

HOW TO EARN AN ANNUAL SALARY OF **\$50,000+** PER YEAR AS A PROFESSIONAL READER WORKING **30** HOURS PER WEEK

Perhaps like you, I've been bombarded with ads about all those spiritual service entrepreneurs who say they can earn six figures doing what they do. To test myself, I presented the question: can I earn six figures from divinatory readings? (The answer for me was no.) I wanted to answer the question: how, exactly, step by step, does one earn six figures from doing divinatory readings *and* can it be done entirely from home, via e-commerce?

As hard as I tried, the conclusion I arrived at *for myself* is no, nope. I couldn't even come close. No matter how I played around with numbers and business ideas, I couldn't get it all to add up to six figures. I'm not going to say it can't be done, but I will say that I couldn't do it, at least not while staying within the self-imposed constraints of my honor code and sense of ethical business conduct.

However, there *is* a financial silver lining here. Maybe I couldn't make it add up to six figures, but working less than 30 hours per week dedicated to this experiment, I found that if you're willing to put in the work, and spiritual entrepreneurship is something you are passionate about (I mean, you really, *really* have to love this; this is unequivocally a *labor* of love), then whether you choose to tack on an extra 30 hours of work each week of your life on top of a current job you're holding down *or* you decide to go at this as your sole means for income, I believe I have figured out a strategic step-by-step, easy-to-follow formula for making over \$50,000 a year. It's not six figures, but based on the numbers I will be setting out for you in this handbook, it's the United States national average salary for full-time professionals. Check out the stats.

The U.S. Census Bureau reported the real median household income to be about \$50K for the national average. To give you additional frames for reference, in the U.S., the median annual income for a man with a bachelor's degree is \$55K (but \$35K for a woman) and if you have a master's degree, \$61K for a man (and \$41K for a woman). In fact, given the plan I have set out in this handbook, by working as a professional reader on your own terms, from home, you can earn more than a woman with a doctoral degree (national median: \$53K salary).

I mean, if you've got the prerequisites (first section of this handbook), why on earth would you *not* give this a try?

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The Prerequisites

First off, not everybody can do this. I won't grin at you and guarantee that you can pull this off because I have no idea how hard you are willing to work.

However, I *will* say that if you're driven, a bit of an oddball compared to most, and willing to stay put in your home office working away while all your friends are out partying and enjoying the epicurean pleasures of life, then you can probably make this work. You can follow the model I've outlined here and earn yourself this extra annual lump of \$50,000+ each year working just 30 hours per week for it. In fact, I contend it will be more than the \$50,000 estimate. I'm setting the standard at \$50,000 conservatively here.

To follow this formula, the following are what I consider the prerequisites:

- A bit of neurotic workaholism
- Basic accounting skills
- Minimum three years of dedicated study and practical experience as a reader
- Strong online and social media marketing skills
- Strong writing abilities and verbal skills
- The power to harness energy via the law of attraction
- Writing and publishing an e-book

A bit of neurotic workaholism

People tend to have these fantastical ideas of what the lifestyle of the rich and famous are like. Based on my personal observations, self-made millionaires are some of the hardest working people you will ever know. They are not just the 1% in income; they are the 1% in how hard they work.

They wake up earlier than you. They go to sleep later than you. They work while they eat. They think about work and strategize about work while they shower. They take less vacations than you. When they *are* on vacation, albeit it's a vacation that costs more than your net worth, they're still at work, doing work, thinking about work, working. They don't even realize they're working when they're working because part of what they love, part of what makes them happy, is to work. Every iota of energy, whether it's an idea, a person, an encounter, an experience, an opinion, *any* form of energy that flows through their conscious mind is filtered through the lens of "how will this further advance my work?"

I am a full-time corporate lawyer, author of two books working on the third, and a professional reader who follows the formula this handbook sets out putting in the additional 30 hours of work on top of all the work I already do lawyering and writing more books. How do I do it? It's not magic. It's logistics.

I wake up earlier than most people, I go to bed later than most people, and then between rise and sleep, I try hard not to waste any time. I'm multi-tasking almost every hour of the day and I actively stay on top of my to-do lists. I know I am neurotic because when I see unchecked checkboxes on my to-do list, I go a little batshit nuts and am a bitch to be around until I get those to-do items checked off. My schedule is so packed hour to hour that if one thing starts late, the neurosis kicks in and I get nervous because I'm afraid the late start and therefore late end will derail the rest of my day's schedule.

The husband forces me to go on vacations, which I hate. Vacations feel like a big, fat waste of time to me because the pace is always so much slower and I get less done. Even when we are on vacation, he needs to pry me away from my work and then I am a grump to be around when I am not working because I am not working. To me, holidays off the day job work are exciting to me, not because it means I'm off work, but because it means I can get even more work done! I see holidays and weekends as an incredible opportunity to do more work.

So there's probably a tinge of neurosis in my workaholism. On a regular basis, I am working 40 hours at the day job, plus 30 hours doing my professional tarot and astrology readings, plus about 12 hours each week dedicated to book writing, which means I am easily pulling in an 80 to 90 hour work week.

Basic accounting skills

This handbook does not teach accounting, but there are many easily accessible and free resources out there for you to learn basic accounting skills. What you'll need to know are the following:

- How to prepare an income statement;
- How to balance your assets and liabilities;
- How to draft a profit and loss (P&L) statement;
- How to prepare a statement of cash flows; and
- Basic bookkeeping.

My website also offers a few related resources. See below. Hyperlinks provided.

Handbook for Devising Your Professional Tarot Business Plan

<https://benebellwen.com/2015/12/11/handbook-for-devising-your-professional-tarot-business-plan/>

Direct download of business plan handbook

<https://benebellwen.files.wordpress.com/2015/12/benebell-wen-tarot-business-plan-template-2-december-2015.doc>

Professional Tarot and Tax

<https://benebellwen.com/2014/06/24/professional-tarot-and-tax/>

☑ Minimum 3 years of study and experience as a reader

To be clear, I am not saying you cannot hang up the proverbial shingle if you have less than 3 years of study and experience in your particular divinatory or holistic-spiritual field, because there really isn't anything stopping you from doing so. I am also not saying that as soon as you hit the 3-year mark, you're good to go. Some individuals are fast learners while others are slow learners, not to mention the unaccounted factor of what do you mean by "study" and "experience."

For me, "study" here means dedicated study and dedicated study means you've devoted about 2-3 hours per day, 24 hours per day, 7 days per week, year-round, for 3 full years on every aspect of your craft you can gain access to studying.

"Experience" means you've done at least 150 readings in total, either with constructive, high-quality feedback from those you did readings for *and you made a concerted effort to learn from that feedback* or you're performing the readings with the guidance and supervision of a teacher.

That is just pertaining to the actual craft, not the business or commercial aspects of peddling that craft. In addition, you'll want to study up on the commercial aspects of running a business like the one you plan on launching.

☑ Strong online and social media marketing skills

This handbook teaches a very specific and formulaic methodology to hitting the \$50 income mark. I'm excluding psychic fairs, festival readings, in-person readings, and all facets of traditional reading approaches. We're talking strictly about an online business. However, that does not mean I advocate for a strictly-online business. In fact, quite the opposite.

A successful divinatory reading business should be well-rounded and you, to be a successful reader, should be well-rounded. That means gaining experience as a festival or fair reader, doing in-person readings, and balancing equal strength between in-person and online business.

Nonetheless, the formula outlined in this handbook based on earning \$50K per year through e-commerce, from over-the-Internet divinatory reading services. Thus, to do so, you need strong online and social media marketing skills. You need to be proficient with social media, have a strong online presence, be part of the online spiritual community, and have proficiency with popular Internet hosting and commercial services, which are likely to use as platforms for your online business.

