

Establishing Your Practice as a Spiritual Guide/Wisdom Resource

Where do I currently see myself in the following areas?

Identity

My Practice: Clearly defined, named, and imaged (branded)

Very High _____ Very Low
(Fully Established) (No Idea)

My Target Audience: Clearly defined, needs identified, and access channels established

Very High _____ Very Low
(Fully Established) (No Idea)

Business Set-up

Physical Space: Office/supplies/equipment/meeting area

Very High _____ Very Low
(Fully Established) (No Idea)

Business Proficiency: Bank account/business plan/budget/record keeping/payment process

Very High _____ Very Low
(Professional Support/Personal Experience) (No idea)

Legal Requirements: Registering/incorporating business/permits/insurance/taxes

Very High _____ Very Low
(Professional Support/Personal Experience) (No idea)

Visibility/Outreach

Business Cards/Stationary/Brochures

Very High _____ Very Low
(Designed and ready to print) (Need concept developed)

Website: Domain Name/web hosting/technical support/security

Very High _____ Very Low
(Fully Established) (No computer experience)

Outreach Channels: Local/regional/national/international

Very High _____ Very Low
(Fully Established) (No Channels Identified)

Personal Investment

Time: Number of hours or days in the week for practice

Very High _____ Very Low
(Full Time) (Less Than 8 Hours a Week)

Resources: Financial and Human

Very High _____ Very Low
(Unlimited) (Less than \$1000)