How to Start a Holistic Nursing Private Practice
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How to Start a Holistic Nursing Private Practice

A private practice can be empowering and rewarding, but it requires more planning and responsibility than being employed does. See below for guidance in planning your business and getting started!

Your Foundation for Holistic Nursing Practice

Holistic care refers to approaches and interventions that address the needs of the whole person: body, mind, emotion and spirit. Healing arts are those interventions that foster an individual’s healing process; a return of the individual toward a state of wholeness in which body, mind, emotional spirit are integrated and balanced, and the person is able to reach deeper levels of personal understanding. Healing does not equate to curing, although they can be synchronous. The nursing profession has a long history of caring for individuals in a holistic manner and integrating the healing arts with conventional treatments. Prior to the famous works of Florence Nightingale of England in the 1850s, American nurses were already renowned for holistic approaches to care in their sickroom management, which is today referred to as creating an optimal healing environment. These optimal healing environments consider touch, light, aromatics, empathetic listening, music, quiet reflection, and similar healing measures as essential ingredients to good nursing care. Today’s education of holistically trained registered nurses and advanced practice nurses is built upon these same principles.

The American Holistic Nurses’ Association (AHNA) is a professional specialty nursing association dedicated to the promotion of holism and healing. The AHNA believes that nurses enter therapeutic partnerships with clients, their families, and their communities to serve as facilitators in the healing process. This partnership begins with being mindfully aware and present in all interactions at work and in life. The holistic nursing care process supported by AHNA is one in which nurses abide by the following commitments:

- Acquire and maintain current knowledge and competency in holistic nursing practice. This may include integrating complementary and integrative therapies into that nursing practice.
- Provide care and guidance to persons through nursing interventions and therapies consistent with evidence-based research findings and other sound evidence.
- Embrace a professional code of ethics and healing that seeks to preserve wholeness and dignity of self and others. Engage in self-care.
• Develop continual growth and personal awareness of his or her own unique capacity to serve as an instrument of healing.
• Practice mindful presence in all interactions.
• Assess clients holistically, using traditional nursing concepts and incorporating therapeutic communication to identify a broader scope of factors that are potential contributors to increased stress.
• Create a plan of care in collaboration with clients and their significant others that is consistent with cultural background, health beliefs, sexual orientation, values, and preferences focusing on health promotion, recovery, restoration, or peaceful dying while maintaining an optimal level of personal independence for as long as possible.

Realizing the recent change in name of the National Center for Complementary and Alternative Medicine (NCCAM) to the National Center for Complementary and Integrative Health (NCCIH), nurses as patient advocates need to be familiar with the terminology to support health literate decisions by patients. NCCIH defines “complementary” as a practice used together with conventional medicine; “alternative” refers to a non-mainstream practice used in place of conventional medicine. “Integrative” health care, involves the coordination of conventional and complementary approaches (https://nccih.nih.gov/health/integrative-health). The change from a focus on Alternative Medicine to Integrative Health further supports the role of holistic nurses, who have long been champions of Integrative Health.

**Nursing, Complementary and Integrative Health**

The AHNA believes that inherent in the nursing role is the ability to assess, plan, intervene, evaluate, and perform preventive, supportive, and restorative functions of the physical, emotional, mental, and spiritual domains. Therefore, it is expected that the nurse integrate principles and techniques of conventional, complementary and alternative practices, that these are within the scope of nursing practice and that this is holistic nursing care.

AHNA supports the integration of complementary and alternative therapies into conventional health care to enable the client to benefit from the best of all treatments available. In their provision of holistic care, nurses employ practices and therapies from complementary, alternative and conventional medicine, thus creating integrative health care.

Consistent with conventional nursing practice, nurses must be competent in the integrative therapies and practices they employ. The AHNA believes nurses integrate these practices into conventional care as part of their holistic practice. In addition, nurses support and assist clients with their use of integrative health interventions provided by other practitioners by:

• Identifying the need for complementary and alternative interventions Assisting clients in locating providers of those
• Facilitating the use of integrative health care through education, counseling, coaching and other forms of assistance
• Coordinating the use of integrative health care in collaboration with various health care providers Evaluating the effectiveness of clients’ integrative health care

AHNA Position Statement on Complementary & Integrative Health Approaches (CIHA)

The AHNA believes that although selected Complementary and Integrative Health Approaches (CIHA) are appropriate interventions for use by nurses, the use of these interventions must be integrated into a comprehensive holistic nursing practice. However, practicing within a holistic nursing framework does not imply competency in effective and safe use of CIHA. Nurses are responsible for gaining additional education and experience and demonstrating clinical competency in all interventions they use in their nursing practice.