On my website you can find some basic tips and tricks for generating publicity. The articles are keyed to tarot professionals, but easy to transfer over and apply to any other form of spiritual entrepreneurship. Below are two links to get you started.

Easy Ways to Increase Publicity for Your Professional Tarot Services

<https://benebellwen.com/2015/04/22/9-easy-ways-to-increase-publicity-for-your-professional-tarot-services/>

Intermediate Publicity Tips for the Tarot Professional: Your Platform

<https://benebellwen.com/2015/08/12/intermediate-publicity-tips-for-the-tarot-professional-your-platform/>

☑ Strong writing abilities and verbal skills

With an e-commerce business offering divinatory or spiritual readings through digital means, much of your work will be written. Your ability to connect with people through words is imperative to this particular business formula. Thus, for this plan to work, you must possess strong writing and verbal skills.

☑ The power to harness energy via the law of attraction

Those who know how to read between the lines will get what I mean by this final prerequisite. This handbook is premised on a rather tenuous given point, which is that you practice what you preach and really are a practitioner of energy work. I am regularly using metaphysical mental techniques to pull toward me the type of work I want. If mid-week I realize I am not making my minimums, I shift myself into higher gear in terms of both physical action and metaphysical. For me, one is rarely (if ever) executed without the other.

☑ Writing and publishing an e-book

The strategic plan outlined by this handbook for earning \$50K+ per year includes a passive stream of income from e-book sales. (This can also be tarot or oracle deck sales.) A self-published e-book of about 100+ pages priced between \$10 and \$20 should be integrated into your business plan. It helps build your professional credibility, your professional platform, and it represents a stream of passive income that could potentially come in handy when you need it most. Thus, even if you don't pursue full-on traditional publishing of a book and launch a career as an author, do consider a self-published e-book that you can market and sell yourself. A self-published e-book lends credibility and authority to your business, attracts new business, and by itself, if you've effectively marketed and promoted it, will at the very least, pay your bills.

On my website I have a free online course on writing and publishing nonfiction in the spirituality category. It is a five-module multi-media course with an outline syllabus for each module, audio lectures, PDF and DOCX downloads, handbooks,

handouts, and lots of insider insights. Start here with Module I and make your way through all five Modules:

Writing and Publishing Nonfiction / **Module I: Introduction**

<https://benebellwen.com/2016/05/04/writing-and-publishing-nonfiction-module-i/>

Writing and Publishing Nonfiction / **Module II: Completing Your Manuscript**

<https://benebellwen.com/2016/05/05/writing-and-publishing-nonfiction-module-ii/>

Writing and Publishing Nonfiction / **Module III: Traditional Publishing**

<https://benebellwen.com/2016/05/20/writing-and-publishing-nonfiction-module-iii/>

Writing and Publishing Nonfiction / **Module IV: Independent (Self) Publishing**

<https://benebellwen.com/2016/08/23/writing-and-publishing-nonfiction-module-iv/>

Writing and Publishing Nonfiction / **Module V: Promoting Your Book & Post-Publication Strategic Plans**

TBD (Last updated 15 Nov 2016)



Startup Capitalization

The first step is to figure out exactly how much money you need to start and how you can get that money from external sources, and not out of your own back pocket.

The below is a sample itemization of start-up expenses. It presumes that you'll be operating your home business as a sole proprietorship and registering a fictitious business name (a DBA) in San Francisco County (California). I've also used the numbers from certain web domain registration and hosting companies, and quotes from a specifically cited business card service. Of course, your own actual costs will vary.

Positive Cash Balance

Start-up Expenses	Amt. (\$)	
Website Domain Registration (1 year) www.namecheap.com	\$ 10.00	Annual Payment
Web Hosting (1 year) www.wordpress.com Premium Plan	\$ 99.00	Annual Payment
Business Cards (Qty: 100) www.moo.com Style: Original	\$ 40.00	Annual Payment
DBA Registration Costs in Your County San Francisco County	\$ 50.00	Single Payment
Total Startup Requirements:	\$ 199.00	

To assure quality content, you'll also need high-speed Internet access, an HD web camera, an HD camera to take photographs of your readings for clients, and a reliable computer on which you will be operating pretty much your entire business

from. Also, (obviously), you'll need tarot and oracle decks and incidental doodads, i.e., reading props. I did not include these in the start-up expenses above. There are cool accounting tricks and tips involved here, which you'll want to talk to a CPA about in terms of using such expenses as itemized business deductions. Taxation considerations are addressed in a different article at www.benebellwen.com. A skeleton and template for preparing a comprehensive business plan is also provided in a different article. This document focuses primarily on the bare bones of earning \$50,000 per year and the logistics for doing so.



Bootstrapping the Startup Capital

Before you get started, offer to friends, family, and your social network bargain \$10 tarot readings. Tell them you're doing this to fundraise for startup capital so you can launch your professional tarot reading business. Include a cheery note that additional donations on top of the \$10 reading are welcomed to help you get your business ball rolling. (You'd be surprised how many will happily chip in over and beyond the \$10 you ask for. These are, after all, your friends and family.)

$$\begin{aligned} \text{Capital Needed} &= \frac{\text{Total Startup Requirements}}{\text{Cost of Each Reading}} \\ &= \frac{\$ 200.00}{\$10.00} \end{aligned}$$

$$\text{Bootstrapping Your Capital} = 20 \text{ readings}$$

You need to perform 20 readings at \$10 each to raise the bare bones \$200.00 needed to get your website domain name registered and hosted, some business cards in your pocket to start, and a business name registered with your local county.

While what we're doing here in terms of bootstrapping is comparatively chump change compared to most startup capital requirements and now you're thinking you don't *really* need to solicit \$10 readings from your friends to fund your new startup, do it anyway.

Here's why. It's teaching you the habit of wildly successful moguls: a secret to attaining wealth, best explained by economist Sam Wilkin but really common knowledge among anyone of wealth, is "eradicate competition and take risks with other people's money."

We'll talk about how to eradicate competition later, but for now, let's focus on taking risks with other people's money. Bootstrapping your startup capital in the way instructed here is in essence training you to think like a mogul.

Don't throw your own money into the ring. Throw other people's money, though of course, as you can see, we're doing it in a perfectly honest way: giving our loved ones something of value in exchange.



Projected Weekly Earnings and Work

For this plan, you will be tracking your earnings on a weekly basis. Do not skip this step. It isn't just about organization of your finances. It's also part of the mental game for success. Regular, routine focus on your weekly earnings means devoting energy into your earnings. That energy feeds your lot of financial opportunities and helps it grow to a healthy size.

You also want to track your 30 working hours each week, especially in the beginning, to see whether you're working under or over the allotted 30. As the sub-sections in this handbook progress, you'll see that I've set the following goal:

Proj. Gross Earnings: \$ 1,290.00
 Proj. Hours Worked: 27 hours

Now, how would you track that? Here's what a weekly calendar might look like:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
 					 	
<u>\$1,290.00</u> 520.00	<u>\$1,290.00</u> 720.00	<u>\$1,290.00</u> 970.00	<u>\$1,290.00</u> 1,020.00	<u>\$1,290.00</u> 1,020.00	<u>\$1,290.00</u> 1,320.00	<u>\$1,290.00</u> 1,320.00

The vertical lines in sets of 5 are tracking the hours devoted each day to the entrepreneurial venture. You can be even more organized and have different symbols to represent hours you've worked on actual reading services and hours you've worked on marketing, publicity, and generating content, etc.

Below, fixed for each day is the \$1,290 gross earnings goal for your venture. Then I subtotal the day by day earnings below it. So, in the above example, \$520 was earned by the close of Monday. There is a clear, indisputable comparison for you to look at between where you are in your goal and the goal. That forced focus compels

you to channel energy into the goal. Every time you look at that and see the gap between actual and target, you both intentionally and unwittingly direct energy toward narrowing that gap. That's the energetic component.

