

Reiki Centers

How Seven Owners Achieved Success

BY PATRICIA MAHAFFEY



At Reiki centers all over the world, Reiki practitioners are quietly spreading divine healing and love. I felt this awareness quite vividly as I interviewed seven center leaders from around the United States to learn what makes their centers flourish. Hearing about their hard work, devotion, challenges, and wisdom lifted my spirits in an unexpected way. I had the sense of walking through a fragrant, life-affirming orchard. I felt buoyed with optimism, faith, and the deep sense of the truth in mystic Juliana of Norwich's reflection: "All shall be well, all shall be well, and all manner of things shall be well!"

But isn't that just like the spirit of Reiki? A steadfast light shining through the gauze curtains of the mind, a glowing reminder of the bright truth that we human beings have a miraculous capacity to give and receive love and healing endlessly, no matter what.

But how do we successfully bring these divine capacities to fruition - in our lives generally, or in a Reiki center specifically? It seems there are two basic, ongoing requirements: the practical work of the hands and mind, and the courageous surrendering of the heart and soul.

Elizabeth Foley, author of the book, *Awakening the Lightworker Within: A Personal Journey of Answering the Sacred Call* and one of the leaders interviewed for this article said, "Whatever type of healing work you're doing, there is a very fine balance that each per-



The Healing Center

The Universal Life Force Runs This Center

In 2003 Eleonore Koury, a survivor of the 1967 and 1975 wars in Lebanon, was guided to travel to Greece during the outbreak of yet another war in the Middle East. She sensed the pilgrimage would in some way awaken in her psyche and the psyche of the collective a memory of peace, harmony, and prosperity in that area of the world.

"There are many aspects of success...but we will remain unfulfilled unless we nurture the seeds of divinity inside of us... When we begin to experience our life as the miraculous expression of divinity...then we will know the true meaning of success."

~ DEEPAK CHOPRA, THE SEVEN SPIRITUAL LAWS OF SUCCESS

son has to find—because part of the business is a business and you have to treat it as such, and the other part is a spiritual part, and you mustn't lose that connection, that original intention that you had for getting into this work—to heal the planet, heal yourself, heal others, be a light... People can get caught up in 'Gotta make money, gotta get students, gotta get clients.' The universe will tolerate that for a while, but if you lose track of your pure intention, the universe may pull the plug. Yes, you have to pay your bills, and you have to do your soul work and remember what is essential."

Perhaps you are feeling called to open a center, or wondering if you are. Perhaps you're already running a center or involved with one. The wisdom stories here can be of value to you. Or, perhaps you simply would like to run your fingers over the whispering blossoms and fragrant fruit of seven flourishing Reiki-grown "trees" — centers that have been tended with human hands and nourished with divine light. Whatever your call, welcome to a little orchard of grace.

Left: Infintite Light Healing Center, Sedona, Arizona.

Right: Eleonore Koury and business partner, Luciana Hardin.

When she returned to the United States, her heart was filled with a renewed vision of possibility and healing for the world and a deeply strengthened personal commitment to that vision. Soon after her return she was attuned to Reiki, became a Reiki Master, and felt guided to open a center.





Eleanor and students during a Reiki Master class.

clients... but I'm keeping myself and my energy clear and focused on my higher purpose, which is ultimately in service of the tremendous healing and evolution happening on this planet."

She also honors this waning cycle in very practical terms. "...This can often be a part of the learning curve to be a healthy practitioner and a healthy center. Times off, of closing shop, is a necessary part of the work with Reiki...this has been part of my accounting process, learning how to weekly move revenue to different accounts to save for times off, slow periods, taxes, unexpected changes, etc."

Through daily meditation, Eleonore receives guidance as to what to do each day to build the center. She feels nourished by the Reiki Master meditation developed by William Rand that affirms establishing one's Higher Self and higher purpose here on earth. "That was so integral to my really stepping out into this work, to give me courage to support myself financially in this way. This work is what I came here for. This is what I came to do."

