



Partners In Grace

**A guide to setting up your Journey Practice and embracing the way forward
as an Accredited Journey Practitioner**



Overview

These notes provide an overview of what's involved, some of the practical steps to take and some options to consider. We realise many of you are already established complementary therapists or facilitators, whereas for others, setting up a practice and becoming self-employed is totally new. Whenever the time is right for you to make your practice a reality, we are here to help.

There are numerous suggestions to help you get started in setting up your practice and also some quality tips on how to grow and market yourself as a Practitioner – we hope it helps and inspires you.

Here is what's included:

SETTING UP YOUR PRACTICE

1. Setting up your details on The Journey website
2. Practical and legal steps in setting up your practice
3. Branding
4. Stationery and Publicity Materials

NURTURING AND MARKETING YOURSELF

1. Ongoing Growth and Deepening
2. Introductory talks
3. Volunteering at Exhibitions and Shows
4. Grad Groups / Meetings



ACCREDITED JOURNEY PRACTITIONERS

MAINTAINING THE HIGHEST STANDARDS

At The Journey, we do everything we can to maintain and lift our practices to the highest standard. We want to strongly encourage you to deepen in your own experience and continue to be part of the energy and teachings that are most current. The Journey is continually deepening, expanding and growing - we hope you'll want to be part of the ongoing transformation.

For us to be able to *recommend* you as a Practitioner on the Journey website and for you to remain on the Journey Practitioners' recommended list you will need to:

- **Attend an event once every year as a trainer – to stay in the energy, experience the new teachings and open freshly.** This will support you to soak in the energy, deepen in your own spiritual experience and refresh your skills. Please book yourself in as a trainer with The Journey office. You can choose from the following events: *Journey Intensive, Journey Experience, Healing with Conscious Communication, Conscious Abundance*, (availability for this retreat is limited & requires you to apply to the Journey office and that you cover your own food & accommodation costs).
- **Every 3 years from the year of your Accreditation, to attend a course or retreat** that will keep you up to date and current with the latest teachings for Journey Practitioners, as well as support you in your own deepening, expansion and personal growth. You can choose from the following programmes: *Journey Practitioner Mastery, No Ego Retreat, Authentic Greatness, Advanced No Ego, Enneagram Masterclass, Life Transformation Week or the Journey Accredited Life Coach Retreat*. Attendance as a trainer may also count and is on application only – please check with The Journey office.

Should you choose not to, or be temporarily unable to meet the course and case study requirements necessary to maintain your 'recommended' status as a Journey Practitioner, your Practitioner's status **will remain good** and you will be free to continue practicing as a Journey Accredited Practitioner – your details will simply not appear on the Journey website and your name will be removed from the active 'recommended' register.

Should you subsequently meet the requirements your details will again be added to the website and the recommended list.



TRADEMARKS AND LEGALS

In becoming a Journey Accredited Practitioner it is a requirement that the following guidelines are observed.

ONE-ON-ONE THERAPIES

The Journey name, Brandon's name and The Journey logos may **only be used** in relation to **one-on-one therapies** and to promote yourself as a Journey Practitioner.

WEBSITES

If the Journey name is included in your web domain name it **must** include the word 'therapy', 'therapies', 'therapist' or 'practitioner', 'practitioners'. e.g.,

- **Acceptable names**
journeytherapistlondon.com, or janetjourneytherapy.co.uk, or journeytherapiesnsw.com, or fredjourneypractitioner.com, etc.
- **Unacceptable names**
thejourney.no., thejourney.org and journey.com.au,
brandonbays.anything etc.

The inclusion of the 'therapy or 'practitioner' words are the only way you can use The Journey name in relation to a web domain, unless you have specific written permission from Brandon, Kevin or Gaby.

If any Journey-derived name or Journey device/logo is used in your web site, that site **must include on its home page a prominent link to the official Journey web site at www.thejourney.com**

EMAIL ADDRESSES

If The Journey name is used in your email address it must include **either** your own name **or** the 'therapy' or 'practitioner' words listed above, e.g.

- **Acceptable emails**
janethejourney@hotmail.com, journeytherapies@compuserve.com,
ukjourneytherapies@one.com, helensjourney@liwest.at, katejourneypractitioner@yahoo.com,
etc.
- **Unacceptable emails**
thejourney@btopenworld.com, journey@aol.com,
thejourneyholland@euronet.nl, dereisen@wanadoo.nl etc.



BRANDING

The sun Journey logo and the words “The Journey” can only be used on all your Journey Accredited® Practitioner materials in reference to your private one-on-one Journey therapy practice. It is not available to you for use in reference to any workshops, seminars or retreats you intend to give. This is a very important distinction, please contact us in the Journey office if you have any queries.

