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About the Author



Harold Fawcett has been actively using his knowledge of Tarot and other New Age disciplines for over twenty years.

He wrote this book to answer some of the questions he's been asked by clients and other people about how to use their potentials to make money.

Harold said, "There is nothing wrong with using your knowledge and experience with Tarot, palmistry etc., to make money."

"I don't have enough time when I'm doing a reading to answer these questions with enough detail to be much help."

"So, I put my advice into a book where I can give you the important details so you can start right."

It's very easy to make simple mistakes which can set back your development as a reader or even stop your business before you get really established.

No-one has time to learn everything as they are starting to seek clients. This book has the most important things I learned from my experience, discussions with my fellow professionals and the feedback from friends and clients over the years."

Harold said," That should give you a great start in what is possibly one of the most rewarding businesses you could have."

"Most psychics would be giving readings to help people even if they could not charge them because they want to help them. Now, you can learn to build a business while you do that!"

Introduction

This book will help you to start to make money from your E.S.P. in an ethical and professional way.

There are some basic instructions on using cards and other equipment but I mostly focus on the areas which are critical for your success, but less well understood.

Some of the most important areas I explain include:

- ✓ How to deal with clients
- ✓ Good and bad publicity
- ✓ Advertising
- ✓ When and how to give your services for free
- ✓ Dealing with skeptics and challenges
- ✓ Sharing your knowledge
- ✓ Other ways to add profit to your business

I have kept everything simple as if I was helping a friend who wanted to become a professional reader.

Some of the suggestions may not fit with your goals but most will.

I hope that this book will help you and the many people you will help with your talent in the future.

Harold Fawcett

My Rules

I do not make predictions because I believe that the future is like a river on which we can choose to change our path at any time according to our beliefs, desires, and changing circumstances.

I maintain confidentiality about everything which is said or done during a reading and never disclose personal information.

I do not offer legal, medical, financial or other professional advice.

I cannot reveal or discuss any information about someone who is not present.

I reserve the right to cancel any session or limit the number of sessions with a client for any reason.

My readings are intended to help you clarify your own thoughts and needs so that you can make the decisions necessary to have the wonderful future you want and deserve.

I cannot offer readings for anyone that is not at least 18 years of age at the time of the reading.

Why Do You Want to Be a Reader?



When you decide to move from doing your private study and occasional readings for friends and family to accepting payment for them, it's important to be clear about your intentions and your goals.

The thought you put into getting answers will help to ensure that you start your venture with a clear idea of your main goals, your major advantages and areas

where you need to improve.

Why do you want to use your psychic gift(s)?

- ? To make a living
- ? To help people deal with their problems and have more happiness
- ? Become a recognized authority

All of these reasons are okay but none of them are likely to have enough appeal deep down to sustain you through the journey to eventual success.

You need to work out what your main goal is for taking on the task of building your business.

What is the goal which will keep you motivated and focused when:

- ? Your client doesn't turn up for an appointment
- ? You have a personal crisis but still have to do your readings
- ? You cannot connect with your intuition
- ? Your client tries to come on to you
- ? Your client has a problem which needs urgent professional help

Until you answer to those questions, you are probably not ready to be a professional reader. Each reading will be a struggle.

The answer which you get through using your gifts and also reviewing your personal beliefs and current situation, will prepare you to better deal

with the inevitable challenges and disappointments and keep you focused on a goal you know is worthy of whatever you have to deal with to achieve it.

Don't just rely on your own research. Ask for help from local authorities, counselors and experienced readers in your community.

Are You Ready to run a Business?

Whatever type of service you are offering, you need to fulfill the legal requirements which apply to every other business and treat your clients and other people in a professional and supportive way.

Some readers think the rules don't apply to them as they only do occasional readings for money or accept "donations".

This risk could have major consequences for them, their reputation and future business activities.

To avoid problems, follow the steps I suggest.

Do some research about the potential demand for your services.

Is the local population big enough to support your business?

What regulations might apply to your activities?

Is your sort of service widely accepted in the community?

How many similar services are already operating?

