. 19.**

Check discovery separately: Search your business name and "Reiki [city]." Record whether your business appears and where the results lead. Incognito alone is not a ranking audit.

The Broke Build

A planning budget for starting lean, with room for your actual local costs.

Start lean: a workable setup, a clear budget and room to grow. Buy what your practice needs now.

STARTUP PLANNING RECEIPT

Portable massage table	~ \$120
Professional liability insurance	~ \$159 / year
Website, domain and initial hosting	~ \$50
Basic booking software	Free option
Illustrative subtotal	~ \$329

\$279 covers table + insurance; \$329 adds the website. The manual's full receipt reaches about \$369 with optional AI tools. September 2026 planning amounts, not current vendor quotes. Excludes local filing costs, permits, taxes, supplies, space and processing fees. Check renewal rates and coverage.

A lower-cost way to register your name

In the U.S., you may be able to start as a sole proprietor and file a DBA ("doing business as") for your business name. Check state and local filing fees, renewals, publication requirements and permits. Add the costs to your budget.

A DBA registers a name. It does not create an LLC or provide personal liability protection. Treat business structure, name registration and insurance as separate decisions.

Free until free gets in your way.

Upgrade when you can name the problem you are paying to solve. The manual also works through session costs, break-even bookings and pricing for your actual time.

U.S. registration guidance: [sba.gov/counseling/launch-your-business](https://www.sba.gov/counseling/launch-your-business)

Make software earn its keep.

Choose the lowest-cost plan that does the work your practice actually needs.

Acuity is what I use.

Acuity Starter is **\$20/month, or \$16/month billed annually (\$192 upfront)**, before tax. It includes one calendar, unlimited services and appointments, intake forms, payment integrations, email reminders and a follow-up email per appointment. Processing fees are separate.

There is a free trial, but no ongoing free plan for new accounts. **The manual teaches my system, using Acuity.** Calendly and Setmore are free alternatives to consider; the manual does not include walkthroughs for them.

Free alternatives if you need them

Calendly Free: One appointment type and one connected calendar. Useful for a single service. Integrated payments and automated reminder workflows require a paid plan.

Setmore Free: The current official pricing page lists unlimited appointments, online payments and email reminders. Recurring bookings and two-way calendar sync require Pro. Verify limits before signing up; processing fees and country availability apply.

Build a reason to return into the process

Before the session: Send a confirmation with the correct time, location, preparation instructions and cancellation policy. Enable the reminders your plan supports.

If they ask about returning: If a client asks when to come back, I recommend timing based on what they are going through. Then I ask if they would like me to book that appointment.

After the session: Send a check-in with an easy rebooking link. Automate it if your plan supports it; otherwise use a manual reminder or your email platform.

Give clients an incentive to return.

Make rebooking easy with a clear link in your follow-up. In the manual, I share the return-client offer I use and how I build it into that process.

Plan details checked October 19, 2026; verify before subscribing. Sources: Acuity pricing; Acuity follow-ups; Calendly pricing; Setmore pricing.

05 / TURN FEEDBACK INTO ACTION

Fix one thing. Test again.

Leave with a specific improvement, not another list of things to worry about.

Fix what blocks understanding or booking first, then retest.

01

What happened?

Where did they hesitate, get bored or need help? Write down their words.

02

What will I change?

Name one concrete fix: clearer price, simpler service choice or a working button.

03

How will I check it?

Ask them to repeat the task. Can they complete it without your explanation?

Then test what happens after booking

Separately, make your own controlled test booking. Check payment instructions, confirmation, time zone, location or online link, preparation details and rescheduling. Remove the test booking afterward.

Where to start in the full manual

Starting a new business

Ch. 1-9, in order

Clients cannot find me

Ch. 10-18

People find me but do not book

Ch. 4-9 and 23-24

Spending more, not making more

Ch. 11, 16, 17 and 38

Need the HOW? The **323-page PDF** includes the workbook and click-by-click setup, with weekly live calls for questions. **Explore the manual - \$97, one payment.**

Let your practice support you.

The Six Figure Reiki Practice Manual | \$97, one payment

Give people a reason to choose you.

Inside the manual, I share exactly what set my practice apart, how I did it, and the reasons clients told me, time after time, that they chose **me**.

Then I show you how to build that foundation for yourself: **a sustainable Reiki business that attracts new clients, gives them a reason to return, and supports you as generously as you support others.**

I bring more than 14 years in practice and the experience of building a business that generated six figures in annual revenue for multiple consecutive years. You get the decisions that worked, the mistakes that cost me, and the steps to put the lessons to use.

Build the pieces that make booking possible

Get found: Build your website page by page. Set up Google Business Profile, search visibility and tracking so you can see how people reach you.

Get chosen and booked: Clarify your offers, pricing and client experience. Set up Acuity, intake, payments and policies.

Give clients a reason to return: Put follow-up, review requests, referrals and rebooking into your process instead of leaving them to memory.

You get the instructions and the support.

323-page PDF, including the implementation workbook. Click-by-click setup, a website plan and example wording to adapt into your own voice.

Weekly live group calls with me. Bring your questions when you get stuck.

\$97. One payment.

Get the manual / sixfigurereikipractice.com

Six figures describes my business revenue, not a promised result. Your results depend on your market, choices and implementation.