

MODULE 7: CLIENT-PRACTITIONER RELATIONSHIP

LESSON 3: BREATHING AS A BUSINESS

When we first encounter the breath, particularly a conscious connected session, we want everyone to know about it and experience what we have experienced. The breath is a calling – and once you have been called, it is not easy to let it sit within you and not share it.

Sharing the breath takes many platforms and many opportunities will come your way. How you want to embrace these opportunities is a personal decision, but we thought we would share some of our experiences with you in creating breath as a business.

Belief systems around money

We may have the view that because the breath has been given to us as a gift in many ways, we want to share it for free. This is wonderful and pro bono work is encouraged, but it does not mean that sharing breathwork cannot become a business.

Let's look at some of the common belief systems around money.

- Money is the root of all evil - A common misconception is to think of money as something bad, or even evil. Money was created as an exchange medium for the value of traded goods. Money is just a neutral medium that follows along with how you use it. It is your responsibility to make the best out of it.
- The rich get richer and the poor get poorer - This is just an excuse. It is an especially disempowering belief because it gives away your responsibility to care for your money situation. And whenever you give up responsibility you also lose power and influence over your life.

- My family has never been rich - The past does not equal the future. Especially if it isn't even your past. You are a complete independent and individual person. What other people did or did not has no power over you.
- It's selfish to want a lot of money - Money is a representation of the value you have created for other people. If you can create value for others, that's a giving personality already. If you use your money to help even more, reinvest it in your services or in the good services of others, then that is adding more value to other people's life.

Ask yourself these questions:

- What are some of your earliest money-related memories and experiences?
- Was money a frequent source of arguments or was the topic often avoided?
- What are your current "money scripts" or financial belief patterns?
- How do these play out in your life?
- What do you need to change around your money belief systems?

Life design

Let work fit into your life design. You can make a difference with breathwork right where you are. We often feel that we need to leave our current job (often corporate) to make a meaningful contribution elsewhere. Environments may differ but the essence of what we offer is the same – a tool to enable people to deal with their daily challenges. Being in an established career can offer many opportunities through networks to offer your service and support to those in need.

If you do choose to move away from what you currently do, be intentional about creating your new life and work path. Think about how you want to craft your breathwork practice – what is your specialty, is there a gap in the market you can tap into, where do you start?

Some of the practicalities to consider:

- How do you market your service and to whom – is it through word of mouth, website, social media, newsletters? Consider the costs related to setting up and maintaining these business elements
- How do you language your offering? Pitching to a corporate and a school will require different approaches
- Support team – who can support you in what you do? Do you need a mentor, business coach, supervisor?
- What to charge – how do you make a living, stay competitive and run an ethical business?

Various opportunities will come your way. We find ourselves being contacted from many varied places to assist with breathing – schools, corporates, wellness days, families, individuals – there is an abundance of work in this field because people are seeking new ways and different tools to navigate the life.

Breathwork Africa encourages the following:

- Make breathwork your own
- Stay in touch with the breathwork community for support and growth
- Request peer evaluation and support
- Stay in touch with trends and research
- Always keep the clients' need uppermost in your mind
- Let the breath do what the breath does!

Throughout this process, keep asking yourself:

How will I remain true to the calling of the breath?