Co-Creative Partnership

Elizabeth Foley does not actually run a Reiki center with a physical location, she offers Reiki sessions, monthly Reiki classes, and a unique Reiki share every other month. She does her work at dozens of centers around New England where she lives, and around the country from Florida to Alaska. Over the years, her experiences in centers, including seeing many die off and others thrive, led her to insights about the practical and spiritual wisdom for running a center successfully. She was guided to put that wisdom into a course. "Spiritual Business 101" covers topics ranging from exploring one's feelings about money and abundance, to tips for success, to the top ten mistakes people make, to visualizations and prayer.

Her foremost instruction, which she practices ardently, is to view all work as a "co-creative partnership" between herself and her guides and balancing on what she calls the "tightrope" of business matters and spiritual work. "Be very organized, keep track of details," she says, "but always remember your spiritual work is your first priority. This is the Number One rule. Everything else lines up after that. That is the real deal."

Eleonore and her business partner, Luciana Hardin, opened The Healing Center just outside Los Angeles in March 2007. "We both knew it was our guides that wanted this center and helped pull it together. There were so many things we were clueless about!" laughed Eleonore. "I didn't have a business plan, just a vision that something greater than me was being done through me."

Eleonore recalled the Reiki instruction to have confidence, to trust that the Reiki is doing the work. As she took the leap into opening a center, she felt she witnessed exactly that. "I would feel 'Gosh, I don't know enough. I'm just starting out.' The Reiki helped me shift and dissolve and get rid of that voice. The Reiki is doing the work, and that's really how this center happened...The universal life force runs this center."

Through much legwork and learning, the center now does have a business plan and many clients and students. "Thanks to the divine," says Eleonore, "it's a well-oiled ship."

One lesson Eleonore learned is that even slow times, when client flow is down, are not only good, but vital. She sees them as an opportunity to be of service to her family or others in need, as well as to herself. "I can honor the waning cycle, take time for reflection, to clear things out internally and externally and to plant seeds for renewal. This is part of honoring the feminine, learning to be at ease and honor the waning cycles of the center's business... I think especially in business we have cellular fear of slowing down. I work on clearing my mind of the fear and staying connected with the vision of the work. I may not be with

Elizabeth Foley teaching a class.