What do they charge? What sort of reputation do they have?

How long have they been operating?

Ask your friends and other people you know if they know anything about the other services.

You should take particular note of the most favored aspects of their services and anything which your friends are less happy about.

Thank those people who tell you of their experiences and impressions of the existing services but make sure that do not make any negative comments about other operators yourself.

The third vital question is about how you will prepare and start your own service.

Your Check List

Not all these points will apply to your situation and plans, but taking the time to think about them will help to avoid mistakes in your preparation and get you started more smoothly.

Will it Affect Your Current Job?

You will want to keep doing your present job at least until you have established a client base. That may take more than 12 months.

You also want to maintain a good connection with your previous workplace if possible. People who see you are starting your new business will probably inquire there about you and good feedback can help you build your new venture more quickly.

Will your current employer have any problems with you doing readings where their clients will see you?

Some businesses have strict policies about their employees doing other work. Usually, they are concerned about that work reducing your ability to give them the level of effort which they expect or if it could create a negative impression with their clients who see you doing other work.

The second point can certainly be important if some people have strong views against the sort of service you offer.

Some just ban their employees from other commercial activity entirely.

Now, you need to check your readiness to offer the service and decide how you will set up your business.

Getting Experience



Will you start part-time, doing readings at other people's venues and events to get experience and a public profile?

Most readers do this.

Practice is an essential part of developing your skill and

improving your presentation to be able to best connect with your clients and deal with other people in a professional way.

You are the only person who can ultimately decide what service you should offer.

An experienced reader can make suggestions but that would need close study over time to be effective.

Some points to consider include:

Can you do readings without consulting notes or other help?

Until you can ride without training wheels, you are not ready to accept any form of payment.

Are you physically comfortable when reading?

We are all nervous to some degree when we start readings. You need to have your nerves under strong control or you will fail to be accepted as a professional by the client and could deeply affect their emotional state as well!

Have you planned the steps in the session?

You need to have a script in your head about the steps in the session from greeting the client and making them comfortable to the point when they leave with a better frame of mind than before.

Where will you do your readings?

Will you use part of your home for your sessions? There is a chapter in this book which explains the essential steps you need to take before

allowing your clients into your home.

Are You secure?

Do you have someone else in your home in case you, or your client, needs help? Have you secured your valuables and locked all doors and windows which you cannot watch?

Are you prepared for really hard questions?

You can never be prepared for all questions or comments you might get from clients.

Some will try to make personal contact with you. Some will reveal more serious problems than you are prepared or qualified to deal with. You need to plan in advance how you will deal with these occurrences and get safely through it.

Do Some Study

You will be dealing with many people that are going through a difficult time in their lives.

You should consider doing a part-time course in basic counseling or a related subject.

This will not qualify you to give professional advice but will make you aware of the limits which you must respect when you are dealing with your clients.

Part of your preparation is to assemble a sheet with contact information for those organizations and individuals who you can refer clients with problems to.

Keep that on your desk when you are giving a reading.

Getting Known

When you are starting your business, you need to get the word out. That can be expensive, time consuming and disappointing.

The best advertising is word of mouth from people, apart from your friends and family, who are so impressed with their readings that they spread the word about you.

You may get some people who will provide their endorsements in writing. Never include any personal contact details for these people in anything you publish or display. That respects their privacy and reduces the chance of them being bothered by people who got their information from your publicity.

This is cheaper than any other advertising but it can take a lot of work to get the results.

If you are aiming your service at the general community rather than a specific group, think about advertising on community notice boards in shopping centers, community halls and similar venues.

Before leaving your details on these boards, it is best to check with the organization which owns the board whether your sort of service is acceptable to them.

Most are fine but some organizations may not be comfortable because of possible reactions from some of their clients. If they say no, accept the decision. They will at least respect you being considerate enough to check with them first.

I do not recommend using phone directories until you have an established client base and good prospects of continued growth. These usually generate most responses for the person with the biggest advertisement.

The same suggestion applies to display advertising in newspapers, free or paid, because of their limited life and rates which are usually still fairly high.

