

WORKING PLAN · PAGE 1 OF 4: SERVICE AND CUSTOMER

Reiki business plan

HOW TO USE THIS PLAN

Separate facts, assumptions, and decisions. A business plan is a working document: update it when you learn something important. Choose one small offer to test, record actual demand, and keep a cash reserve. Do not count hoped-for appointments as income.

Purpose

Business name**Owner****Planning date****Boundaries****One-sentence service description**

Customer

Primary adult audience**Actual problem addressed****Evidence from conversations or inquiries****Assumptions still untested**

Offer

Session format/duration**Price hypothesis****Delivery setting****Capacity****What is included**

[Practice name]

Requirements

Registrations, location permissions, insurance, professional limits, privacy process; named source/reviewer and status.

Requirement	Named source / reviewer	Status
Registrations		
Location permissions		
Insurance		
Professional limits		
Privacy process		

Operations

Booking, payment, intake/preferences, session administration, follow-up, records; owner of each step.

Step	How it works	Owner
Booking		
Payment		
Intake/preferences		
Session administration		
Follow-up		
Records		

Marketing

One discovery channel

Useful page

Relevant message

Measurement

Review date

Economics

Use the session pricing and break-even calculators at [HolistichHealer.net/tools/](https://holistichealer.net/tools/) and carry the assumptions into this table.

Item	Amount	Source or assumption
Startup cash		
Fixed monthly costs		
Variable session costs		
Realistic capacity		
Price		
Owner-pay target		
Break-even		

[Practice name]

Milestones

30/60/90-day actions; owner; cost; completion evidence; decision to continue/change/stop.

By day	Action	Owner	Cost	Completion evidence
30				
30				
60				
60				
90				
90				

Decision at the 90-day review

☐ Continue ☐ Change ☐ Stop

Reason

Customization checklist

- ☐ Use the calculators for the economics section and carry the assumptions into the plan.
- ☐ Example Practice might plan 12 weekly slots for an adult nonclinical service, then record actual bookings before leasing a full-time room (illustrative only).
- ☐ Keep this worksheet with your business records; it contains no client information.

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