If you use the Journey sun logo, you may only use it in its approved format which can be obtained from The Journey office. If you use the words “The Journey” in any brochure or advertising literature, you should use the correct style and font, including the ® registration mark.

You may not use Journey related logos, names or any Journey course content or programme syntax in the presentation of your own workshops, seminars or retreats.

YOUR COMPANY NAME

Please create **your own** company name and logo. **Neither** Brandon’s name, The Journey name, The Journey books’ titles or subtitles (in any language), the title or subtitle of any Journey seminar, workshop or retreat, any Journey logo or device, nor any derivative form of any of the above may be used to name, or market or otherwise advertise your company.

Your own company should be a reflection of you as an individual and must have an identity **distinct and separate** from The Journey.

WORKSHOPS AND SEMINARS

Your qualification as a Journey Accredited Practitioner applies only to one-to-one Journey therapies. It **does not in any way** qualify you or give you permission to offer or present your own version of a Journey workshop, seminar or retreat. Neither does your qualification empower you to train or qualify any third party in Journey techniques. (The Journey has no way to train, monitor or vet your independent seminar or workshop presentations.)

If you present or market your own workshops you must create your own title/name and your own syntax: the format and content should be born from your own experience. Your own workshops must not under any circumstances be cloned from or copied from any Journey course. You must not use Brandon’s name, The Journey name, The Journey books’ titles or subtitles (in any language), the title or subtitle of any Journey seminar, workshop or retreat, any Journey logo or device, nor any derivative or abbreviated from any of the above in your workshop name or in any marketing or advertising or promotional literature or internet web site promotion relating to your workshop or seminar. You are welcome, however, to mention in your workshop advertising and promotional material that you are a Journey Accredited Practitioner **providing** you make it clear, implicitly and explicitly, that your event is independently run and neither associated with nor endorsed by The Journey.

This way, we can all know that we’re on a level playing field, communicating consistently, truthfully and clearly in a way that supports all Accredited Practitioners equally in their ability to promote their practices and their businesses. It will also avoid the risk of misleading the public or leading them to expect ongoing post-event support from The Journey.



JOURNEY PRODUCT

You **may not under any circumstances** violate Journey copyrights and trademarks by making any audio or video / DVD recording of any Journey process or product. Neither may you replicate any existing Journey audio or video / DVD product.

MAINTAINING THE JOURNEY'S GOOD NAME

As an Accredited Journey Practitioner you will be required to maintain the good name of the Journey and your fellow practitioners. The rules and guidelines are simple and clear and are meant only to ensure that all Practitioners operate in a Grace-full, fair and ethical way – for the good of everyone.

Please be aware that The Journey reserves the right to withdraw your status of being a Journey Practitioner in case of non-compliance or breach of these common-sense regulations. If you have any queries the Journey office team will help with any questions you may have.

We are thrilled to partner you in this way and we pray that you continue to open and deepen in Grace.

The Journey is a young organisation; one that is regularly breaking new ground and working in innovative ways that are brand new to us, to you and the public we all serve. If there is anything we can do to better support you, your clients or the programme, please let us know – give us positive, **constructive** feedback and we promise we'll do our best!



SETTING UP YOUR PRACTICE

I. Set up your own Practitioner pages on The Journey website

Once you are accredited you will receive details on how to be listed on the Journey website. www.thejourney.com

Once these are received and verified your details will be added to www.thejourney.com within 24-48hrs. You will be able to edit your details at any time.

We are constantly working to improve our website and in 2017 have launched an effortless, much improved and very efficient search facility for all our Journey Practitioners, we are sure you will find this very beneficial to your client base and we are always on hand should you need any support or have any feedback you wish to share.

2. Practical and Legal Steps in Setting Up Your Practice

GDPR

Please find the most current information of the General Data Protection Regulations and ensure that you are in compliance!

Practice Insurance

As a therapist and training therapist you are required by law to keep annual personal liability practice insurance. If you are already a therapist in another field, it should be easy to add your Journey Practice to your existing policy, just check what benefits are given and how much the addition will cost

UK & Ireland - IICT

- Many practitioners use **IICT - International Institute for Complementary Therapists** IICT provide members with an international qualification for professional affiliation in the natural therapies industry. They offer a credible and cost effective alternative for all Complementary Therapists who wish to operate under a collective banner for the natural health industry. They also offer discounted rates on Insurance for members.
For more details: Web: www.iict.co.uk E: support@iictinsurance.com
Address: No 5, 105 The Esplanade, Weymouth, Dorset, DT4 7EA, England
- Full Membership is £59 P.A, Associate Membership is £39 P.A, Student Membership is £19 P.A.
- Membership Insurance is with Holistic Insurance Services £49.75 per year

UK & Ireland – BALENS

- Balens are a specialist insurance broker offering cover for Complementary and Alternative Therapists. Contact them directly for their current pricing structure and details of cover (details may also be found in The Journey Ambassador Programme resource section.
For more details: Web: www.balens.co.uk Phone: 01684 893 006 E: info@balens.co.uk

Registering with the appropriate Tax Authorities

When setting up any business, even if you just work from home one day a week, you need to register with the appropriate tax authorities in your country. Do this right away – in most countries you risk a fine if you delay. Tax registration is also a way of putting out a positive intention to the universe – it reflects a genuine commitment to the starting of a professional and ethical enterprise and elicits the support of Grace.

