

Free intro on my book

“Operating A Holistic Enterprise: An Entrepreneur’s Handbook”

Revised Edition

Table of Contents

Authors Page

Testimonials

Table of Contents

Crating a Mission Statement

Business Licenses

Chapter 1 A Holistic Enterprise

Chapter 2 A Business Plan

Chapter 3 Designing Your Brochure

Chapter 4 Attracting Clients

Chapter 5 Marketing

Chapter 6 Advertising

Chapter 7 Articles and Ideas

Authors Page

This book is an outgrowth of my workshops on operating a holistic enterprise. This expand edition is the results of numerous workshops on this subject, with many Reiki master, Massage Therapist, Yoga Instructors, Chiropractors, Acupuncturists, and other holistic health care providers.

After many years as an Intuitive Business Counselor, counseling hundreds of business enterprises, I have come to the realization that a manual was necessary for the holistic practitioner.

Most holistic minded people get into their business to serve humanity, to help people on their path to wholeness, to wellness, to understanding what they need to maintain balance, harmony and health in their life.

I have been guided on this great journey of mine to be of service to those that need guidance, healing, and self-empowerment.

I would like to thank those that have helped me on this part of my journey of Intuitive business counseling; Ben Cabildo of ANANA, his wisdom has been of great help in understanding my role in the process of helping serve the holistic community and in forming the holistic chamber of commerce. To Harvey Cain a friend, racquetball/tennis partner, he has given me the male perspective of the holistic business world, as he is one of the finest massage therapists I have ever known. To Bob King a dear friend a fellow holistic practitioner, for his wisdom and insight into the business of operating a partnership business with others. To Pam Albee who operates Shared Transitions, to Debra Eaglewoman an incredible shaman and friend. To Serena LaSol my partner, wife, confidant and mother to our daughter Mayah. To Mayah LaSol for being the daughter that always reminds me that I am just Daddy, and keep me grounded. To all my apprentices who have crossed my path and have given to me so many wonderful experiences. And to my Father, Eddie for his insight, love and wisdom.

This book is dedicated to all those who seek to serve the human race into seeking the highest good for all.

Charles Lightwalker, 2007, revised 2009

Testimonials Workshop

DVD & Book

Testimonial # 1

Testimonial. Dated 7-31-09 for "*Running a Holistic Business*" Workshop given on Saturday July 18th by Charles Lightwalker.

This workshop was a delight to attend. It was the perfect blend of passion for holistic enterprises, excellent practical information and stimulating collaboration! The class is very helpful for a wide range of interests and experience from the person just in the planning stages to someone who has been operating a business for a while. Charles has written a handbook for the class that is full of very practical information on what you need to do for your business. I really enjoyed the workshop and would highly recommend it to anyone the least bit interested in doing any kind of business with their holistic skills, talents, and products. Thank you Charles for another wonderful experience!

Submitted by:

Nancy Royse M.S. PT

Certified Neurodevelopmental Specialist

Reiki Master Teacher

Certified Jin Shin Do Acupressure Practitioner

Certified Tuning Fork Practitioner

Licensed Delta Pet Partner Evaluator and Instructor

Testimonial # 2

As a relatively new practitioner of Rune and Card readings, I wanted to know how to bring attention to my business, yet remain true to my ethical and aesthetic sense of spiritual reasoning behind my mission as a reader. Taking Charles Lightwalker's class, "Running a Holistic Business" gave me the information and tools I need to do just that! He not only approached the material from a business point of view, but also from the standpoint that each business relationship is a human relationship as well. His handbook, "Operating a Holistic Enterprise" covers areas of interest such as defining a holistic enterprise, the value of a business plan, belief in your business, and attracting clients. I got so much out of his class. I highly recommend it for anyone who has an interest in combining business and holistic methods!

Deborah Majewski/ A'isha Azar

Rune and Soul Card reader

Middle Eastern dance instructor

Artistic Director, Baharat!! Dance Company

Theatrical Costumer

aazar@webband.com

August 5, 2009

Testimonial # 3

I attended the Operating a Holistic Enterprise workshop facilitated by Charles. I learned some valuable tips and especially appreciated the business advice presented from a holistic point of view. The discussion and interaction with the other students was an unexpected benefit. I would recommend this workshop to anyone embarking on a holistic business or someone who wants to hear about doing business holistically.

Caroline Hansen

A Virtual Resource

www.avirtualresource.com

Testimonial # 4

I found Charles to be enlightening and helpful.

Sue C.

Computer Engineer/ Healer

A Joke

*There's an old joke that
Says an entrepreneur
Only works half time...
12 hours a day.*