For the practical component, seeing the discrepancy on a daily basis helps you make active, regular adjustments to what you're doing. If by Wednesday you're close to your weekly target and you're a bit exhausted, then you can scale back. If by Wednesday you are way, way below target, no matter how you feel, kick yourself in the pants and put in more elbow grease. Find that second wind. And let me tell you—that feeling at the close of the week when you've either met your target or well exceeded the target—that feeling is indescribable bliss and a validated feeling of accomplishment that further fuels and amplifies future accomplishments.



Divinatory Reading Services

The meat and potatoes of your business will be offering divinatory readings or services. That could mean tarot and oracle card readings, astrology readings, numerology readings, or any other form of divinatory consulting service. To earn the \$50K, you'll want several different revenue streams, some passive income, which would be some forms of online educational courses and sales of an e-book, while others will be active, such as teaching tarot or astrology where you work personally with students. The main form of active income will be divinatory reading services, according to the plan mapped out by this handbook.

That means you need to plan out a menu of service offerings that will address the many topics that a target client might want a reading for and offering such services at different price points, to cast out a wide net for possible sales. However, no matter what the price point is, the basic earning per hour for you should remain the same. That is how you manage your time. In other words, the time it takes for you to perform a \$10 reading should be directly proportional to the time it takes for you to perform a \$115 reading.

Thus, you begin by calculating what you want to earn per hour of work. Then divide by 60 to figure out your earning per minute. Then—and here is where experience is so important—you need to know how long it takes you to perform every time of reading you will offer. Multiple that length of time by your earning per minute and you'll get exactly what you need to charge for each reading type.

Think about a \$20 service offering that is going to answer your client's question but will also take you ideally 12 minutes to do but realistically something closer to 20 minutes. (Earlier I mentioned being a workaholic as a prerequisite. Now you see

why. Almost every good reader I know inadvertently pulls in overtime and won't be getting compensated for that overtime. It is what it is.)

You need to offer budget-friendly services to capture that market of potential clientele. However, the primary way readers earn income is, of course, through the higher-priced comprehensive readings, so your marketing has to focus on getting potential clientele for your higher-priced readings.

Also, think of your budget-friendly services as marketing and sales pitches for your higher-priced readings. In other words, if I get a \$20 reading from you, it should not only answer the question I asked of you, but it should also convince me to want a \$115 reading from you in the future. You must think of your \$10 and \$20 readings in that way, or else they won't even be worth your time.

REMEMBER: Aim for 10 hours of work to earn you \$1,000. In other words, when you are doing divinatory readings, you must be earning \$100 per hour, and \$1.66 per minute of your professional time.

Reading Fee Charged	Proj. No. of Readings Per Week	Your Time Per Reading
\$ 115.00	1	70 minutes
\$ 50.00	3	30 minutes
\$ 20.00	20	12 minutes
\$ 10.00	20	6 minutes

Total time spent per week on readings: 520 minutes (9 hours)

Total gross earnings from the readings: \$ 865.00 earned per week

Offering Subject-Specific Reading Services

Based on my own professional experiences, I have found that if you offer divinatory reading services such as "30-minute astrology reading" or "10-card tarot reading," and say in the description that you can take any question or focus on any particular subject area as needed, it's too vague for your common client who doesn't know anything about astrology or tarot but just wants to know whether she will get the job or he will find love.

Thus, I've found that you get substantially better sales results if your reading services are subject-specific. It may sound goofy for those familiar with the theoretics of, say, astrology or tarot reading, because you can focus on any subject matter at all through the reading, right? Right. But not every one of your common clients will know that and they're probably not going to bother asking you for

clarification either. Thus, it's on you to make your service listing as easy and as attractive as possible.

Offer a reading option for focusing on a love or romance inquiry. Offer one focusing on career questions. Offer one for connecting to ancestors, or for connecting to spirit guides. You get the idea. By making the listing and descriptions of your reading services subject-specific, you will attract more potential clientele.

However, you still want to offer an option for a general reading. There will be potential clients who are intrigued by the prospects of a divination, but don't have a specific question in mind. To attract those clients, make sure you also offer a reading service for those who don't have a question in mind and just want a divination based on however Spirit moves you.



Online Educational Courses

This handbook presumes you will be putting together at least two educational courses to be offered online, and that these courses will be a passive income stream, meaning it is not building a personalized teacher-student relationship, but rather, it's purchase of a series of videos or educational handout materials where the customer will be learning through independent study.

Assuming you put together and offer two different online educational course packages, one at a budget-friendly \$20 per course and the other a more deluxe package for \$50 (but both being passive income streams), the below are projected (conservative) earnings for the services.

Course Registration Fee	Proj. Reg. Per Week	Time Per Reg.	Weekly Earning
\$ 20.00	10	15 minutes	\$ 200.00
\$ 50.00	3	30 minutes	\$ 150.00

Total administrative and tutorial time: 240 minutes (4 hours)
Total gross earnings from offering courses: \$ 350.00 earned per week

Passive versus Active Revenue

There are two types of educational courses you could offer. The first is a passive source of income, meaning you put in the time to put together videos, audio, a syllabus, handouts, exercises, self-explanatory quizzes with answer keys, etc. that a purchaser of the course will be able to work through independently, without you.

There is no personal teacher-student relationship built here. Customers are buying a course packet and working through the packet materials on their own time. That is a passive income stream for you because once you've completed all labor on putting the course together and making it available online, you don't have to do any more "labor" for the course, other than basic administrative logistics.

The other form of course offering is an active source of income, meaning you will need to factor in hours of your time devoted to teaching each week. These are educational courses where part of what students are buying is your time as a teacher. A personal teacher-student relationship is formed. These courses should be at much higher price points than the registration fees set in the above table.

For the purposes of trying to calculate the how-to step-by-step process of earning \$50,000 per year at about 30 hours of work per week, this handbook doesn't cover active revenue streams from educational course offerings. However, it's something to think about. Instead of certain hours per week spent on divinatory readings, you would devote those hours of time to teaching your divinatory skills.

When selling online educational courses that foster a personal teacher-student relationship, you must factor in your time when calculating the cost of the course. For example, if we're assuming one hour of your professional time is worth \$100, then the number of professional working hours you devote to the student at \$100 per hour needs to be reflected in the cost of your course.

About Successful Online Courses

If you've established a strong professional platform, then people will want to learn the basics of your craft from you. Think about a Tarot 101 or Beginner Tarot course if you're a professional tarot reader. If you're a long-distance energy or reiki healer, think about offering an introductory course on isometrics or basic techniques for channeling. If you identify as a psychic reader, then offer an introductory course on psychic development. Yes, there are countless courses "like yours" being peddled not to mention free ones. How do you make yours stand out, you wonder?

(1) Distinct Style

Your course will be unique from the nauseating number of other similar courses if you offer a distinct style. Just for an example, perhaps you teach a beginner astrology course entirely through comic book art and illustration panels. Or you are high-energy, cheerful, and your video tutorials contain bold colors, vivid visuals, and learning tarot with your class is like learning tarot from a high-octane cheerleader. Maybe you take a scholarly or academic approach. Maybe you weave in shamanism. Maybe you teach tarot through the lens of a particular magical tradition or religious path. Perhaps your entire video streaming course is narrated by a teddy bear. Perhaps it's "fashionista tarot" and the style point of view for your course is learning

numerology from a fashion-forward diva. Or maybe you establish your public figure platform as “the tarot nerd.”

To define a distinct style for yourself that will sell, first think about what positive stereotype you embody. I know, horrible, but work with me here. Think about the positive stereotype you’re most likely to get pigeon-holed into. Chances are you can capitalize on that image for financial gains because it’s going to be appealing, entertaining, and give your course offering that distinct style it needs to stand out.