A web site is a great way to connect with possible clients. Let's discuss that in the next chapter.

Your Own Web Site

A simple web site is worth considering. The cost can be quite low if you avoid the high-priced "experts" and never respond to email offers which sound too good to be true.

You can have contact information, helpful articles and information about your experience and particular specialties on the site.

You can have full color and any illustrations/photographs which you have the rights to use on there at very low cost.

If you want to change your printed stationery, you have to pay to get everything redone or do it yourself and use costly ink and paper.

But, you can make changes anytime to your web site information without these costs and very quickly.

Your site may also attract inquiries from people in other parts of your country or overseas.

Many people suggest paying a college student with the appropriate computer skills to put up your site for you. That can be effective if they understand you want effective promotion through the site and not just spectacular decorations.

The main choices are either a portfolio web site which displays information about your services and some articles which you write or have ghost-written.

A blog which can have the above features but also has options for you to interact with visitors by letting them comment on your articles (called "posts" in a blog) which can make your connection with them much stronger.

If this is something which you are prepared to do, I suggest doing a course with a local adult education service about setting up a blog or going to your local computer club and finding someone that will set it up for you. You might pay them to show you so you can maintain it yourself.

Keep in mind that this can be time-consuming because you need to update the site and also the security software which protects your computer and the web site.

You can set up a blog on services like blogger.com (owned by Google) or Wordpress.com (owned by the developers of WordPress), the most popular type of blog software.

Blogger sites are free but Wordpress charge for people to set up on their site. You can get the Wordpress software for free and set up a wordpress blog on your own web site without charge.

This is very powerful and there are many paid and free optional additions to enhance your blog and your visitors' experience.

But, they need to be managed and updated regularly. You need to either learn to do this or pay someone else you trust implicitly to do it for you.

Later on, you can consider offering products from your site. That usually involves getting a business account with a payment service like PayPal.com which handles the details of the transaction without you needing to be responsible for protecting the client's private information, or bank details etc.

Another way to profit with your blog is to review products related to the type of service you provide and include a link to the site where the client can buy the product.

The seller, in turn, pays you a commission for each sale through that link.

That type of sale is called an affiliate sale. If you do that, the Federal Trade Commission requires that you have a notice on your site that you get a commission on those sales.

You also must record the sales and declare the amount earned this way at tax time.

Is it Okay to Charge Money for Using our Gifts?

This question may be troubling you. Some people have reservations about using their gift for earning money.

But, it is okay if you do everything in a fair, open and professional manner. You are using it to help people.

Be considerate of other people's views, like the owners of community notice boards that I mentioned earlier and you should have no problem.

Some people may be happy for you to provide your services for free but object to paying for them. I did readings when I was starting out with the payments going to a welfare organization.

When I said that I would expect to get part of those fees in future because I was now operating a for-profit business, the organization became very upset.

I do not understand why everyone in the organization was paid but they felt I should keep providing my services without charge.

We all need to make money to survive and prosper in this world and we cannot help others unless we have enough resources to maintain ourselves and our families.

Surely it is no different than a sportsman using their natural talent to earn money from their sport or a public speaker using a naturally excellent speaking voice to earn their living?

These people usually devote some of their time to helping others but they couldn't do that if they didn't develop and use their abilities to make a living first.

This problem is often more pronounced for people like us who have been doing this service as a means to help people with their problems.

Being paid is not just a means of gathering more money. It's necessary so that we can provide our services, care for our family and have time to learn more about our skills so that we can continue to improve the services we provide to our clients.

How do we start?

I suggest that you start with local events. Fairs, markets and even some charity events where you donate your services for the cause.

Make sure that you keep good records when you are being paid for your readings, even if it is a casual event like a local market or annual show.

When you are donating your services, insist that the organization provides someone to handle the money the whole time.

This lets you concentrate on the needs of the clients and gives you time to clear your mind of the material from one reading before starting the next.

You really need to have a simple routine which will help you to relax and re-energize in the few minutes between readings.

There are many drawbacks where you are also expected to handle the money.