A nurse practicing as a therapist of a specific conventional therapy or CIHA must have the education, skills and credentials ascribed for that therapy. The nurse also must operate within the legal scope of practice of the nurse’s licensure and jurisdiction.

AHNA views nurses as being in a unique position to implement CIHA throughout the health care system in that registered nurses:

• Represent the greatest number of health care professionals, representing more than 3.2 million health care professionals, and are employed in more diverse clinical settings than any other health care professional
• Are uniquely prepared to differentiate normality from illness, provide interventions for health promotion and illness-related care, and use a wide range of medical technology and healing arts
• Are advocates for clients rather than specific products or practices, therefore are in an excellent position to assure appropriate and adequate use of all types of services
• Are trusted and held in high esteem by consumers

These factors support nurses holding a leadership role in the implementation of CIHA in various service settings and the coordination of CIHA used by clients as part of an integrated approach to health.

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Holistic Essentials for First-Time Nurse Entrepreneurs

 nymph time being with your business idea before actually doing. In light of full transparency, I learned this important lesson the hard way. I actually didn’t do it. I rushed right into offering products, before getting extremely clear on what I wanted to do and why it was relevant. I don’t think this mistake was one I made alone. In fact, even now, as I counsel and mentor new nurse entrepreneurs, I see this error made time and time again. We’re nurses, first and foremost. And what does a nurse typically do? Jump into action, of course! While this trait is certainly needed in the business environment, I caution you to tap into your holistic roots here. There are several ways you can do this. You may journal daily about your business ideas. Or spend time in nature, reflecting on who you are, what makes you unique, and how you can serve others. Avoid the temptation to get your website set up or order your business cards right away. First things first . . . visualize your ideas and be present with the very notion of being in business before leaping headfirst into action.

By coming from the heart space, trust you will succeed. This tip is actually twofold. First off, successful businesses have owners who offer solutions. Further, these solutions are desired by the general public. Many people have a problem, and you have a unique way of solving it. By working with you, your potential clients are going to get results! Secondly, and this ought to be easy for most holistic nurses, truly believe that you will attain success. Now I know doubts will come in . . . even successful business owners making millions of dollars battle the “monkey mind,” the constant chatter of self-doubt and fear within the human mind. However, when you come from the heart-centered space, offering solutions that work, you can’t help but succeed. Keep yourself focused on this very fact: You are a holistic nurse. You’re going into business to solve a pain point – a problem that you can help fix. By coming from that place of service, your business will thrive.

Envision your goals and take action accordingly. Like the first tip, this strategy is about delicate balance. There’s always a dance as an entrepreneur between being and doing. Sure, you want to stay open to opportunity and trust that the universe will deliver everything you need. And, once you have that vision of your business goals in mind, you need to pair that with active movement. Take action. And let me clue you in on a secret tip here: Even when you don’t feel like doing anything, take one action step each day. Even one action can propel you forward. When you’re feeling stuck, unsure of what to do next, take an action step. When you’re procrastinating and scared of failing, take action. Even if the action means simply getting up and moving away from your desk for a walk outside . . . always be taking one action per day to move your business forward.

Set up, establish, and grow your platform through quality connections. You certainly want to grow your platform. Being visible and having a strong following creates credibility. Others looking in will see that you have a certain expertise, that people working with you are getting results, and this will put you ahead of the rest. Yet there’s a delicate balance between quality and quantity. While having numbers will be important (for launching products, securing sponsorships, and establishing lucrative joint ventures), quality connections always come first. The depth and breadth of the people you connect with is by far the most important thing. As a holistic nurse, you embrace connections, so this will be an easy strategy to implement early on.

Continue to celebrate yourself and your success. Most entrepreneurs want to spend a good amount of time strategizing and planning ahead. If you decide to work with a business coach, they’ll likely have you plan the next quarter, future year, and even possibly create a five-year plan. You have to set and reach goals in order to sustain the momentum of a successful business. In addition to monitoring our progress and planning ahead, it’s also amazingly important to reflect back on how far you’ve come. Constantly looking towards targets can be daunting. We can become overwhelmed and fatigued by always focusing on the goal. Take time to look back and realize your growth. Celebrate each win, no matter how small. Trust me, this is the one thing that has kept me going (and truly enjoying my business) for this long!
Step 1: Identify Your Personal and Professional Vision

This is a NECESSARY step for success. When your personal and professional vision is clear, the probability of reaching your goal is significantly increased.