(2) Proprietary Methodology

Think about a proprietary methodology for how you approach, say, tarot, or numerology, or tarot. For example, you’ve figured out a powerful, radical way to read tarot intuitively through animal totems, or your approach to natal astrology is by channeling the interpretations from angels. Of course I’m skating at the periphery of ideas here and probably not offering any really good ones, but these are just examples to get your mind thinking creatively about how you might craft proprietary methodology that you can then market. Perhaps you’re teaching psychic tarot and how to develop psychic abilities while you’re learning tarot. Or perhaps you teach a course on how to channel your ancestors through an astrological birth chart reading.

My point is take some time to figure out your skill sets, your passions, your interests, your personal approach to your craft, and how you can meld all of that into proprietary methodology that you peddle as a unique course offering. I’ll get into the concept of proprietary methodology later, under “How to Eradicate Competition.”

What Courses Should I Offer?

If you’re a professional astrologer, a 1-hour video course with a couple of well-designed PDF handouts or templates that teaches the basics of house and sign analysis would be nice. If you are a deck creator and have published your own tarot or oracle deck, then put together a video + handouts online course on how you would read and use your deck.

Also consider offering a course that is more mainstream-oriented. For example, a course on relaxation techniques to help you unwind from stressful work days, or a 30-minute yoga + fitness + affirmations + guided meditation video that can be watched over and over to help facilitate relaxation and calm. (Oh, man. Both of those are *great* ideas! I can’t believe I’m just dishing them out to you like this! You’re welcome! No, but seriously, these sorts of course offerings are immensely popular and will help you establish streams of passive income in addition to raising your professional platform and boosting your image of authority and credibility.)



Royalties from E-Book

For the specific \$50K+ earning formula for 30 hours of weekly work I'm presenting here, you need to write an e-book. I'm going to opt for self-publishing for the purposes of setting forth this strategic plan. Go onto the webs for some market research and check out all the successful online entrepreneurs who are standing out. What do almost all of them have in common? They all have a self-published e-book, that's what. So for this plan to work, you need to have first written a book.

That's not as crazy as you may think it sounds. Prior for the \$50,000+ per annum at 27-30 hours of work per week to happen for you, you first need to have written an e-book. That doesn't mean you can't implement the strategies of this handbook right away. Just know that you will be short the passive income you should be getting from weekly e-book sales.

I've put together a multi-media online course on how to write and publish nonfiction books in the spirituality and New Age categories. Links for it were provided earlier under the section "The Prerequisites." The course is sort of free. I say "sort of" because I do request donations, though no one is monitoring you so if you want to be a dick about it, you totally can.

For the purposes of this strategic plan, you don't need to write a long, comprehensive treatise that will break new ground in your industry, although writing such a book certainly helps. What you do need to write is something that sounds like an exciting and informative read. Write a 120-page book on how to use the law of attraction to manifest prosperity into your life and have the book be part-memoir as you narrate your personal experiences. Everybody loves a personal story. Or write a motivational handbook that integrates reading tarot for yourself and, if you are a good sketcher, is also one part adult coloring book, with fill-in-the-blank entries and prompts that inspire the reader toward personal spiritual development. Or create a one-year calendar day-planner with a unique twist, tossing in public domain art, inspirational quotes, and goal-setting prompts.

You can even replace "e-book" with a tarot or oracle deck you created and then self-published. Or come up with a new divinatory system and offer that for sale in lieu of an e-book. Download free templates for each month and design a one-year calendar with inspirational art, printed in moon phases, spiritual exercises or prompts, and all sorts of motivational, spiritual, woo-woo stuff that would be appealing. Sell each calendar for ten bucks and start the sales around November. In fact, write and sell that e-book *and* your signature one-year inspirational woo-woo calendar!

Now about pricing. I ran pricing experiments with my own services and here is what I found. The lower your price, the higher your profit margin. Amateur entrepreneurs make the mistake of over-pricing their offerings and then wonder why they have so few takers. I know it feels counter-intuitive. You feel if your price is too low, how can you yield a sustainable profit margin? Well I ran the experiments with my own services and found that low-balling just a touch dramatically drives up demand to the point where it surpasses the higher profit margins from the higher-priced offering. Even though the direct comparison reflects a lower profit margin for the lower-priced good, over the long run, the lower-priced good will yield *substantially more* profit than the higher-priced good with the higher profit margin.

Assuming a self-published e-book, such as one published through Kindle and offered on Amazon services, an e-book priced at \$10.00 might earn you an estimated 30% to 40% royalties per copy sold. For conservative estimations, below we are assuming 30% per copy. That means when you sell a \$10 e-book, you make \$3 on that sale.

You can also set up a shopping cart function on your professional website and do direct sales of your e-book from your site, for even higher profit margins. (Way higher.) I would consider both, to cast a wide net for potential consumers.

Now once you've set up the buy-sell function for your self-published e-book, here is your weekly sales target:

Sales Price of E-Book	Proj. Total Sales Per Week	Weekly Royalties
\$ 10.00	25	\$75.00

Total working hours spent per week: 0 minutes
 Total earnings from e-book royalties: \$ 75.00 earned per week

I put down zero for hours of work per week because what time you spend on admin. for managing the sales of your e-book is negligible. Hence the term "passive income." You hardly need to lift a finger and you get an "automatic" \$75.00 minimum in weekly earnings. *Why wouldn't* you set that up?

In my strategic plan, I am proposing that you set the price of your e-book at \$10 and no more. You may be tempted to sell it at a higher price and that is certainly your prerogative, but I believe that you will actually make more money with the more reasonably priced "low risk" book price than something you feel like you "deserve" for all the work you've put in. But hey, no need to take my word for it. Just run your own pricing experiments and see what happens.



Projected Earnings Per Week

Okay, so here is a summary of your plan so far. Each week, for eleven out of twelve months of the year, you will make time for about 9 hours of work on actually doing readings, or the “meat and potatoes” of your spiritual business venture. Those 9 hours that you work must gross you about \$865.00.

Prior to implementing this plan, you will also have developed a minimum of two online courses or video downloads as noted in the previous section as a supplement to your primary channel of income. You will also be selling an e-book or downloadable handbook of some sort priced at about \$10.00 for yet another supplemental revenue stream. These three channels for earnings should total about \$1,290.00 per week with total “direct working” hours at about 13 hours.

Service Offered	Proj. Gross Earnings (\$) Per Week	Proj. Work Hours (Hrs) Per Week
Divinatory Readings	865.00	9.00
Online Courses	350.00	4.00
Sale of E-Book (Goods)	75.00	0.00
WEEKLY TOTALS	\$ 1,290.00	13.00 Hrs

The remaining 14 to 17 hours you’ve set aside each week for this venture (for the total estimate of 27 to 30 working hours) should be dedicated to running a business, i.e., bolstering your professional platform, writing free content to attract more business and gain publicity, trying to figure out new ways to gain publicity, reach out and networking to gain more clientele, and general office management or admin and accounting work.



Additional Weekly Working Hours

In addition to the allotted 13 hours of working on sales and doing the actual readings for your clients, you'll need to dedicate a minimum of 14 more hours to running your business. What is the breakdown of those 14 hours? See below.

Description of Work	Proj. Work Hours (Hrs) Per Week
Generating Free Content	5.00
Marketing and Publicity	5.00
Business and Media Management	2.00
Accounting and Business Admin.	2.00
WEEKLY TOTALS	14.00 Hrs

Try to allot about 5 hours per week writing and sharing free content to the public. Really maximize those 5 hours. Also allot 5 hours per week to marketing and publicity. Now, here's the secret to success: you have to track the hours, log them, and really define the work you do during each hour of time.