You could be suspected of skimming some for yourself and you would also be constantly interrupted with people wanting to make bookings for later readings which will spoil the experience for you and the person you were giving a reading at that time.

You are under more pressure and the people you read for don't get full value, or a great impression of you!

Get to Know Your Tools

While you are just doing free readings and learning about your subject,



you can have a text book like this open beside you during a reading.

But, when someone pays you for the service, they expect you to concentrate on them while you do the reading.

You need to know how to use your tools of trade without referring to notes or stopping to think what to do next.

The only way to get to that stage is to do as many readings as you can.

It also can help to write articles about the methods you use and then review them to ensure that you know your subject thoroughly.

The articles are a good reference for you and you could use them on your web site later on.

Record yourself doing some of these free readings (with the other person's permission) and listen to them carefully.

If you have a video camera, even a simple one, get someone to record you on video as well.

It can be quite a shock to hear your voice played back for the first time!

But, seeing yourself on video is another step up.

You will notice mistakes, pauses and even irritating movements which you may never have realized that you do every day.

That's okay when you are with people that know you well but you may want to work to improve your presentation before you start your paid readings.

Don't worry too much about minor things.

No presenter is going to give a perfect presentation until they have some

real experience and even the best will stumble a little at times.

Many media stars repeat segments during their shows and we just see the best excerpts from several takes.

Setting Your Stage



You also need to prepare the area where you will do your readings.

If you have arranged to do them at a New Age fair or some other event, you will have to have a cover for your table and all your other

materials packed for transport to the venue and a list of everything so that nothing is forgotten.

If you use your home, the reading area should have a separate bathroom so that you and your clients are not disturbed by other members of your family and vice-versa.

You will have to set up the area to give a first-class professional look which is also very comfortable for your clients.

You may have to display any business registration and permits which you need to operate your business. These should be framed .

Set up your reading area with comfortable chairs which give good support.

If you record the sessions, you need to let the clients know before you start.

It's a good idea to provide a copy of the recording for them with your details on the printed label.

Be aware of the risks of having clients you don't know come to your office or home when you may be alone.

Try to have someone on the premises.

If you have any concerns about them, cancel the reading.

Dealing with Skeptics and Challenges

My policy about challenges and skeptics is that I will discuss some things with them if we meet casually but I am not available for recorded interviews and ignore anyone that wants me to guess their star-sign or do some other "trick" to satisfy their curiosity.

Media interviews are okay when they are of a general nature but challenges are likely to be set up to provide headlines rather than just fair discussion.

You may also get inquiries from people who ask you to guess their star-sign or have some other silly test.

They are on an ego trip and have no desire to book your service.

But, be polite and end the call or conversation as quickly and smoothly as possible.

Publicity

I have done readings for charities and community groups which I believe are providing value in the area.

But, I politely refuse more than I accept because doing free readings is just as demanding on my skills and emotions as the paid ones.

And, many times, I find that the offer is not valued much at all.

With regard to printed material, there are two important things to remember.

Whether you produce the material yourself or pay for its production, make sure that the material is good quality, at least comparable to any similar material from other people in the area.

Also, make sure that you never copy anyone else's pictures or text, even if you think they won't mind.

You risk penalties for copyright infringement and the publicity from that could blot your reputation for years afterward.

Keeping Fit

Many people who are doing free readings for enjoyment and to develop their skills are unaware of the pressure which the professional psychic deals with until they start to give regular readings for people outside their family and social circle.

There are many added pressures, both personal and physical.

We have to deal with a wide range of personalities, give a satisfactory reading every time and meet time and financial pressures.

Although a casual reader may do many readings in a day, you will have to limit the number of paid readings more than you expect so that you can maintain their quality and you don't use too much energy to the point where you need help yourself!

Keeping yourself healthy and committed is essential. If you don't, your income stops and your client base will start to disappear if you are unable to provide services when they need them.

Get a thorough examination from your doctor and check your medical insurance before you start your new service.

Make sure that you are getting the right level of nutrition for the demands your work will put on you.

The chair and other equipment you use must be of good quality and provide you with proper support so that you don't develop problems because of bad posture or poor lighting etc.

