



# Start a Reiki Business by Letting Reiki Lead the Way!

BY PAMELA ALLEN-LEBLANC

I TEND TO FOLLOW “NUDGES” that I get from Reiki. And recently, that nudge made it clear I was to start a podcast. A podcast? Seriously? From the girl who was terrified to teach online and who could never figure out technology? That didn’t sound like a good idea.

My guidance doesn’t always make sense, but it is always on track. And because a long time ago, I agreed to surrender to Reiki’s guidance, it was clear I was to get to work and create a podcast. I’ll tell you, though, was it ever a steep learning curve. But between YouTube instructional videos, advice from my mentor, Colleen Benelli, and a course I purchased, it became a reality. That reality is helping me to understand who I am. And it is impacting my Reiki business most profoundly.

As I investigated the nudge, I realized that with a podcast, it would be possible to share Reiki healing and information efficiently with a significant number of people from all over the world at the same time. Following the maxim “be the change you want to see in the world,” I realized that with my enormous curiosity and quest for learning and the fact that there is just SO much to learn about Reiki, other people must feel the same way, and I could share this with them.

I also know the best way to learn is to teach, and while teaching has propelled my Reiki journey and understanding since 2011, technology now makes it possible to instruct people from anywhere. We can teach and learn and reach even more people with something like a podcast as we continue our Reiki journeys together. So, despite the time involved and the steep learning curve, I leaped, and the *Reiki from the Farm*™ podcast became a reality.

What I didn’t expect is that this nudge would lead to rebranding my entire Reiki business. I didn’t expect to be bringing others along on the journey with me through my Reiki Master Mentor program. I didn’t expect to have to face separate parts of myself and bring them together, heal-

ing long-standing issues that were impeding my Reiki business. And I also didn’t expect the learning and growth that I and others would experience along the way. I thought I was only creating a podcast.

I don’t believe I am alone in hearing the call to spread Reiki to the world. It is getting LOUD. If you have been getting a nudge from Reiki, one of the most efficient and effective ways to share the gift of Reiki with others is to create a Reiki business. This action step can allow you to teach, to give Reiki sessions, or even to merge Reiki with your current career. Everyone’s business is unique. What works for me may not work for you. But if you let it, Reiki will lead the way, and your business can become a reality.

In March 2020, I found myself in London’s Heathrow Airport after teaching Reiki, and as COVID-19 lockdowns moved into place, airports shut down, and borders closed. People around me and at home were terrified. My husband asked, “How can you be so calm?” as I waited on the customer service line to see if I could change my flight. I said, “Reiki.” My students were sending Reiki to help things go smoothly, and I knew they would. I felt safe. But the fear and panic from others were palpable.

I knew I needed to do something, so I found a quiet spot in the airport, got over my fear of technology, and recorded a Facebook Live meditation. Thousands of people watched that video, and people told me afterward how much it helped them, making me realize how much *everyone* needed Reiki. I understood at that moment that my life’s purpose is to share Reiki with as many people as possible.

Before COVID-19, my mentor once said her dream was for every family to have a Reiki practitioner. I remember thinking it was a pipe dream at the time but admired her hopefulness. Then the pandemic began, and I realized how real and meaningful that dream is. I moved onboard, ready to be a part of that plan.

## What's in a Name?

To share the gift of Reiki with others through a podcast meant, I needed a name, and I wound up choosing a name I initially didn't care for, based on a Facebook poll with my current Reiki clientele. I had two names I liked and thought, "I need another because there should be at least three choices," so I picked *Reiki from the Farm* for the third. It was the unanimous choice.

But "Reiki from the Farm," what did that even mean? Originally reluctant to use the name, concerned it would limit what I could talk about, I realized that Reiki from the Farm is who I truly am. Even though it comes with its own culture and challenges, being from a farm limits nothing. And this led to a whole rebranding of my Reiki business with new plans, goals, and ways of doing things. I thought I was only creating a podcast. But when Reiki leads the way, anything can happen!

I grew up around farms and the hard work and responsibility they entailed. Then we moved to Hidden Brook Farm in August 1999. Our oldest daughter was 18 months old, and my son and youngest daughter had not yet been born. I realized that being from a farm shaped who I have become as a person and as a Reiki practitioner and Master teacher.