Take some alone time to get clear on what you want to accomplish with your life and your business. If you are not already clear on your vision, here is an easy exercise to help you get started. Allow between 20 and 30 minutes to complete the exercise.

1. Choose a setting where you will not be interrupted during the exercise, then start by closing your eyes, taking several deep breaths, allow yourself to tune out external distractions and bring your attention to your internal self.
2. Set a timer for three minutes, and then ask yourself "What are my personal life goals?" Take three minutes to hear and feel the answer, then write, draw or talk into a recorder to express your personal life goals. Use only three minutes so you are encouraged to only focus on the things that are the most important to you. You can add more to this later, if you wish.
3. Next, ask yourself "Why do I want to have a private practice?" and "What outcome do I want from it?" Take three minutes to hear and feel the answer, then write, draw or talk into a recorder to express what you would like to accomplish in your business in the next three years.
4. Now take about two minutes and imagine that you learn you will die suddenly in six months. Write, draw or talk into a recorder to express how you would like to spend the time you have left.
5. Review the notes you have taken, and write a statement that expresses your personal and professional vision, as it is today. Do not worry if you feel it is incomplete or imperfect. You will refine this work in progress as long as you are in business. What is important is that you envision and document your starting place and refine it as you go forward.
6. Check your state board of nursing regulations and the Holistic Nursing Scope and Standards of Practice (http://www.ahna.org/Shop/Publications) to make sure your business ideas are allowed. Tip: Much of holistic nursing practice fits into the area of educating clients in self-care, health maintenance and disease prevention behaviors.
Next Steps

Once you have identified your overall vision, it is time to dive deeper by answering the following questions. This will require you to assess who you want to serve and what services are currently available to them.

1. Next, picture your ideal day and consider your work/life balance. What do you want? Do you want to have an office or be mobile? Do you want to be a solo practitioner or work in a group practice? What do you want to model for your clients and other practitioners? How much vacation do you want? How much flexibility do you want in your work time? What kind of support system do you want?

2. How much money do you estimate it will take to actualize your vision? Break this into monthly and yearly figures.

3. What skills do you have that a number of people urgently want and will pay for?

4. Who is that group of people? What specific results are they looking for?

5. Now brainstorm all the ways you can think of to help that group of people get the specific results they want.

6. Go back through those potential ways of helping others and remove any that will not give you the income you need to actualize your vision. Record the remaining ways and post them in a place where you can easily refer to them often.

7. Choose the idea that you are most excited about and create a business plan for it. Include your income and expense projections for one, two and three years. Ask for help to do this step, if necessary. See the Business Resources section of this booklet and check for business planning help in your local area.

Startup Business Expenses and Funding

Many businesses do not survive beyond their first year because the owner did not have sufficient startup funds. Be sure that you have at least 9 months (preferably 12 months) of your living and business expenses saved before you give up your "day job".

One path to starting your own business is to remain being an employee for another organization while you build your new business. Sometimes you can move to part-time employment while you develop your new business. This usually works for a while, until you reach the point where you need to focus the majority of your energy on your business.
When you decide to move to your new business, make sure you have enough startup funding so that you do not feel anxious about finances. The amount of money you need as a safety net will be different for each person, but having enough money to cover 9 to 12 months of living and business expenses is wise. Ask for help, if necessary, to do this type of planning. See the Business Resources section for help.

Tip: Take on as little overhead as you can for as long as you can. It is best to have the growth of the business push you into the next level of expansion rather than have an expanded operation from the beginning and hope to grow into it.

One way to save on your monthly overhead expense is to work from home. Of course, this depends on your services, and working from home has its pluses and minuses. The obvious plus is that it may save money and time. Consult your tax advisor for specific advice on this. The disadvantages are that you might bring people into your home who you do not know and it might be a disruption to any people who live with you.

If a home office is not practical or appealing, you can compare sharing office space with having a space dedicated to you. Shared office space is usually less expensive and it can boost your clients if your office mates refer clients to you.