Make sure that you drink enough water to keep yourself hydrated.

Avoid caffeine because it will affect your ability to concentrate.

You need to take a physical break between readings and try to get some fresh air for at least a few minutes every couple of hours.

This will help to clear any emotional pressure you have from the previous reading so that you are able to give the next person your full attention.

Even with an appropriate, supportive chair, you should not sit for too long at a time.

Regular exercise with friends or family is a good way to keep fit and avoid

becoming too focused on your work.

Walking is a good form of exercise, especially when you do it with other people or your dog.

Meditation is a simple way to re-establish a sense of calm and reduce the build-up of emotional pressure which we all feel when doing this sort of work regularly.

You can do extended sessions on a regular basis through your week.

For a quick refresher, use something like a simple "follow-your-breath" routine while sitting quietly in a different chair or even on the floor between sessions.

Get Good Sleep

Sleep is one of the most important and under-appreciated parts of our maintaining proper health.

The research is continuing to reinforce its importance. But, our fast-paced society and demands of social and business commitments ensure that many of us short-change ourselves without realigning that we are storing up problems which will take their toll on us later on.

Most adults need a minimum of seven hours good sleep each night.

If we skip sleep or don't ensure we sleep well, we can seriously affect our health.

And it will take a while before we can fix any sleep-debt our bad habits have built up.

Short power-naps during the day are over-rated. If you do have an appropriate place to have one, use an eye-shade and give yourself at least twenty minutes without interruptions.

But, these short naps never replace the need for long periods of sleep.

Using sleeping drugs is something which should only be done in consultation with your doctor.

Our bodies go through a settle and repair routine every night which involves different stages. If those stages are interrupted, the repair process may not be as effective.

Students need that sleep because their brains review and store the information they got that day while they sleep.

We need to make sure that we have few distractions during the period as we prepare to go to sleep and that we wake up slowly in comfortable surroundings.

Our bedrooms should not have TVs or other media equipment and never be used as an extra office. Give your mind and body a complete break from all that and for best results from your sleep.

If you prepare a to-do list or review anything about your next day's activities before you sleep, give yourself a few minutes after that to settle

down and become receptive to resting quietly.

Although many people believe that a warm drink and even a snack is good to have before sleep, they will actually interfere with the quality of your rest and recuperation.

That's because your digestion will continue. That will interfere with the repair process and probably mean that your sleep is interrupted more for trips to the bathroom.

When you wake up, get up!

Laying in bed will not relax you any further.

You need to get your body started on a morning routine.

One way which will help you become focused and ready for dealing with your commitments is to complete some small task before you have your breakfast.

It doesn't have to be taxing, just something with a level of effort which gets you out of your post-sleep comfort zone!

Dealing With Clients

This is the core of your business but the other sections are all important as support for making a success of this part.

You need to be comfortable with your level of knowledge about your particular type of service and your ability to discuss everything with your clients.

Your reading area must be quiet and reasonably private. You must decide what suits your requirements and will be acceptable for your clients.

If your clients come to your home or office, you need to provide a bathroom, make sure there is parking and the area is safe.

You need to make arrangements for someone to be nearby and that your clients and anyone they bring with them cannot easily walk off with your property from other areas of the premises.

It's worth getting advice about security from your local police department.

Some people have not taken anything while they were in a reader's office, but they might unlock a window or door so someone can get in unnoticed at another time!

Recordings

I offer a recording of all readings to my clients. This is usually very welcome so they can review the details of what we discussed when they are home again.

I used to provide these on tape but a CD or DVD is the most usual way I do it now.

Cancellations and No-shows

This is inevitable when you offer any sort of service where people have to travel to your location. I treat each one on an individual basis.

I will be very wary of taking a second booking from someone that doesn't show up for the first one unless I feel it was genuinely unavoidable and they did let me know.

Cancelling Readings

I don't like doing this.

I will disappoint the client and probably lose their future business even when I have a valid reason.

It also means that I lose that time and get no payment.

But, we all have occasions when we have to cancel a commitment.

