

We wanted to put the various elements that we've covered in "Building a Holistic/Spiritual Practice" into a checklist/worksheet for your own guidance and easy reference: Start with what you can do and don't overwhelm yourself. But definitely get started if you haven't already.

- AWAKENINGS * * * * * www.gettingthru.org * * * * * 805-931-0129

7. **Testimonials:** Obtain one or more testimonials from clients by asking them directly to provide a solution-oriented testimonial, or provide them with a testimonial they can edit, or interview them and extract a testimonial.
8. **Write some copy for your offerings.** Use headline, sub-headline, client challenges, your solutions, why they haven't succeeded before, and call to action.
9. **Speaking.** Determine a topic for an introductory talk, where you could give it, how you could promote it, and when you will have it.
10. **Website.** Determine your short- and long-term goals for having a successful website. See handout on "Website Creation" for ideas.
11. **E-Newsletter.** Determine your goals for having a successful newsletter. See handout on "E-Newsletters" for ideas.
12. **Product Creation:** Come up with an idea for a product, which can be free or for fee. Also check out Clickbank.com for product ideas and becoming an affiliate. State your next step for product creation and getting it out there.
13. **Goals:** Where do you see your practice in 1 month? 1 year? 5 years?

More Marketing Resources

<http://www.copyblogger.com/> -- information on writing blogs and email newsletters

www.clickbank.com Clickbank offers hundreds of downloadable products. Good for getting information, product ideas and becoming an affiliate for income.

<http://www.profcs.com/app/aftrack.asp?afid=819828> Practice Pay Solutions is a good company that authorizes credit cards.

Using Oracles

We use a variety of Oracles for guidance and confirmation the messages we receive through dreams and journaling. The following is a list of some of our favorite oracle sets, plus books we use as oracles. * means highly recommended. Some ideas for using oracles:

- Ask for a spiritual theme or focus for a class. We have done this for each of the marketing teleclasses, to give us an overview of how we can view the material we are teaching.
- Ask for a topic for a monthly newsletter. We do this occasionally when we run out of ideas.
- For a client session, ask what is the most important thing this client needs to receive from this session.
- For yourself, ask what you need to understand to overcome a challenge.
- For guidance you receive, ask for confirmation of the message. We often find that we receive confirmation and even further clarity when we do this.

ORACLE SETS

* INNER CHILD CARDS	Isha Lerner and Mark Lerner
* THE MAYAN ORACLE	Ariel Spilsbury and Michael Bryner
* SACRED GEOMETRY ORACLE DECK	Francene Hart
* DOLPHIN DIVINATION CARDS Note: Book and cards sold separately	Nancy Clemens
* OSHO ZEN TAROT	Osho and Ma Deva Padma
CRYSTAL ORACLE	Toni Carmine Salerno
THE HIDDEN PATH	Raven Grimassi and Staphanie Taylor
THE FAERIES ORACLE	Brian Froud and Jessica MacBeth
72 NAMES OF GOD Note: Book and meditation deck sold separately	Yehuda Berg
ANGEL BLESSINGS	Kimverly Marooney
THE BOOK OF RUNES Note: Be sure to get a set that comes with the stones	Ralph H. Blum

BOOKS WE USE AS ORACLES

* THE END OF KARMA	Dharma Singh Khalsa, MD
* REAL STEPS TO ENLIGHTENMENT	Amy Elizabeth Garcia
* PERSONAL POWER THROUGH AWARENESS Note: Her other books are good, too.	Sanaya Roman
THE SECRET OF THE AGES	Robert Collier
NAPOLEON HILL'S KEYS TO SUCCESS	Napoleon Hill