**Develop Your Product, Program or Services**

When you are in private practice, you may be charging for your time. If so, you can only make so much money, because you only have so much time.

If you offer a product, you will have an additional income stream. However, first check your State Nurse Practice Act. Some states prohibit health professionals from profiting from products.

Maybe you want to sell a relaxation CD or a self-care basket for Valentine’s Day, Mother’s Day, etc. The list of possibilities is endless. You provide these resources to your clients because you have researched them and you are knowledgeable about them.

If the products are sold through a network-marketing model, be conscious and considerate about inviting clients to become distributors. Consider all aspects of the products and the process of offering them to the public, including your state and national Code of Ethics.

In addition, consult an accountant before you begin selling products because your bookkeeping system may need to change. Keeping accurate track of inventory will require a procedure that is followed consistently.
Business License, Bank and Credit Card Accounts

In most cases, you will need a business license before you can apply for a bank account or credit card. You can obtain a business license at your local City Hall, and sometimes you can complete the process online. There is a form to fill out and a fee to pay. The business license will require a tax ID. You must obtain a tax ID for your business if it is an LLC or a corporation. You can use your social security number if your business is a sole proprietorship.

You will need a bank account that is dedicated to your business and separate from your personal bank account and a credit or debit card that is used only for your business expenses. Many people also like to have a PayPal account for their business, which makes is easy to accept payments electronically.

Insurance

AHNA recommends that all nurses have professional liability insurance, even if they are employed by an organization that covers them in its liability insurance policy. Nurses in private practice generally have even more need for professional liability insurance than nurses who are employees do.

The Nurses Service Organization (NSO) (http://bit.ly/2zY3InC) is AHNA's preferred partner for professional liability insurance, and AHNA members receive a discounted rate.

If you have a physical office, you will also need to purchase "trip and fall" liability insurance and insure your office contents. The property owner usually requires basic office insurance, but it is usually up to you to find and pay for the insurance you want. If you want to cover the contents of your office that are your property, e.g., a computer or other equipment, that insurance requires an additional fee. Most insurance companies allow you to spread your payments into monthly or quarterly payments if that helps your budget.

Bookkeeping and Taxes

An accurate bookkeeping system is necessary! There are user-friendly software programs that can help you set up your books. However, if bookkeeping is new to you, you might want to hire a qualified professional to help you set up your accounting system and/or check your bookkeeping at least quarterly. It is also wise to hire a qualified, well-referenced person to review your business plan, advise you on tax planning and prepare your business taxes at the end of the year. See the Business Resources on page 14.
Legal FAQs

Make sure you are practicing legally as a holistic nurse. Review these Frequently Asked Questions:

1. **How can I be sure I am practicing legally as a holistic nurse?**

   As a holistic nurse, you must be licensed as a registered nurse (RN) in the state where your practice is located. The Nurse Practice Act and the Nursing Administrative Rules (which carry the weight of the law) regulate your practice. These laws and rules govern nursing practice throughout the United States and will vary to some extent in all states.

2. **What may I do as a holistic nurse in a private practice?**

   Your State Nurse Practice Act, Administrative Rules and the Holistic Nurses Scope and Standards of Practice determine what you may do in a private practice.

   The role of a certified holistic nurse is a different question. It is not necessary to be certified as a holistic nurse to practice as a holistic nurse any more than it is necessary to be certified as a pediatric nurse to practice pediatric nursing. Holistic nursing is recognized by the American Nurses’ Association (ANA) a specialty practice. Professional certification represents an individual's experience and demonstrated knowledge in a profession or specialty. The American Holistic Nurses’ Credentialing Corporation (AHNCC) certifies qualified nurses for holistic nursing and nurse coaching specialty practice. Click here for information regarding holistic nurse and nurse coach certification.

3. **What continuing education requirements must a holistic nurse meet?**

   You must meet your state’s continuing education requirements for re-licensure that applies to all nurses and differs from state to state. While not every state requires continuing education for re-licensure, it may be required for continued competency. These requirements are usually addressed in the state’s nursing law and further details such as content and reporting requirements may often be found in the state's Administrative Rules.

   If you are certified as a holistic nurse, you will have additional continuing education requirements that usually more than suffice for any state requirements.

4. **What licenses do I need to open a private holistic nursing practice?**

   A private holistic nursing practice is similar to being a private duty nurse; you will need a nursing license, which must be posted in your office. If you plan to sell products of any kind, you may also need a business license. Check with your state, county, city and nursing board to find out what licenses you need for what you plan to offer.
5. What if I want to practice complementary or integrative modalities?