You may have an emergency or just feel unwell. You really can't take the risk of passing on a cold to a client.

I suggest that you make contact with other people providing your type of reading or other service as a good move to maintain good relationships and share non-private information which may help you all.

You should try to find someone or even a couple of reliable readers who you could refer clients to if you are sick or have some other interruption to your work.

Some customers will appreciate that and be willing to come to you again at another time.

But, because there is a high emotional factor in the New Age area, you have to accept that many won't even if your service is better than the substitute.

One cause for cancellation which is particularly inconvenient is when you are unable to connect with the tools or the client to a satisfactory level. This may be for a number of reasons including your personal stress, burn-out or other pressing issues.

This happens to almost every reader at some time.

The only precaution you can take is to maintain your health and outside relationships and keep studying to improve your skill in the use of your tools.

I will also never hesitate to do it if I have concerns about the person.

That may be that they seem a risk to have on your property. You cannot connect with them on a personal level or they have issues which need professional services help.

Don't get in too deep because you only have a limited knowledge of their condition and the whole situation.

If you recognize they have problems beyond the scope of your service, the best thing you can do for them is to help them contact the appropriate services.

Apologize that you are unable to help them satisfactorily. Give them a number of a professional counselor or other service which you feel is appropriate.

If you can, suggest they call before they leave your office. Otherwise, you may want to call the service about the situation after they left if you feel it is appropriate.

Preparing For a Client



When you start doing readings, you will have some nervous moments and may feel the pressure very deeply.

But, there are some simple steps which you can do and make the early sessions much easier and more productive for both you and those first clients.

Taking these steps will also help ensure that there is a good chance they will become regular users of your services.

Practice Readings

I started doing practice readings with Tarot and numerology, dealing out the cards or selecting random data to use for numerology.

I used pictures of people in magazines as images of my practice subjects so I had a particular type of person. But I made up their personal details and never used any information about the actual individual in the photo.

I also did a lot of study. Most of our skills are done differently by different readers. Some have a religious background to their reading while others don't.

R-e-l-a-x

It is most important that you provide a calm attitude and surroundings when you start doing readings. Many people that want your services will have emotional issues to some level and it's very hard to connect if you are not as grounded as possible when you take their original inquiry and also do the readings.

These simple steps will help.

Before meeting your client or answering the first phone call of the day, settle in a comfortable position.

Practice a simple meditation routine like following your breath from nose to stomach and back out again.

This is amazingly relaxing but you need to ensure that you are taking the breath right down to your stomach so that your body gets its full ration of oxygen.

The other thing you might try is to list the things which are occupying the rest of your day.

Do a quick review and then put the list in a secure place so that you can switch your mind as fully as possible to the needs of your client before they arrive.

Don't let any residual nervousness build more worry about your ability to connect with your client.

All professional performers value a little flutter in their stomach – it gives you energy and sympathy with your client who is probably much more nervous than you at this point.

Focus on helping them and that will fix your nerves.

Do a Counseling Course.

When you are starting to offer this type of service, it is a very good idea to enroll in a community college or similar program to learn some basic counseling techniques.

These will help you to connect and communicate with your clients much better.

It will also help you to recognize more people that may have problems needing professional assistance.

You will also meet other people who have jobs which require these same qualities as you do to provide your service.

Some may become friends that you can talk with about counseling and learn from their different areas of experience.

I also suggest that you think about doing other courses which may benefit you and also possibly help your clients in a serious situation.

Medically related courses covering First Aid, C.P.R. and how to recognize serious conditions like potential heart attacks etc., are good for any of us and also make us more useful members of our community.

Relaxation, meditation and exercise classes will also help us be healthier and more grounded. These again can help all of us and the investment of time and a little money is likely to be repaid many times over.

Where possible, look for courses run by volunteer organizations where your fees will help keep them providing their services.

Enjoy Yourself

An important part of the process of connecting with people and giving them the service they need is to enjoy the whole exercise and opportunity to help others and get a good living from it as you progress.

Keep their needs at the front of your mind and you should never lack for clients or anything else!

Harold Fawcett

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