Many countries' tax agencies have very helpful websites for those setting up new businesses and some even run free seminars to help you get started! Check them out and use them, they are great free resources. It's always a good choice to secure the services of a qualified accountant. Good professional advice saves many potential hassles and can even save you a lot of money over the medium to long term.



Here are some helpful tips.

- Make sure from day one that you keep full records of all income and expenses.
- Ensure that you give numbered receipts to all your clients for the fees they pay and keep all invoices and receipts for every business purchase you make, no matter how small. Even if you're not sure whether or not it's an allowable business expense.
- When buying products from The Journey office at wholesale price, make sure you get and keep invoices for all purchases, even if you intend giving away the books or CD's to your clients.
- Remember, if you rent practice rooms at a health clinic, the rent is tax deductible – just keep a copy of the agreement or lease and retain all receipts!
- Whenever you re-sit any Journey seminars, keep your receipts as they are classified as Continuing Professional Development and are therefore normally tax deductible!

UK

Check out these useful contacts:

Newly Self-Employed	www.hmrc.gov.uk/startingup	08459 154 515
Self Assessment	www.hmrc.gov.uk/sa	08459 000 444
National Insurance	www.hmrc.gov.uk/nic	08459 154 655

Your Practice Fees

- Remember what arose during your Vision Quest and honour that.
- Your time as a Journey Practitioner includes all pre-session advice, set-up and post-session follow-up as well as the actual session. We recommend your fees reflect the fact that you are offering a professional therapy and partnering process. (A reluctance to charge an appropriate and healthy fee for your time often means that you are in need of an abundance process!)
- Consider offering discounts for a course of processes by repeat clients.
- As you dance in the flow of abundance, consider giving away one free process in 10, as your way of making an offering of gratitude back to the universe. You can call therapists in your country and area to find out what they charge, as a guideline.

3. Stationery and Publicity Materials

Honour yourself and your practice by investing in good quality business cards and paper for stationery. Consider what materials will work best for you and what will represent your practice in the ideal way for you:

- Business cards
- Appointment cards for your clients
- A4 stationery to confirm appointments, provide introductory information about Journey work
- Compliment slips
- Duplicate invoice books
- Envelopes
- Gift vouchers and gift voucher envelopes, so that clients may gift process work to their loved ones

Please ensure that your stationery and marketing materials represent you and your business as a Journey Accredited® Practitioner. Please do not copy or replicate official Journey materials – give it some of your own style! The only things you should replicate exactly are the sun logo with the ® registration symbol and The Journey font with ® sign when using the words “The Journey.”



In addition you may want to consider what printed information you might want to supply your clients. Some common ones include:

- A sheet summarising advice from their mentor(s) during the process, the body's advice, etc.
- A 'Balloon Resources' sheet, including their specific resources – especially great for kids.
- A 'Letter to Self' sheet.
- An 'Action Plan' sheet.
- An 'Integration Advice' letter after their first process.

On the following pages are some templates that you can adapt; they were designed by Carolyn Birchill and Joel Young. We hope you find them useful.

- **Client Appointment Confirmation letter:** Please adapt to suit your own practice.
- **Client Disclaimer:** To be completed by your client prior to the process
- **New Client Form:** Ask clients to fill this in when they arrive.
- **Process Sheet – Elicitation:** Use these to take notes throughout the session.
- **Process Sheet – Take home for client:** After the session transfer all the positive learning, realisations, messages from their mentors, resources, etc. to this sheet so they can take it home. You could encourage them to put it in their diary and read it every day for the next 7 days to assist in reinforcing their new freedom.
- **Follow Up:** For follow up calls to check how your clients are doing.
- **Purchases:** Use to keep track of your accounts with clients, their bookings, their purchases, etc.
- **Client files:** It is a good idea to make up an individual folder for each client. The **New Client Form** can be stapled on the inside of the folder at the front and the **Purchases** sheet can be stapled on the inside of the folder at the back. All the rest of the sheets can be collated in the middle and held together by a paper clip. Very simple and easy to use, especially if travelling to see clients.