More Center Information available at www.reiki.org/ctrChart.pdf

Name & Contact Info	Physical space	Session Fees	Promotion	# of Reiki trained practitioners	Approximate # of sessions
<p>THE HEALING CENTER, 5601 Slouson Ave., Suite 138 Culver City, CA 90230 310-641-3400 www.sacredventures.com</p>	<p>1,446 square feet; reception area, workshop area, 4 treatment rooms with views to a courtyard, located in a business park</p>	<p>\$75 - \$90/hour varies depending on modality/practitioner</p>	<p>Networking, flyers with coupons, ad in local wellness magazine 6X year, word of mouth, staying connected w/clients thru monthly email newsletter, postcards; website</p>	<p>3</p>	<p>10-25/week</p>
<p>DIVINE HEALING P.O. Box 7124 Nashua, NH 03060 603-888-0658 www.divinehealing.us</p>	<p>Sessions done from home, mostly teaches — Holds classes all over New England, Florida, Texas, Alaska, Virginia, California</p>	<p>\$60/75 minutes</p>	<p>Word of mouth; website; business cards, flyers in places where classes held; emailing list w/ schedule</p>	<p>1</p>	<p>2-3/week</p>
<p>THE PLACE FOR REIKI 139 Steuben St., Suite 100 Pittsburgh, PA 15220 412-920-2911 www.the-place-for-reiki.com</p>	<p>1,300 sq. ft. basement in mixed use office/apt. building, very large living room type area and session room, floor to ceiling windows, kitchen area with gas fireplace and mandala on floor, original brick walls.</p>	<p>Following guidance, the fee is set as a heart offering to be discerned by client, payments have ranged from \$50 - \$450 / sessions about an hour but length guided by spirit</p>	<p>Speaking in community, word of mouth, ads in holistic magazine, website, health fairs, business cards, brochures, flyers, women's networking groups</p>	<p>1</p>	<p>12 - 15/week Also about 15 people come to weekly Healing Circle group sessions</p>
<p>DOMINICAN CENTER at MARYWOOD BODYWORK SERVICES DEPT. 2025 East Fulton Street Grand Rapids, Michigan 49503 616-454-1241 www.dominicancenter.com</p>	<p>Bodywork Services Department on wooded spirituality center campus, several acres with stream, though in city of Grand Rapids; 2 treatment rooms shared by all 7 practitioners, Marywood Chapel, guest/retreat rooms, conference space and spiritual direction available on site.</p>	<p>\$60/60 minutes Prepaid packages offered at discount</p>	<p>Ads in local magazines, health fairs, brochures onsite and dropped off at various sites, email list, website, press releases to magazines and newspapers, flyers, word of mouth, gift certificates</p>	<p>2</p>	<p>10-12/week</p>
<p>MYSTIC WOLF HEALING ARTS 2167 Wehrle Dr. Williamsville, NY 14221 716-308-0449 www.wnyreiki.com www.reikicare.com</p>	<p>Old stone farmhouse near industrial park, but feels rural; deer outside at night, 3 floors, 8 treatment rooms, homey feel, reception area like a living room</p>	<p>\$55/hour some variation depending on practitioner</p>	<p>Word of mouth, some practitioners have website. Brochures, health fairs, ads in holistic magazines, mailings w/coupons, chiropractic referrals</p>	<p>6 total, 3 Reiki Master/Teachers 3 Reiki II's</p>	<p>Pure Reiki — 30/week. Total sessions that include Reiki — 115/week. Pure Reiki offered by 3 practitioners, all 6 offer Reiki incorporated to various degrees with other modalities</p>
<p>INFINITE LIGHT HEALING STUDIES CENTER AND PEACE PLACE 355 Jordan Road, Sedona, AZ 86336 928-204-1216 800-359-3424 www.reikiinsedona.com</p>	<p>4,250 sq ft in 3 different structures connected by open air hallway includes 1,800 square feet for "Peace Place" store Half block off Main St. in Sedona, convenient but not in center of noise/traffic</p>	<p>\$85/hour \$150- with 2 practitioners</p>	<p>Print advertising; email lists/ monthly newsletters/ exploring "pay per click" on line, flyers; local networking; Chamber of Commerce membership, 30 second spot on local visitors channel; website, business cards</p>	<p>2 F/T 18 local practitioners on call to do sessions as needed</p>	<p>Michael & Laurelle only — approximately 10-15/week. For whole center — 25-40/week</p>
<p>TABOR REIKI CENTER 146 Hawthorne Rd. Pittsburgh, PA 412-821-1149 www.millvalefranciscans.org</p>	<p>First floor of house in small town, located on bus line, no steps to climb, small creek in the back</p>	<p>\$35/hour</p>	<p>Open House advertised in flyers, local wellness magazine, local news story, (gave treatment to interviewer) talks at parishes, health fairs, brochures, business cards, word of mouth</p>	<p>1</p>	<p>5-10/week</p>

Her own inner guidance led her to more teaching than healing work, though that was not her predilection. She didn't like to talk in front of people. In fact, after teaching one of her first classes, which was well received, she felt a rush of self-doubt as she closed up the teaching room. "My ego kicked in big time, saying, 'Who do you think you are? You're not as gifted as so-and-so.' I literally sat down in the middle of a dark room and cried, calling myself a fake, a phony. I was ready to throw in the towel."

Then, she felt a large presence behind her, which she recognized as Michael, the Archangel. She felt she was told: "Pick yourself up. Brush yourself off. Tomorrow will be a better day." She argued. "You don't understand. You don't know what I'm doing." But the guidance was repeated, even as she cried throughout the evening. "And guess what?" she reports. "The next day was a better day, and I've never had that come up again." She said to the archangels, "If this is truly my path, put your hand in my hand, walk with me." After that, "all the doors blew open." Her business took off. She continues to ask for guidance and affirmation in all that she does.

Elizabeth advises doing a check in, asking if starting a Reiki center is what you are meant to be doing. "Some people try to force a Reiki practice to happen—but that might not be in their contract." She also stresses the need for examining one's feelings about success. "If it brings up anxiety, you need to work on that," she says, adding, "what follows immediately after success is greater responsibility—to your students, to your clients, even to yourself. Now it requires even more focus to keep your balance because you can get lost in the business and in the success."