So for example, at 6:00 am on a Saturday morning, I will start the clock and do a concentrated 2 hours of work writing, say, blog posts or deck reviews as part of my allotted 5 hours that week for "generating free content." When I sit down to do that, I start the clock and "bill myself" the hours so that I focus. I make sure that every minute of those 2 hours is maximized for the purpose defined.

When you apply that kind of work ethic, you will get a lot out of just 5 hours. If you don't, it could very well take you 10 hours to write 3 blog posts because 6 of those hours were spent browsing Facebook, watching kitten videos on YouTube, and reading stupid tweets from Twitter trolls. Focus!

Your time is precious now. Would you pay someone \$100 an hour to read Twitter feeds? (Maybe you would.) Think about it. In effect, that's what you're doing when you divert your attention from the work task at hand. The cliché: time is money. For every 10-minute video you're watching on YouTube while you're supposed to be dedicating time to this business venture, you're more or less holding up a \$20 bill and lighting it on fire. As long as you think along those terms, you will dramatically reduce the amount of time you waste and dramatically increase your work productivity and, by extension, your earnings.

Summary of Labor & Earnings Per Week

It's worth repeating over and over: \$1,290 per week, 27 to 30 hours of work per week. Rewrite those numbers near every weekly spread in your personal day planner or calendar. Drill those goals into your mind, deep, deeper so they embed in your subconscious and take root. That's how you grow money trees, my friend.

Proj. Gross Earnings: \$ 1,290.00
Proj. Hours Worked: 27 hours

If initially you are doing this "part-time" because you're holding down a full-time day job, then you can pull these hours from weeknights after your day job working hours and you will have to work on weekends. Aim to invest 2 hours per weeknight (total 10 hours during the work week) plus 17 hours during your weekend. Yes, that means you lose your weekends and will pretty much be working "full work days" on both Saturday and Sunday. Remember: I did warn you neurotic workaholism was a prerequisite.

This formula will work if you dedicate 27 to 30 hours of every week to the endeavor, as instructed in this handbook. So for those allotted 5 hours of doing "marketing and publicity" each week, you need to be doing 300 maximized fully-productive high-functioning minutes of "marketing and publicity." Every single minute of those 5 hours must be spent doing something that is directly related to "marketing and publicity," which means, yes that's right, no kitten videos, unless you've conceived of that incredible business plan I haven't yet managed to come up with that involves commercializing on you watching kitten videos.

Gross Income Per Annum

Proj. Annual Salary: \$ 56,760.00
Proj. Work Week Hours: 30 hours

If you're earning a projected \$1,290 per week from professional divinatory reading services, and assuming there are 4 weeks per month and you only work 11 months (calculating in a 1-month "paid" vacation), then you are earning \$5,160 per month and thus \$56,760.00 in gross income per year.

Technically speaking, per earlier calculations, you're only working a calculated 27 hours per week to earn the \$56K. However, there's this thing called reality that gets in the way of cold calculations, so here we're just going to round up to estimate a 30-hour work week to earn that \$56K.

Your Weekly To-Do List

For 11 out of 12 months each year, this needs to be your weekly to-do list for the strategic plan of earning \$50K+ per year to work:

- 10 Hours of Readings**
 - 1 reading at the \$115 price point
 - 3 readings at the \$50 price point
 - 20 readings at the \$20 price point
 - 20 readings at the \$10 price point
- Educational Course Offerings**
 - Sell 10 registrations for a \$20 course offering
 - Sell 3 registrations for a \$50 course offering
- Sell 25 Copies of Your E-Book (\$10 Book)**
- Aim for \$1,290.00 in Sales Income**
- 5 Hours of Free Content on Social Media & Connecting with Others**
- 5 Hours of Marketing, Publicity, and Promotional Work**
- 2 Hours of Business and Social Media Admin. & Management**
- 2 Hours of Accounting and Office Admin. Work**

Earlier I demonstrated how you log hours of work and dollar earnings:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
 					 	
<u>\$1,290.00</u> 520.00	<u>\$1,290.00</u> 720.00	<u>\$1,290.00</u> 970.00	<u>\$1,290.00</u> 1,020.00	<u>\$1,290.00</u> 1,020.00	<u>\$1,290.00</u> 1,320.00	<u>\$1,290.00</u> 1,320.00

You'll also want a weekly record of your readings, formatted as a checklist. That would be my next critical tip: establish written space for each reading you want to sell that week so that it has an "energetic womb" to manifest through. I don't know how else to explain it, but it works wonders for me. Set in writing, create space, such as a checklist line item, for every single goal you want to achieve. To me, this is almost like sigil crafting. I am defining the intent, devoting energy to it, and establishing a platform, what I call an energetic womb, for that intent to take hold and materialize.

On the subsequent page, you'll see an example of a weekly matrix that itemizes and specifies each sales goal for that week, the type of reading request or sale to be made and the dollar amount to be grossed from fulfilling that request. I'm using a hypothetical business name, Juniper & Sage Wellness, a spiritual venture that provides tarot readings, astrology readings, and long-distance reiki healing sessions. Here's how such a business might implement the weekly targets. All names of

Let's say you're "Juniper & Sage Wellness." You would prepare a template like the foregoing for every single work week and keep each weekly log as part of your business record. Throughout the week, as each sales request is fulfilled, check the box for that weekly log. Note the table space below the two columns of target readings. Let's say instead of the target one \$120 reading for the week, you got three \$120 readings that week. Note the two extra \$120 readings in the bottom space and then cross off the dollar equivalent of "\$20 Thunder Style Reiki Healing" orders or "\$10 Tarot Reading" orders.

Channel your energy and intentions into having every checkbox marked before the close of the week. Under "Book Sales," set out 25 spaces for logging the targeted 25 sales. Check off each box as the orders come in. Same for the "Video Course Registrations." Thus, for example, by Tuesday in your log, you might have checked off seven squares under "Book Sales" to indicate that you've sold seven copies of your book up to that point.

Book Sales:

<input checked="" type="checkbox"/> <input type="checkbox"/>
--

Each time you return to the log to mark off a completed sale, send into the document surges of energy from you, first an energy of gratitude and feeling of abundance as you are gaining and gaining, feeling a sense of expansion and confidence, and second, an energy of attraction and anticipation, feeling a sense of pulling in future sales. As you do so, visualize yourself doing more readings, or selling more online course registrations, and envision more checkboxes being marked off before the close of your week. That energy needs to be calm, luminescent, and in no way anxious or frenetic. Don't feel any sense of desperation in the energies. Your head and your entire brain should literally feel warmer to you, vibrating or pulsating, as it operates like a magnet. Envision your mind as if it were a magnet.

Do that energetic attraction exercise every time you look at the log. Envision the log to be both a metaphysical and physical space you've built in preparation for those sales and the itemized work. Then use your mind to feel like you are luring those sales and that work in to the space, first so that the metaphysical energy representative of the income enters and then from that metaphysical energy, the physical sale and work will manifest.

Of course, you are putting in just as much if not more physical action to your endeavor, which is why you've planned about 14 hours each week of dedicated work to attracting these sales. For this plan to work, don't just estimate or free-form the time you spent, say, writing free content or when you've got some time, sit down to do accounting without consciously accounting for that time.

Instead, be intentional. Think of it as a timed exercise. Start the clock and now you have exactly 1 hour to get some weekly business admin done. If you literally need to set a physical timer on your desk while you do so, do it. Sometimes, that helps you stay focused and knowing there is a physical timer ticking off the seconds, you will be less likely to let your mind wander or be tempted to check Facebook.

Schedule two morning hours designing advertisements, writing marketing copy, and figuring out where online you can post promotional materials. Initially as you begin to train yourself with this work ethic, if after two hours you haven't completed what you set out to complete, stop anyway. Don't go overtime. Walk away. Return to complete the project later. After all, following this program, you will be scheduling another two morning hours tomorrow for designing advertisements and doing promotional work anyway, so make a mental note to finish it the next day.