Everything mentioned above applies to you. In addition, you must have adequate training in the modalities you plan to offer.

Each state has its own regulations. As one example, the Maryland Nurse Practice Act requires nurses who use complementary, alternative and integrative modalities to have “documented knowledge, judgment, skill, and competency in the application of the therapy.”

When employed by an organization, the modality used must also be consistent with the organization’s policies. In Maryland, nurses who engage in independent practice are required to “disclose to the client: the nurse’s status as a licensed nurse and the educational preparation, experiences and credentials as a therapist/practitioner of this therapy. In addition, the licensed nurse must inform the client whether this therapy is regulated by a state regulatory agency and whether uniform educational standards or requirements have been adopted by that agency.”

The Maryland statute includes eight steps the nurse must carry out to help the client be informed, such as describing the safety factors, benefits and potential interactions when using a complementary, alternative or integrative healing modality.

In the absence of state regulations that speak about the practice of complementary or integrative modalities, the Holistic Nursing Scope and Standards of Practice are the sole authoritative guide.

Mentoring and Peer Support

If you work alone, it is essential to engage with a support system of other practitioners so you can receive support and share best practices on a regular basis. Receiving peer support and mentoring will add tremendous depth and vibrancy to your work and life. It can even make the difference between your business survival and success!

You can look for support in your local geographical area and you can engage with an online support group. We invite you to make the AHNA Nurse Entrepreneur Chapter on Facebook (http://bit.ly/2hHvQRx) your go-to source for support. It is open to AHNA members and non-members, too!

Business Resources

SCORE "Counselors to America's Small Business" (https://www.score.org/)

SCORE is a non-profit association of working and retired executives and business owners who provide free small business counseling and low-cost workshops. Download Score’s free templates to help you get organized with small business plans, start-up expenses, cash flow and even a "Business Plan for a Start-up Business".

U.S. Small Business Administration (SBA) (https://www.sba.gov/)
The SBA is an independent agency of the federal government that assists and protects the interests of small businesses. The SBA has an extensive network of field offices and partnerships with public and private organizations across the U.S. Their website offers a small business planner, free online training, assessment tools, local resources and financial assistance.

National Council of State Boards of Nursing (https://www.ncsbn.org/index.htm)

Here you will find a list of Contacts for your state's Board of Nursing. Click on "Contacts" under "Boards of Nursing".

AHNA Nurse Entrepreneur Chapter: Online on FaceBook (http://bit.ly/2hHvQRx)

See what other members are doing and get advice on how to start or promote your own private practice.

Partnerships

AHNA does not give legal or tax advice and we urge you to get professional legal and tax advice when planning and directing your business. That said, conventional wisdom is to ALWAYS begin partnerships with individuals or organizations with a WRITTEN, signed and dated business contract. It does not matter if you are starting a business with your sister or best friend of 100 years, write up your agreements about who is doing what, who owns what, who pays for what and how each party can leave the arrangement. Sign and date it. Better yet, ask an attorney to review the agreement before it is signed to make sure it protects your best interests.

Some people will discourage you from doing something so formal; that contracts are not always binding, etc. However, just the process of writing things down can prevent serious misunderstandings from the beginning, and a contract adds clarity and commitment to the planning process.

Even if you are hiring someone for only a few hours a week, you can write up a simple Letter of Understanding that states your agreement as a point of communication and clarity. Using a Letter of Understanding can prevent confusion and serve as an important reference point if the original details of the agreement are forgotten.

What Is YOUR Next Step?

Do you need to let the idea of starting a private practice germinate? Or, are you ready to move forward? Either way, we encourage you to set specific measurable set weekly, monthly, quarterly and yearly goals.
An Exercise to Help You Plan Your Goals

The best plans are accomplished one-step at a time. Using the template below, choose one priority goal that you want to reach this week, a larger goal for the month, and a larger goal for the quarter. Then ask a colleague, a friend or a coach to be your accountability partner to help you stay on track. Review and update your goals at the end of each week, month, and quarter for the coming period.

**My #1 Goal for This Week/Month/Quarter**

________________________________________

________________________________________

________________________________________

I will tell my goal to ___________________________ who will help me be accountable.