"People have to pray for divine discernment and not just go running with the ego anymore. Just because something is handed to you on a silver platter doesn't mean it's right for you," she explains. "It's when I don't listen that I run into problems...It's a question of business integrity...having balance, setting prices that are fair for all concerned. Never make a decision based on fear...The most important thing is doing a check in with God, ascended masters, Reiki guides, angels, for the highest good. That's what being a Master is about, allowing that co-creative partnership. That leads to success."

Quite a Journey

In 2003, Bonnie Hassan had a great job as a psychotherapist, doing work she'd always dreamed of doing. She'd even incorporated Reiki into her facility's programs. Then one day while meditating, something unexpected happened: "I saw the Blessed Mother. She was standing with her arms folded, tapping her toe, and she said in a very assertive voice, 'I have work for you to do and you can't do it while you're working where you are.'"

After a couple of months of agonizing soul-searching, Bonnie, much to the surprise of many, including herself, resigned. Was she scared? "Big time. I was single, had no money in the bank except my retirement fund." Through guidance and some amazing synchronicity, she found the perfect location and set up The Place for Reiki in Pittsburgh. Then, she says, "I rested on my laurels for



The Place for Reiki, Pittsburg, Pennsylvania.

two or three months, saying, 'Okay, God, where's the people?'...I truly felt I was guided to do this, and my belief was, if I got the space, God would bring people to me."

"Sometimes on the spiritual path you can start to believe God will do it all, but it's a two-way street. We have to put our foot on the step and take the step. God will support us and bring in miraculous things, but we have to do our work." She received clear guidance to that effect and began doing lots of marketing. It got the ball rolling and her practice, teaching schedule, and gifts of healing have been blossoming ever since.

She's had to rely on that retirement fund quite a bit to support herself, and there've been a lot of challenges, including illness in the family and personal surgery that kept her from working for months at a time. "It's not easy sailing, but the rewards have been miraculous...I see how my gifts are evolving and I trust if I continue to do this work, the bills will be paid."



Bonnie Hassan giving a Reiki session.

Indeed in 2007, despite a two-month leave for a hip replacement, the center supported her without help from her retirement fund, and that included running a retreat in Jamaica for two weeks. Cash flow aside, the center's success has long been apparent in many healing circles, including one for children with special needs (*Reiki News Magazine*, Fall 2005), in outreach work for children affected by Hurricane Katrina, and for local food kitchens, and in individual healing sessions.

Bonnie receives emails from people expressing their gratitude, one saying, "You have to do this work!" She says, "Every time I find myself in the pits, God finds a way to get angels to send me those kinds of messages and that keeps me going. I find time to meditate and pray and ask and the answers come. I work with clients who are in the lows and ready to give up. I've been really honest in helping them by sharing my own experiences... You learn to be in those lows. They teach you exactly what you need to go forward in a powerful way. I do feel really blessed... God is with me all the way, and I've had the most amazing experiences. It's all been quite a journey."



Healing Body, Mind, Soul, and Spirit

The Dominican Center at Marywood (DCM) was established as a spirituality and conference center in 1993. The Bodywork Services Department (BSD) was added to the center in 1995, inspired by a Dominican Sister who offered massage. She was soon joined by another Dominican Sister who offered Reiki.

Jan Atwood, Reiki Master and the BSD's current coordinator, loves the integrated approach of the BSD, as articulated on their Web site: "Having been trained through the Spiritual Companionship Program here at Dominican Center, we pay attention to the physical, psychological, social and spiritual as we meet each individual with an open and compassionate heart wherever they are on their life's journey. Our hands are God's hands in the world and we believe that when the body is calm and relaxed, and the mind is quieted, God can work in and through one's life more fully."

Jan says the energy of the spirituality center deeply enriches the work. "It's a wooded campus on several acres with a stream running through it, yet it's in the city of Grand



The Dominican Center at Marywood. Grand Rapids, Michigan.



Reiki Master Jan Atwood of the Dominican Center

Rapids... a little oasis...the energy is really nice. People notice they feel a sense of peace here. The campus has the energy of years and years of sisters praying. People feel that.”