That simple tactic trains you to be more productive with your hours the next time you sit down to do such work. The next time you sit down, you'll remember how you didn't fully utilize the two hours in a way to complete the task at hand, so you'll feel that inner drive kick into higher gear and be even more focused and productive the next time you give yourself the allotted time for the assigned work. Gradually in that way, your mind trains itself to be more productive with time. Well. At least that's what works for me.

Now let's break down those 14 hours of work you must do each week, in addition to the hours of actual readings. Below under each weekly task and the number of hours allotted for that task per week, I've provided bullet points to help you generate more ideas. The bullet points are not intended to be comprehensive, but rather, just a starting point. They are here to give you an idea of scope and what each task entails.

□ **5 Hours of Free Content on Social Media & Connecting with Others**

- Write articles for online magazines or news sites. Make sure your accompanying biography has one line referencing that you offer readings and people can book those readings through your website, and list out your website. Including a photograph of yourself so readers can put a face to the name increases the likelihood of people taking the extra step of booking a reading with you. Search for the most popular "mind, body, spirit," "New Age," or "spirituality" sites and research each site's article submission process.
- Create a blog or vlog where you share your own findings, what you learn, and share your personal experiences or insights. In addition, check out similar blogs or vlogs and connect with others in your community by leaving comments on other people's sites.
- If you're an astrologer, write monthly sun sign horoscopes. Try to get a gig with a publication, even if it means providing your sun sign horoscopes for free. That's great marketing and publicity for yourself. If you're a numerologist, Life Path numbers. If you're a tarot reader, a daily card draw.

I've had this discussion with fellow tarot folk and it's pretty funny: tarot folk aren't that interested by other people's daily card draws, but for some bizarre reason they are hugely popular among non-tarot people. Since those non-tarot people are part of your target clientele, publish a daily card draw or weekly three-card reading on your social media account. The masses love those, for some reason.

- Generate useful packets of information and format the content into beautifully presented documents. Invite readers to download those documents for free by sharing their e-mail address with you, signing up for your newsletter, or becoming a subscriber.
- Participate in popular group discussion forums related to your line of work. Start threads and participate in threads. Be actively engaged and through such engagement, connect with those in the community.
- Offer to select one subscriber at random each week (or month) for a free public mini-reading where the winner consents to you doing the free reading on a public platform. You'll gain more followers who want a chance to win a free reading and you're promoting your services because people can get a sampling of what your service is like.
- Venture beyond social networks that are made up entirely of people enthusiastic about your line of work and find spaces where people might not know a lot about the nature of your work so that you might have the opportunity to introduce them to such spiritual practices.
- Be subscribed to HARO ("Help A Reporter Out") and check the postings daily for any journalist queries that relate to the work you do. Check specifically under "Entertainment and Media," sometimes "General," and "Lifestyle and Fitness." Every so often a journalist is looking to interview an astrologer, or someone who practices reiki, or wants to write a piece on meditation or yoga. When a reporter's query lines up with what you're an expert in, reach out and throw your name and biography into the ring. Getting interviewed and your name and ideas printed in a mainstream article gets you exposure. Typically, the journalist will then include a hyperlink to your website, which helps to generate more traffic.

□ **5 Hours of Marketing, Publicity, and Promotional Work**

- Design promotional banners for Instagram, Facebook, and Twitter. Be sure to regularly post those banners through your accounts, because over time, you will gain new followers, so even though you posted a banner about your awesome \$20 reading service back in January, by March, you'll have followers who didn't see the January post and maybe haven't really checked out your website either. So post the \$20 reading service banner again to capture the new market.
- Design postcards that advertise your services (or courses or e-book or all of the above). Make sure your contact info is on there. Come up with different oracular messages and print them out on sticker labels. Affix a sticker label to

each postcard so a stack of postcards becomes, in effect, an oracle deck that people can draw from and keep the “card.” Keep these messages uplifting, motivational, and phrased as affirmations. Most likely folks will keep the cards and when they reflect on it later in time, might just be inspired to look you up and book a reading. If you can get into apartment complexes, slip one underneath each door.

- Design business cards that fit in any wallet and on one side, is a talisman or sigil for good luck. Then have your business contacts appear only on one side. Let folks know about the talisman for good luck and they just might be motivated to keep it in their wallets. They will always have your contact info on hand and who knows—they might call you up or refer their friends to you.
- Query established social media public figures, such as YouTube gurus, about doing an interview to help promote your e-book.
- Routinely send e-mail promotions and advertisements letting people know about your services, courses, and e-book. Schedule to send e-mail promotions at least once per week. I know this may sound heavy-handed, but it really works (for better or for worse).
- Although mentioned earlier under “Free Content... & Connecting with Others,” offering free public readings to randomly selected subscribers can also go toward marketing, publicity, and promotions.
- Even though the business strategies in this formula are focused on e-commerce, don’t forget about the physical world. Postcard mailings, leaving stacks of your business card or promotional flyers at local coffee shops, gift shops, metaphysical stores, and yoga centers will absolutely increase your market exposure. Laundromats and public libraries are other great places to leave your promotional flyers. Of course, be sure to ask the store proprietor for permission first, before you leave your stack of stuff behind.
- Post banners and promote your services on Facebook groups where members all tend to be interested in New Age spirituality. Here, pay attention to the difference between the groups populated by spiritual entrepreneurs just like you and the groups populated by enthusiasts who just want to learn more. Marketing in front of the latter will be more productive.

□ **2 Hours of Business and Social Media Admin. & Management**

- Spend this time maintaining your website or streamlining your social media accounts. Make sure a complete dummy can figure out how to navigate your website and find your booking information.
- Routinely clean out your business e-mail inbox. Here is where you do as I say, not as I do. I’m terrible at keeping my inboxes clean, don’t keep up with unread mail, and before long, I have 2,345 unread messages...
- For these two hours, I would also dedicate some time to checking out how others in your industry do business, what their business websites look like, and their menu of service offerings. Competitive research is important.
- Spend this time on general online housekeeping.

□ 2 Hours of Accounting and Office Admin. Work

- Make it a weekly habit to maintain and balance your books.
- Keep track of all your sales and all your costs and make sure you have organized logs recording all transactions.
- I also count reviewing, editing, and improving on your actual products or services, such as editing your reading templates, as office admin work.
- Take time weekly to clean out and organize your office space. Keep your work space tidy, inviting, and conducive of positive, healthy Qi energy.

What is an hour?

If you're not used to making the most of your time, then this will take training. As a kid, I had to learn to log hours of piano and violin practice. As a lawyer when I worked in a private firm, I had to learn how to bill my hours. That means I've had training on how to optimize one hour of time and make sure I'm focused and dedicated to a single task at hand. You need to learn this skill, too, if you want this formula to work.

When I say 27 hours, I mean 27 optimized hours of work. I don't mean you sit down at your computer at 1 o'clock to balance your business checkbook but from 1:15 to 1:30 you're giggling at Facebook comments. No. You can wait to check Facebook comments if it's related to your professional social media accounts during the hours you've set aside for "Free Content on Social Media & Connecting with Others." Get it? If you're clocking hours of advertising design work, you can get up to go to the bathroom, but don't take a detour to make yourself a sandwich. You can make that sandwich after you finish clocking your hours of advertising design work.

You need to work 27 hard hours and during each hour, focused on the task at hand. That means before you start any given hour of work for these 27 hours, you should have defined for yourself exactly what you want to accomplish in the coming span of time. For example, the night before, I might tell myself that the next morning I need to get my coffee before 6 am and from 6 am to 8:30 am, I will be getting in 2.5 hours of my allotted 5 hours for "Content on Social Media & Connecting with Others." Even more specific than that, during those 2.5 hours that morning, I will be, say, drafting this handbook you're reading right here. Or maybe that morning I will be doing client tarot readings. So from 6 am to 8:30 am, I will do nothing but get in my 2.5 hours of the 9 hours I've allotted for divinatory reading services.