**Results**

If your idea did not work the way, you thought it should, refrain from self-criticism and use your curiosity instead. Ask yourself what you can learn from what happened. Remember that the purpose of setting goals is to move forward as effectively as you can, and that requires assessment, action and reassessment.

______________________________________________

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**Marketing**

Marketing is one of the most important aspects of building a business. Effective marketing helps your prospective clients know, like and trust you and your services. Some marketing consultants suggest that you plan to spend approximately one-third of your time and budget on your marketing… it is THAT important! The basic parts to marketing are:

1. Identify the people who want your help and who will pay for it (your audience)
2. Implement a plan to reach your prospective clients (marketing plan, part A)
3. Evaluate the success of your marketing and refine it to increase effectiveness (marketing plan, part B)

**Identify Your Audience and Their Needs**

Who are your ideal customers? Perhaps your potential clients are women from all cultures aged 35 to 50 who live within a 50-mile radius of your office and earn at least $45,000 per year. This information will help you put together a brand—a look and feel that will appeal to your target population, an environment that will be comfortable for them, as well as features and benefits that will draw them into your business.
Identify the Features of Your Business

What are the features of your business—the characteristics, the traits, the facets, the elements, the highlights? For example, you may offer women’s health and wellness services, educational classes, office appointments, phone consultation, a sliding scale, a newsletter, etc.

Identify How Your Business Benefits Your Audience

Test your ideas with pilot groups and listen closely to their feedback. How do your customers benefit from your services, programs and products? After coming to you, what can they do? Or what do they receive that they did not have before? Perhaps your customers learn about their health risk factors; learn self-care techniques; learn about complementary or integrative approaches that could benefit them; receive state-of-the-art health care, etc.

Know what you are selling—this is key! You may be selling services, programs or products, but what is really underneath that? Is your real product empowerment or peace of mind? Once you get clear about this, use it consistently in all of your marketing materials.

Often we nurses want to do everything for everyone. This usually does not work in business. Find the area of your practice that feels the best, that makes you the happiest and most satisfied, and go for that niche. It is more effective to market to a specific group than to everyone. The more specific your marketing effort is, the more successful it will be. When you narrow your focus, you will become known for that area of practice. Think about your niche as a narrow focus of knowledge and skill that powerfully and deeply serves a specific group of people.

Business Cards

Tip: If you have a business card that you really like, you will pass it out more often. Your card is part of your branding…you are setting up a look and feel that will let others know about the subtle aspects of your services.

You can use your own name for your business or you can create a name for your business, especially if it will include others. If you use your name, you will want to identify what services you will be offering. For example, Linda Banks, PhD RN, Holistic Nurse Coach. If you have many things that you offer and want to list them, you can use the back of the card for additional room. Look at other cards for ideas. Use intuition, dreams, guided imagery to help you find a symbol or logo that feels right for you.

For your card, you want to list the following:

- Your name and credentials, e.g., “Linda Banks, PhD RN”
- Your contact information, including a phone, email address and website if you have one
- Your services
- Something visual that is a WOW

Your satisfied customers are your best source of advertisement.
Think about how you find out about practitioners. You usually ask someone who they go to or who they would recommend. Let people know you want new clients. Reward them if they send a new client.

**Develop Referral Sources**

The best advertisement is by referral. Who do you know who values your services or would if they knew about them? In the beginning, you may want to offer a short free consultation.

Two or three great referral sources can fill the bulk of your practice, so develop relationships with people and organizations who can be sources of referrals. Focus your attention on the people who are the “hubs” of the networks your ideal clients are in.

The second best form of advertisement is to talk to people. Go to health fairs. Get in a speaker’s bureau. Give free talks about a topic that is important to your audience. Talk at conferences where your referral sources go, and ask for clients. Have office open houses.

Talk on the radio either free or pay for a show if you can afford it. Develop an email mailing list to inform people of upcoming events. Use a viral marketing approach and ask email recipients to forward your email to friends. Contact people and use a program like Microsoft Outlook, a page on your computer, or index cards to keep track of your links.

**Newsletters**

E-newsletters are a hot marketing approach now. Some of the best have the information right in the email so there is no downloading problem. Keep them short, sweet, informative, fun and succinct. Here are some suggestions for software companies that offer this service:

- Constantcontact.com
- Jangomail.com
- Mailermailer.com

**Websites**

Websites are helpful in business. You can develop a simple website that people who you contact can go to for more information. If you are wanting the website to draw in clients, that is a bigger endeavor requiring much more money for design, graphics, branding, updating, refreshing, and search engine expertise. A simple version can be under $1000 but a more complex version can run $15,000 or more.