At the center today, over a dozen different modalities are offered by seven practitioners, including two Reiki Masters. To strengthen their healing work they also use a tool widely employed among spiritual directors—known as a “peer group.” Practitioners meet and, while strictly honoring client confidentiality, talk about what is happening inside themselves while working with a client—feelings, assumptions, things that may affect their openness and focus. “It’s very beneficial.” says Jan, explaining that they are not there to judge or fix, but to be supportive and encouraging. “It helped us...go to a less clinical approach...a more spiritual approach.”

Jan recalled how valuable it was to release some grief with the group that came up around treating a client with cancer. It was at a time when her mother had just been diagnosed with terminal cancer. The process affected the healing energy at the center not only by opening Jan for clearer healing work, but also by strengthening the bonds between practitioners. The peer group is in perfect alignment with the center’s integrated approach of honoring the whole person and helping others “to heal on all levels—body, mind, soul, and spirit.” This is one of Jan’s deepest intentions and what she loves most about working at the center.

To those who may be feeling called to start a center, she encourages them to “Keep your intention really focused. Figure out what you are really about and put it out there like an intention. Follow your heart, your dream. It may not happen really fast—but it may!”

Find Your Passion

What flows through Mystic Wolf Healing Arts, a flourishing center near Buffalo, New York is “our love of what we do, and our love of each other. We may not be biological family but we are all family and that extends out to clients.” So says Patricia Naffky, who together with close friends Caroline Musial and Fran Weir started the center in 2001.



Mystic Wolf Healing Arts, Williamsville, NY.



Patricia Naffky giving a Reiki session.



Mystic Wolf Healing Arts staff, from left to right: Patricia Naffky, Rev. Jay Ferrand, Wende Birtch, Carolyn Musial, Fran Weir, Michelle Janczak.

They’ve since expanded into a homey old stone farmhouse with eight treatment rooms, and brought in three additional practitioners. As was true at all the centers I researched, the practitioners place great focus on caring for the energy of the space. As a result, clients feel the healing as soon as they walk in.

“We charge the space every day. We recently made the house the center of a crystal grid. We buried crystals around the house, and we charge that grid everyday. We are constantly sending

Reiki to the house, our practice, to everyone's well being, to all the animals and the property. We have a very Reiki-charged area." The field of Reiki supports the love and passion at the center. "We all love what we do. We live and breathe what we do all day long. We believe in what we do and we believe in ourselves."

"We're very big on education. We don't want clients to rely on us....They come in and we help them find their strength. A lot of people don't know they're strong. They come in with a problem they think is overwhelming and over the course of several treatments; they step into their own power." In fact, it is the spirit of the wolf as teacher that inspired the center's name.

For anyone wishing to start a center, Patricia suggests, "Do it passionately. Set up your center in a way that you can be passionate about it. Find your passion. All the other stuff falls into place. You're sending the message out to the Universe/God that this is what you want to do and it just happens."

Living the Reiki Principles

Laurelle Gaia has trusted in the flow of life and Reiki enough to let go of centers and even move to different states and start centers anew. The first transition was when she had to close her center due to a divorce in 1998. That turned out to be a time of "healing so deeply" she says. "I find that every single experience, when viewed from a positive perspective, brings great lessons, illumination and new ways of doing things."

"There have been *challenging* times, but they were only *tough* times if I allowed myself to look at them as tough. The more I learned to trust the process of life, Reiki EVERY situation and focus on being of service, the less troubling the times were and the more rapidly positive things manifested in my life."

Today, Laurelle and her husband Michael Baird run Infinite Light Healing Studies Center and Peace Place in Sedona, Arizona. They teach all around the country, and people come from all over the world to take classes on Reiki, Reiki crystals, and Reiki drumming.

The twin pillars of hard work and spiritual focus are quite evident at this very fruitful center. "I'm embarrassed to say how many hours a week I work," Laurelle laughed. "I guess Michael and I each probably put in around sixty hours." For Laurelle, the work includes



Reiki class discussion at Infinite Light Healing Studies Center.