I also keep a daily diary of my work, or a log of work, so let's say I meant to finish Billy, Bob, and Sally's tarot readings that morning but for some reason, by 8:30 am, I've only completed Billy's and Bob's. What I do is I won't extend my time past 8:30 am. Instead, I wrap up my readings for Billy and Bob, and reserve Sally's reading for another time. I also make a note in my log of work that I failed to finish Sally's reading during the time I had allotted for her. There's something psychological here

that happens for me, that sense of incompleteness. The next time I sit down and allot 2.5 hours for readings, I find I'm far more productive and I make a more concerted effort to achieve my to-do list goals.



How to Think About Offsetting for Costs

In tendering services online, you're going to be using a third party payment services, such as PayPal, Due (which includes global credit card payments for a transaction processing fee of 2.7% percent), Square (2.75 percent transaction fee for major credit cards), or Stripe, etc. If you decide to offer online video streaming workshops or educational courses, you might be using a commercial third party hosting service, and that would probably cost money, too.

There are generally accepted accounting principles (GAAP) for balancing your books here and keeping track of your gross earnings, overhead, profit, deductible business expenses, and so on. That's not what this handbook is about. This handbook aims to teach you how self-made moguls think, and to adopt that attitude in how you approach business practices. You'll need basic accounting skills for yourself and, if you're really going to turn this into a prolonged, committed business venture, a reliable CPA. However, for the purposes of this handbook and how to think about offsetting costs, think about how you can do so energetically.

For me, what I did was think about my costs as requirements to do additional readings. So, in terms of "law of attraction" or what have you, if my set goal for the week was 10 readings to earn the set minimum income I wanted to earn, then I'd bump up my set goal to, say, 13 readings for the week to earn that same set minimum income. This way of thinking isn't GAAP but it *is* in line with "law of attraction" principles (in a sense...) and in terms of helping me focus on the energy I need to attract to meet my goals, it worked. Wonders.

By way of example, let's say the below represents the projected number of tarot and/or astrology readings I want to meet in a week to earn a self-imposed \$665.00 extra income (assuming to earn the set goal of \$50K+, I'm getting the income from other revenue streams, e.g., book sales, online courses, etc.):

- 1 one-hour \$115 reading;
- 3 thirty-minute \$50 readings; and
- 20 fifteen-minute \$20 readings.

Now, assuming all of those reading payments are processed through a third-party payment service that charges 5% for the transaction fee (bear in mind that is

definitely on the high side, used here for conservative estimation of profit), then to make sure I actually net \$665 that week, I need to do two additional \$20 readings.

To play it even safer, I'll make that 3. So...my *actual* weekly reading goal for earning the \$665.00 is this:

- ☑ 1 one-hour \$115 reading;
- ☑ 3 thirty-minute \$50 readings; and
- ☑ 23 fifteen-minute \$20 readings.

That means in my day planner for my weekly to-do list, I will mark out a checklist for 1 one-hour reading, 3 thirty-minute readings, and 23 fifteen-minute readings that I aim to earn. As the reading requests come in for the week, I mark off what I've earned and if, for example, instead of 3 thirty-minute readings (representing my baseline minimum), I get 5 thirty-minute reading requests that week, I will adjust accordingly, say, adjusting the 23 fifteen-minute readings I need to do that week to only 18, evaluating and logging my progress at the close of each business day.



How to Eradicate Competition

Earlier I mentioned the two secrets to high profit business ventures: take risks with other people's money and eradicate competition. Let's talk about how to eradicate competition. In the startup tech world, you need intellectual property. That's most likely a patent. The patent is one of the critical determining factors of success for a startup business in Silicon Valley. That's because when your technology is proprietary, you in effect eradicate your competition. No one else can do what you do. Now how do we translate that concept into spiritual entrepreneurship?

Let's start by taking cues from the eligibility requirements for a patent. Generally speaking, to file a patent claim, your innovation needs to be: (1) useful, (2) novel, and (3) non-obvious. What does that mean to you in terms of how you might think about your business point of view?

The spiritual services you offer need to be useful, something that goes beyond "oh that was interesting" and into the clear realm of "I've learned something here that I can apply to my life immediately for measurable improvement." Sit on that requirement for a while and figure out what you can do to your menu of services to ensure that everything you offer will be measurably useful.

For you to eradicate the competition, your services also need to be novel, innovative. It's got to be different.

Is an astrological birth chart reading just an astrological birth chart reading? Perhaps, but I presented my birth chart reading services as a digital book preformatted into the 6" x 9" paperback dimensions that you can have printed and bound into an actual book all about your birth chart and your life path, an astrological biography on you. The book packages were one part learning astrology basics and one part all about your birth chart. The reading service was wildly popular to the point where demand overran supply (I had limited hours per week for this endeavor) and I believe the public demand was due to it being different. To the best of my knowledge, you couldn't order such a package anywhere else. No one else was doing it.

With my tarot readings, I was applying a divinatory approach that few others were using. Again, very few renowned tarot readers were using the First Operation and components of the Opening of the Key for every professional reading they did. When prospective clientele read my description of the tarot reading service and compared it to others, they were more likely to be drawn to mine on the sole account of it being different, a bit novel from what they're used to. Don't think of "novel" as completely new and never been done before here. Rather, think of it as being "fresh." How can you present your menu of service offerings in a "fresh" way?

Perhaps you begin by channeling the client's spirit guides and will name the spirit on-site overlooking the divination for that client. That's pretty special. Or maybe you combine tarot and astrology together for a unique divinatory experience that is equal parts cards and stars. To this day there are still very few readers offering such a combined service, and yet such an experience would sound highly appealing to most target clientele. I've also seen readers combine tarot and oracle decks for a unique reading experience, which has always appealed to me as a prospective client. There are endless ways you can approach a tarot reading, or an astrology reading, or spell-cast talismans, or long-distance energy healing. You are only limited by your creativity and ingenuity.

Also, how can you tell whether your idea is novel? Competitive research, silly. You must, must, must research similarly-situated professionals and see what the most successful members of your industry are doing. You have to then figure out how you can stand out from that pack. How can you offer a novel approach to the same old, same old? Often, narrowing your niche will blow wide open the doors to profit. You may think you're being exclusionary, but in fact you're being exclusive, and that is always attractive to prospective clientele.

Finally, what does "non-obvious" mean? Broadly speaking as it might apply to spiritual entrepreneurship, it means coming up with a novel, different approach to your reading services that isn't something just anybody would think of. In my astrology reading services, I'd delve into past life astrology, focus on the Hermetic Lots, and some of the seemingly more obscure personal sensitive points of a birth chart that I didn't see any other professional astrologer focus on. With my tarot

readings, I integrated transits astrology with the cards, i.e., if the Six of Swords shows up in the reading and I associate it astrologically with Mercury in Aquarius, then I'd pull up forthcoming dates when transiting Mercury is in Aquarius and also compare it to the client's natal Mercury sign in her birth chart.

Basically, how can you package and present your services so that they are useful, novel in approach, and that approach is "non-obvious," meaning the typical professional in your line of work wouldn't readily come up with the concept, but once you present the concept, everyone goes, "oh, duh!"

If you're aspiring to become a successful tarot professional in this current market and all you're offering is a three-card reading, ten-card reading option, or a non-descript "one-hour tarot reading on any question of your choice," I'm sorry to break it to you, but you're not standing out. You're not doing anything special. You're not going to eradicate your competition. You have to define a clear, unique point of view for your personal branding and then you need to present services that are memorable, that get people excited.

