

# Quick Ideas For Building Clients

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# Reconnecting with Care

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- Reach out to one person (or a few) who have done spiritual direction with you before, or have been curious about it, or otherwise you have had some connection with in a spiritual companionship setting.
  - Let them know you are thinking of them.
  - Offers a moment of connection for you and recipient, and reinforces the relational foundation of your practice.
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# Steps:

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- Set An Intention
    - Quiet reflection or prayer. Intention of offering genuine care and connection. Let go of other motives.
  - Choose one person
    - Think of someone you used to meet with, or has hinted at interest in the past.
  - Craft a message, or plan a call
    - Write a brief, heartfelt message. Keep it simple: "I'm just thinking of you and wanted to check in." "If you ever need a listening ear, I'm here."
  - Send with Care
    - If they respond, be present and open, but otherwise hold no expectations about their next steps.
  - Reflect
    - How did it feel to reach out? Any new insights into your life and role as a spiritual companion?
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# Offer a mini-session

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- Offer a brief (15-20 minute) session, offering deep listening and presence to someone, or a few someones, who may be curious about spiritual direction/companionship
  - Make it easy for them to pick a date/time.
  - Not a full session. Short no-pressure opportunity to experience what you have to offer.
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# Steps:

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- Reach Out
    - Make a list of individuals who have expressed curiosity or may have interest.
  - Contact
    - "I'm offering a free Mini-Listening Session for those who might be curious about what spiritual companionship is like. No strings attached."
  - Set Expectations
    - Not a full session. Time is limited. Listen and hold space for those 20 minutes.
  - Keep it Simple
    - Calendly a great scheduling tool. Or offer flexible times to accommodate busy schedules.
  - Create a Welcoming Space, End with Gratitude
    - Offer calming, sacred space. Express thanks for their openness to trying it out, let them know they're welcome to reach out.
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# Spend some time on the FASC Guide

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- Imagine you are looking for a spiritual director.
  - Search for Profiles. Use the filters.
  - Go to their websites. What do you appreciate about how they present themselves? Be specific. Language. Images. Navigation.
  - Send them an e-mail of greeting and gratitude.
  - Purpose: to be in creative dialogue with your own practice and presentation. And make a new connection!
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# The Practice

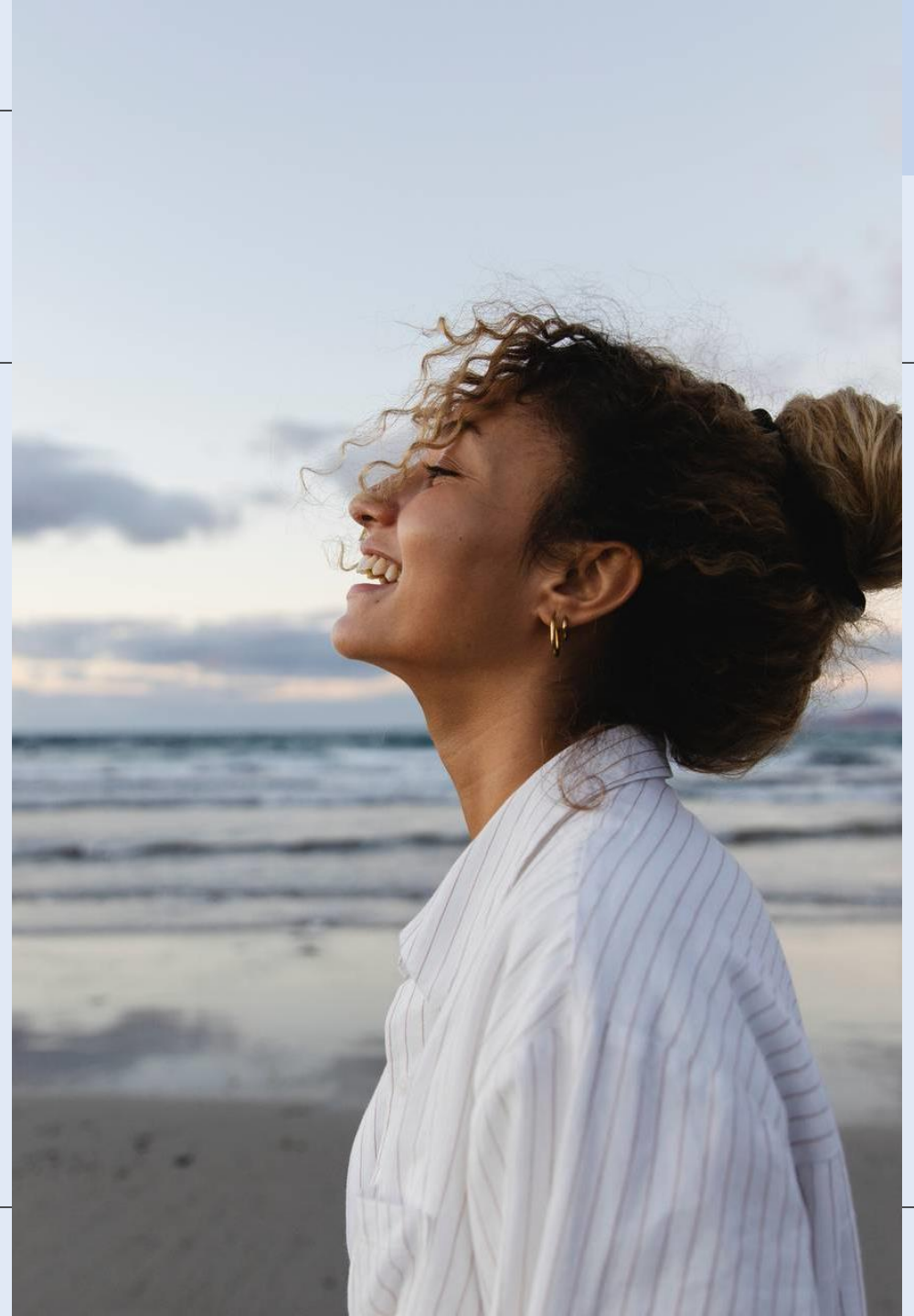
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## 4 Ps

- Product (Service Offering)
- Price (Value Exchange)
- Place (Accessibility and Channels)
- Promotion (Awareness and Engagement)



The power of  
community



# Personal Branding

- **Community**
- **Publications:** Write for articles, newsletter, etc.
- **Social Media:** Share your practice, journey or thoughts
- **Meditation Guides:** Create guided meditation recordings or journaling prompts to offer as tools for spiritual growth.