Reiki Share at Infinite Light Healing Studies Center.

planning and teaching four or five classes a month; marketing, administrating, and coordinating details and travel arrangements for retreats and events; setting up computer systems to track various details; hand selecting crystals, jewelry, and other healing tools to sell; doing sessions; a lot of writing; paper work, accounting records, phone calls, emails; working with staff; educating visitors; and handling the innumerable, necessary details of a large center.

"We get tired sometimes. That's one of the hardest things. But then we give ourselves Reiki...And we're doing what we love. I love so many things about what I do, but the bottom line is the transformation we see in people. To see them when they feel the energy, or when we hear afterwards that they helped someone else."



Laurelle and Michael

Laurelle embodies basic Reiki principles that are truly the sunlight, air, and water of the center's continuous growth. "My motivation for being in my business is not to accrue wealth, but to be of service to as many people in as many ways as I can to know the benefits of Reiki...Maybe because I don't care about money it doesn't play into the trust.... I don't let myself worry...I focus on "Who needs to learn Reiki? How can we reach people?" I always put my energy into going forward. If I hit a plateau...I meditate, give myself Reiki and pray...and every time I come out knowing exactly what I need to do."

"The first thing we teach our students is to allow their personality and ego to step aside, to be a clear and open channel...That same principle applies to everything we do, I have to remind myself when my ego and personality are in the way and I have to open myself. I am just infinitely grateful for everything, whether it comes to help, or looks like a hindrance at the time. Obstructions can help show you the way, or teach something that's going to be important to know in the future."

"Reiki put all the pieces in place and helped manifest this. It's not something Michael and I created. It's something Reiki created for the greatest good."



Tabor Reiki Center, Millvale, Pennsylvania.



Sister Mary Jo giving a session.

Carrying on the Work of St. Francis

When Sister Mary Jo Mattes opened Tabor Reiki Center in the little town of Millvale, Pennsylvania with an Open House, she was amazed that over a hundred people showed up. Sr. Mary Jo sensed that even though the Millvale area can be “slow with alternative methods, people have a deep awareness or searching for what brings them peace, healing. People are really curious.” Response to the center was a resounding affirmation.

For Sr. Mary Jo, the Reiki work is a continuation of the Millvale Franciscan sisters’ 141-year tradition in the healthcare ministry. Their Web site proclaims: “Our service is an expression of our love for God and neighbor.” Sr. Mary Jo says, “The center has really been a gift in people’s lives. They feel it’s a safe place where they can let go. They have a place, a way, they can feel relaxed and safe and peaceful. I think that’s the biggest thing.”




Sister Mary Jo Mattes

The sisters once ran the now-closed St. Francis Hospital, whose motto, “Healing Body, Mind and Spirit,” Sr. Mary Jo feels the center is carrying out. “I have always felt that St. Francis was so much in touch with nature and a gentle presence on the earth. I always feel he was a Reiki person. I feel it’s carrying on what St. Francis did.”

To others starting a center, Sr. Mary Jo says, “Be patient, and trust your experience and the experiences of clients because I do believe that’s how word gets out. People may get discouraged

about things not going as fast as they want, wanting more clients, more classes...But in many ways, it’s like a birthing process. You’re planting seeds, and when the time is right, it will grow. The waiting process is sometimes the hardest part.” Her words are born out by all the centers in this article that track marketing techniques. In all cases, “word of mouth” is the most effective promoter.

There is a surprise twist in this story, as there often is in lives surrendered to God. During the writing of this article, Sr. Mary Jo was elected to Regional Minister for the Sisters in her Region. Accepting that unexpected call means letting go of the growing center. “There’s going to be loss and a transition. I know I will use Reiki to let it go. The Reiki has helped me in being open to what God is asking. That’s part of the process...allowing myself to go where God leads me. When the time is right, God shows you the way.”

St. Francis wrote the prayer that begins, “Lord, let me be an instrument of your peace” and goes on to express the intention to sow love, pardon, faith, hope, light, and joy in the world. Says Sr. Mary Jo, “For me, it’s knowing that God is the one that’s in control. God is using me as his instrument. And that’s pretty powerful stuff.” 

Charts: Please go to www.reiki.org/ctrChart.pdf to see a complete set of charts describing marketing tools used, Reiki share formats, expenses, energetic care of the space, and much more about each Center.

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