**Ads**

Ads in newspapers or journals are easy but expensive and not the best source for advertising unless you have a great deal of money. If you run an ad, be sure that it clearly includes the audience and the benefits of what you are selling.

**Think in Terms of Collaboration Rather than Competition**

We are in an age of collaboration. Study the people who are already serving your audience. It is helpful to know what others have tried, what works and what does not. Identify areas where you
can offer something different or better to your audience, then use your marketing to let your audience and referral sources know about your unique services and their benefits. If you think of the people in your field as kindred spirits and collaborators, you may uncover some interesting and resourceful colleagues.

**Summary**

Get very clear about what you want. See it. Smell it. Put your arms around it. Use affirmations to keep you on track. Test your ideas with pilot groups and listen closely to their feedback. Take consciously chosen action steps. Include steps that are easy and fun when you can. Ask for help when you need it. Find and embrace resources that nurture and sustain you, because YOU are the central foundation upon which your business depends.

**Advertise Your Practice with the American Holistic Nurses Association**

Did you know that you can advertise through AHNA and reach our 4,500+ members?

**Why Advertise with Us?**

AHNA promotes and advances holistic healthcare through professional development, advocacy, and research to transform the face of healthcare and enhance the quality of patient care.

- Demonstrate your organization's commitment to developments in holistic nursing.
- Enhance visibility with professional holistic nurses
- Gain invaluable exposure of your product or program

**Organizations that Advertise with Us**

- Holistic Products & Services
- Nutraceuticals
- Bio-feedback, Electromagnetic & Other Technology
- Nurse Entrepreneurs & Private Practitioners
- CAM & Environmental Advocates
- Continuing Nursing Education Programs
- Universities & Colleges
- Associations & Non-profits
- Government Organizations
- Hospitals & Integrative Clinics
- Spa and Retreat locations

**Who You'll Reach**

The American Holistic Nurses Association (AHNA) is a rapidly growing non-profit membership association serving more than 4,500 members across the U.S and aboard. Our members are
highly-educated nurses and healthcare providers who share a unified mission to advocate for holism in health care and work to bring holistic, complementary and integrative care to diverse practice settings.

Where Your Ads Appear

In addition to our bi-monthly e-newletters, your ads can also appear on our website and in our award-winning Beginnings magazine. The magazine runs every other month, and like our newsletter, it reaches our 5,000 members. On our website, you are able to reach our members through:

- Our Job Board
- Online Events Calendar
- Annual Conference Guidebook

Reach Highly Educated Holistic Nurses!

- Dedicated Healers - Over 80% have been practicing for more than 10 years
- Highly Specialized - Most AHNA nurses hold multiple specialties and certifications
- Over 52% hold a Master's degree or higher
- The average income for AHNA nurses is $70,000 per year
Click the images below or go to the URLs to see an example of these advertising opportunities.

Beginnings Magazine
http://bit.ly/2hJ4xGA

E-Newsletter
http://conta.cc/2hRXGOM

Events Calendar
http://www.ahna.org/Events

Member Mailing List
Download our postal Mailing List Rental Form (http://bit.ly/2zpL4py) to obtain a full list of over 4,500 current US and International members or a list of members by specific states.

- Mailed to 4,500+ nationwide members
- This list would be purchasing postal mailing addresses only.
- List Rental is for a one-time use only.
• Pre-payment and a Sample of your mailing is required before processing
• Lists may take up to three business days to process

AHNA does not sell member’s email addresses.

*Approval and Mail dates are subject to change at the discretion of the AHNA

Practice Directory

Expand your business with the AHNA Practitioner Directory! 
(http://www.ahna.org/Home/Directories/Practitioner-Directory)

This is a directory of holistic practitioners who have decided to advertise on our Web site and is available exclusively to AHNA members. Help potential patients and the holistic healthcare community find you. The Practitioner Directory allows clients to search for you, based on your name, location, and the modalities you offer. This is a great value at only $65 for the first year and $50 for each subsequent year. Enhance your web presence with this valuable tool!

Get the AHNA Media Kit

For more marketing help, get AHNA’s free Media Kit here: (http://bit.ly/2zrVd5d).

References