Life could be complicated: raising children and horses, tending to a marriage, house, and land. Running the household, a farm, and a horse business has meant caring for both children and animals, budgeting for both groceries and animal feed. My Reiki business requires I use Reiki to train horses and help rescue dogs while also assisting students and clients release pain and trauma to reconnect with Source and reach their full potential. Selling an essential oil line for both humans and animals topped things off. With the hectic pace, I transitioned to teaching online despite a busy household schedule and unreliable country internet.

Living on a farm brings a tremendous sense of fulfillment, too. I love and appreciate the land that supports us, amazed as I witness the everyday miracles. My children learned about responsibility from a young age and have grown into incredible humans who make me proud. My clients and students often come down the driveway burdened by the ways and worries of the world. The Reiki horses, dogs, and land work together with the Reiki energy to create a safe and supportive environment in which they can feel comfortable healing. It is a thing of beauty and wonder. There is a connection to nature and

the land when you are on a farm. Your senses become heightened. You learn to listen outside of yourself. You can easily see what needs to be done, and something *always* needs to be done.

It is amazing to be in service to others, whether people, animals, or the land, and there are plenty of opportunities to do that here. Meanwhile, you develop a closeness to the land and all the creatures living on it with you. There is a heightened understanding of nature. We can bring the energy of love into our daily lives and realities. What an honor it is to be a Reiki practitioner in this environment.

Perhaps you feel resistance about starting or growing a Reiki business. You might believe that in the middle of your everyday chaos, how could you add one more thing? Or, you may think, "Who am I to become a Reiki practitioner?" You could have resistance to starting something new, stepping out publicly with your Reiki, or combining business practices with something spiritual. But I believe we are being asked to step forward. For me, what began as a "nudge" to create a podcast culminated in many changes, and I became more focused on my Reiki goals and experienced healing on many levels. By following the adage, "If you want to learn, teach," I gained a group of people from all over the world to mentor, assisting them in defining, creating, and growing their own Reiki businesses. And boy, am I ever learning from that experience. My business doesn't look or feel the same as it did ten years ago when I received my Usui/Tibetan Reiki Master from William Rand in the center of Stonehenge, or even the same as it did last year while in Heathrow Airport.

With the weekly podcast, I had to get organized to provide quality content for the listeners. I'm in the middle of rebranding and changing my website. I put my essential oil business on the back burner for now. I asked my apprentices in the horse work to step up and run the riding lessons; that one was hard. I'll still help, but I need to free up the mental capacity to move forward on the track Reiki has me on now. Reiki showed me how to get more efficient in correspondence and follow-up with my classes. I am putting together the information for a book which may help others in the future.

Truly, I am just standing back and listening as Reiki leads the way. I don't know where we are going. There was some significant discomfort to work through and healing to do, but it took form. And it feels good. My students who

answered the call are finding the same; discomfort and healing, followed by tremendous growth.

And when the to-do list threatens to spill off the page, I think, “Just for today I will be devoted to my work” as I ask Reiki to show me what the most important thing is on the list that day and to direct and guide my day as I move into the flow.

Are you ready to step out of your comfort zone and into a Reiki business? Or to examine your current Reiki business with an eye to expansion?

Here are a few steps you can take to get started:

1. Write a list of the things that bring you joy and the things you have accomplished that you're proud of; these are usually connected to your life's purpose.
2. Meditate with Reiki to see if your Reiki business is or can be in alignment with this.
3. Invite the Reiki energy to show you whether you would be happiest working only with Reiki or working in combination with another modality.
4. Invoke your Reiki symbols and from the Gassho Meditation, ask your Reiki energy to show you a name. Automatic writing can help here. If your business already has a name, decide if it aligns with your goals. If not, it may be time to rebrand.
5. Read Colleen Benelli's helpful article, “The Spirit of Your Reiki Business.” <https://reikilifestyle.com/the-spirit-of-your-reiki-business>.
6. Ask the Spirit of your Reiki business to define itself and show you the steps need to set it up.

7. There can be a lot of steps. Treat yourself kindly in this process. Don't expect to get everything done at once. Create a list and check-in with Reiki and the Spirit of your Reiki business each day to determine what to work on that day.
8. Our thoughts often come from one of two places, love, or fear. If you get uncomfortable in the tasks, your thoughts may have moved into fear, and if so, there may be something for you to heal. Use Reiki to heal, then ask it to shift your perspective to love.
9. Remember that your Reiki business can fit within your life and can work with your goals and priorities.

What wonderful things I have learned in this process. How much I have grown. Is it time for you to step more fully into a Reiki business so that you can begin sharing Reiki with others? It's something to consider, and I hope you will. ✨



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