EXAMPLE: CLIENT CONFIRMATION LETTER
YOUR LOGO GOES HERE

18 December 2019
Client name
Client address

Dear ,

I'm very much looking forward to seeing you at your appointment for a Designer Journey Process, which is confirmed for:

**6.00pm Wednesday 3rd August 2017, at
Harley Street Journey Clinic, 1-7 Harley Street, London, W1G 9QD**

I have enclosed a map with comprehensive directions to Harley Street Journey Clinic to help you find your way there.

The session may last up to 3 hours and your payment, due on the day, of £350 is acceptable in cash or as a cheque made payable to 'Joel Young'. If you would like an invoice I'll be happy to provide one. Please note that, should you need to cancel for any reason, I require 48hrs notice or a cancellation fee of £50 will apply & full payment if cancellation is less than 24 hours' notice.

Before you arrive, I advise that you eat only lightly and avoid strong stimulants such as nicotine, caffeine and alcohol. These stimulants can inhibit your ability to access pure strong emotions - a key part of the process.

I suggest that you also arrange time for yourself immediately after the session - time to honour your healing process. Deep emotional healing results in a great deal of activity at the cellular level, whether a session focuses on an actual physical issue or a purely emotional one. So I urge you to support your body in its healing by taking care of yourself physically - maybe a hot bath, some wholesome soup, perhaps a massage and an early night!

To best assist yourself with the process I recommend you come as clear headed as possible, open to learning whatever it is your Soul wishes to teach you and ready to finally let go of your issue.

See you on the day.

Yours sincerely

Your name



EXAMPLE

Client Disclaimer

Your name / contact details

Date of process

Dear (Client's name)

I am very pleased to welcome you to this 1:1 session for a Journeywork process.

During your process, I will use Journeywork skills including guided introspection.

This will support you in getting in touch with emotions, that may not have previously been acknowledged and enable you to clear any issues, behaviours, or habits, that may be preventing you from living your life to the full.

Whilst I will do everything I can to support you during and after your session with me, I cannot be held responsible for your personal process work or any of its results.

It is strongly recommended that you support your physical body to the highest and best after your process so adequate sleep and conscious food intake are particularly important.

It would also be good too to allow yourself some quiet time immediately following your process. This will allow your body and being to integrate the realisations that have been recognised during the process.

I understand the above conditions relating to my Journey process work and confirm I am voluntarily agreeing to the process work and unconditionally accept the details above.

Name:.....

Signature:.....Date:.....



EXAMPLE

New Client Form

Date:	
Name:	
DOB:	
Address:	
Post / Zip Code	
Country:	
Home #:	
Mobile #:	
email:	
I was referred by:	
What brought you here today?	
Are you on any medication?	
Any mental illnesses?	



THE
JOURNEY.
EXAMPLE
Elicitation

Date: _____ Client: _____

Issue: _____

Notes:



EXAMPLE

Process Sheet – Take home for client

Date: _____

Resources

New Beliefs

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Mentor

What was the lesson learnt?

Further advice from your mentor.

Future Pace

One Week:

One Month:

Six Months:

One Year:

THE
JOURNEY.
EXAMPLE
Follow Up

Client: _____

Follow Up

1st Follow Up – Date: _____

2nd Follow Up – Date: _____


THE
JOURNEY.
EXAMPLE
Purchases

Client: _____

Purchases

Item	Cost	TAX	Total	Paid	Date



NURTURING AND MARKETING YOURSELF

1. Ongoing Growth and Deepening

Supporting yourself in your own growth and deepening is primary to the success of your practice. Your opening and learning does not end after the final training week, it is the beginning of a lifetime of falling into Grace. You will undoubtedly want to invest time in yourself to discover and clear more and deeper issues. This will allow you to continue to be a true facilitator of freedom, effecting profound change in others.

To help you with this we offer low cost opportunities to review all retreats and seminars. In addition, and when possible, we offer dedicated days or weekends with specific additional training themes for Journey Practitioners.

2. Introductory Talks

We actively encourage and assist you to set up introductory talks about The Journey, either at your home or locally in your community. To support your advertising efforts, you can find Introductory Talk posters in the resource section when you register for the Journey Partnership Programme.

These talks normally combine an introduction to Journey Intensives and one-on-one therapy. There are several benefits for you in hosting introductory talks – here are a few:

- Income from vouchers or from our affiliate programme (please check with the Journey office.)
- New clients
- Exposure for your practice
- Personal deepening in Grace

3. Grad Groups

Please come and attend your local grad group - it supports you and your practice and in turn you support other grads. If there isn't one in your area please explore the possibility of setting one up! It's really easy and all you need is an inexpensive or free of charge venue, some flowers, incense and a lot of love! You can call your local office for more details.

We hope this information is helpful. It is designed to be updated and added to at any time, so please feel free to share with us any other helpful tips or contacts that you find along the way.

Really enjoy this new venture! Enjoy letting the diamond within shine with the light of freedom! We are here to support you in all you do.