Maybe you happen to own a "Pam C" version of the Rider-Waite-Smith tarot deck and you offer divinatory readings with that specific deck and will provide high-resolution photographs of the reading spreads. That's fresh and not just anyone can do that, so in a way, offering such a distinct and signature divinatory experience eradicates your competition. Or you're a shaman with the ability to traverse down to that pavilion thingie in the underworld (really, it's a thing) where you can meet up with people's deceased loved ones and you "do your tarot reading there on the pavilion" (in your mind?) while the client's dearly departed is the one interpreting the cards for you and you come back with the message for your client. Okay, I'm reaching. But you get the point.

Think about your innate gifts, experiences, the precise portfolio of skill sets you've developed over the years, your passions, and all of your assets, both tangible and intangible. If you hail from a corporate background, how can you weave that into your spiritual entrepreneurship for a balanced approach? Are you particularly strong in one of the four "clairs" (i.e., clairvoyance, clairaudience, clairsentience, and claircognizance)? How might you emphasize that in how you market your approach to your readings? Did you experience a significant trauma in your past and can you share the strength you gained from that experience through your readings? How can you make the most of your assets to produce a service offering that isn't easily replicated? Once you figure that answer out for yourself, you will have struck gold.



How to Earn Even More Income

This handbook does not include working parties, corporate gigs, social events, at festivals, fairs, or peddling your spiritual services in person. However, if you add that dimension to your business, you'll of course increase your income earning opportunities. Also think about in-person local workshops or talks you can put on, some for free to generate publicity for yourself and some for a budget-friendly cover charge. To earn the \$50K+ income working these 27-30 hours, think broadly in terms of potential revenue streams, both passive and active. You want a combination of both types and as many different channels as you can, without diluting your branding.

(I mention the dilution of branding simply to note that it's not necessarily profitable to become the Wal-mart of spiritual services. From what I can tell, most people want you to specialize. Most people prefer to trust specialists. If you offer a hundred different metaphysical services and Jane is looking for a reliable tarot reading, she might pass on you and look for someone who specializes primarily in tarot readings. Jane wants a specialist. She's not going to pay \$120 for a tarot reading from the Wal-mart of spiritual services. She wants Chanel. Can you offer tarot, astrology, numerology, and rune divination? I think so. That's still "Chanel.")

In-Person Reading Services Are Still Imperative

I've found that a significant segment of your potential target market wants to get their readings done in person with you. If you're serious about earning potential, then you don't want to neglect that segment. Those who decide to go at this type of venture full-time as a dedicated profession are probably going to rent out their own storefront or reading space. While it sounds impressive to have your own storefront, the reality these days for a number of industries, not just for spiritual and divinatory entrepreneurs, is that it probably isn't worth it. Even solo practitioner lawyers are sidestepping the rented law office and opting to work from a home office and hire virtual assistants.

There are economic, cost-effective ways around the need for a brick-and-mortar store location and by eliminating that fixed cost from your business, you increase your net profit. Most public libraries have private study rooms you can reserve. Many academic tutors use such spaces to conduct their lessons. You can reserve such a space for booked readings. Work out a deal with a local metaphysical shop or yoga studio. You may find that most spiritual entrepreneurs are eager to help and support one another.

Passive Income Strategies

Passive income is a strategy you need to think seriously about. Casting several nets out in terms of passive income will bring financial support. Investing a lot of time and labor upfront to put together e-books (or even regular hard-copy books) and multi-media course offerings means you can go on vacation for two weeks without lifting a finger for work, and then come back to find a spontaneous \$500 sitting in your account. Why *on earth* would you pass on that opportunity? Because you're lazy and don't want to put in the initial hard work? Really now. My point is, think about passive income strategies.

Is it really “passive” income?

A disclosure is needed here. Passive income isn't really “passive.” You won't come back from vacation with \$500 of e-book, oracle deck, calendar, and your multi-media course sales if you haven't done the marketing work.

So after referring to it as passive income throughout this handbook, now I want you to stop thinking of it as passive income. It's not passive. You need to be an assertive go-getter when it comes to your marketing and publicity.

No one buys an e-book they've never heard of. They *might* buy a book they've heard of, so you need to get heard. That means writing articles for publications or submitting chapters from your e-book for reprint in publications. That means querying for reviews of your self-published tarot or oracle deck. That may even mean offering your multi-media course for free to a couple of online public figures who agree to then review and write about your course to their followers.



Business Realities

If you want to be an entrepreneur, then by far the most important expectation to bear in mind is the inconsistency of business. Unlike working in corporate where your paycheck is consistent no matter how hard (or not hard) you work any given week, when you are an entrepreneur, you learn fairly quickly that all of the projected calculations for weekly (or monthly, or annual...) earnings and working hours are inconsistent.

The reality is one week you'll sell only 5 copies of your e-book (dangerously below your averaged-out weekly sale projections) and then another week by fluke chance or an auspicious alignment of your stars you sell 125 copies of your e-book in 5

days. Likewise, some months you'll go through a risky dry spell and get very few readings incoming, whereas other months you'll be so busy with reading requests you won't know whether all the extra money flowing in is a blessing or a curse.

Your weekly logs are not likely to look consistent. Some weeks will end with many boxes unchecked. Other weeks you will need to create new checkboxes because you received more work or more sales than usual.

Additional resources:

Spiritual Service Professionals: How to Win Every Refund Dispute

<https://benebellwen.com/2016/10/27/spiritual-service-professionals-how-to-win-every-refund-dispute/>

Archive of Blog Posts Categorized Under "Professional Tarot"

<https://benebellwen.com/category/professional-tarot/>



Business Risks

No business venture is without its risks. For starters, divinatory readings can still be categorized as "fortune-telling" under anti-fortune-telling laws that are still on the books in many United States jurisdictions. I talk about this a bit in one of the closing chapters in *Holistic Tarot*. (See what I did there? I peddled my book, promoting it at you in a handbook of informative content that looks like it's meant to help you, but in addition to helping you, is a form of soft sell marketing for my own stuff.)

There is also the issue of refund requests, credit card transactions that are declined, and other business logistics that any online business is going to run into. These issues can throw a wrench in your earning expectations.

Also, even though this handbook on how to run a spiritual service is focused on money, don't be smarmy about it and never be fraudulent. If your *only* objective is to earn \$50K from working 30 hours, then I assure you there are plenty of easier ways to do that. First and foremost, this handbook is premised on the assumption that you have a passion for divinatory work and you feel called to do this. But just because you feel called to do this doesn't mean you should be doing it for free or living the pauper's life. So this handbook is about how to earn an average American living wage from doing what I presume you love, and that's providing a spiritual service.



Limitations Affecting My Calculations

It's important that I note my personal limitations that could have affected the outcome of my test to see whether working as a divinatory service professional can earn you six figures. For starters, I was holding down a full-time day job the whole time I worked at this experiment, i.e., worked the additional 30 hours per week on top of the 40-hour work week I was already pulling in.

Could the dreamy six figure sum be generated from the same formula I've outlined here, but with 60 hours of work per week instead of 30? After all, that logic seems to follow the math, right? \$50K for 30 hours, so \$100K for 60? I don't know. I didn't try, so I can't attest one way or the other.



Closing

Obviously, I can't guarantee this formula will work for you. No one can give such a guarantee. However, I do believe that this formula is reliable. At the very least, it teaches you an invaluable work ethic and way of approaching your services that is bound to improve your current business model.



benell wen

Author of *Holistic Tarot* and *The Tao of Craft*

This is where I will want to put a snazzy bio for myself and also let you know that I offer professional tarot, astrology, and other forms of divinatory readings. You can learn more about my service offerings at benellwen.com/a-reading-with-benell and heck, check out more ways to contact me below. When you put together content such as this one as part of your marketing and promotion strategy, make sure you also include ways for people to connect with you.

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