



Guide to Creating an

ONLINE SPIRITUAL BUSINESS

for aspiring spiritual entrepreneurs

The Dark Pixie
ASTROLOGY

Guide to Creating an Online Spiritual Business

Becoming an astrologer or spiritual entrepreneur is more accessible than ever now thanks to the internet! (turns out it's good for more than cat memes) Anyone with internet access can now create a robust online spiritual business for themselves. A little elbow grease (or whatever the online equivalent is), and you're ready to go!

Go through the six steps to creating an online spiritual business (plus the bonus section on how to do it for free if you're short on funds but full of passion!):

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Step 1: Create Your Online Home

The first step is, of course, actually creating your online home! For some of you, this may mean creating a website, for some, creating a blog, and for some, creating both! You'll need to choose the name you're going to use, whether it's your own, a pseudonym, or a business name (like The Dark Pixie Astrology). You can get as creative as you want with the name. Just make sure it's available (domain + social media handles) and there isn't something out there already popular with a very similar name (don't want to be confused with someone else!).

Then you'll have to get into the technical side of things - learning how to create a website or blog. If you can afford it, you can hire someone to do it for you. But if you can't, you'll need to spend time learning how to for yourself. There are lots of super helpful videos on Youtube that you can use, and you can do a search for how to put together just about anything. If you're really tech savvy, you'll likely want to opt for Wordpress; if you're not, you'll likely want to opt for a web host with a drag-and-drop editor.

For those who are super-not-tech-savvy, or who just love using social media, you may instead use a social media profile as your online home. There are tons of huge Facebook pages, Instagram influencers, Youtube channels, and Twitter accounts in every niche, including spirituality. You can start out using social media and eventually create a website or blog when it grows larger, so even if you start out this way, you still have the option down the road to create your own home.

The upside of creating your own website or blog is you own it, and everything you put on it is in your own. There are very little rules (outside of, you know, what's lawful!). The downside of using social media is you are at the mercy of the platform, and they can ban you at any time,

close up shop at any time, or suddenly change algorithms at any time and drop your reach (as has happened many many times to many many people!).

The downside of creating your own website or blog is it can take a while to put together and to generate traffic. Sometimes a very long time, if you don't know what you're doing! You need to learn a little about how to generate traffic and get eyeballs on your site, otherwise it just sits empty and generates nothing for you. The upside of using social media is you can start right away, and the learning curve is much easier. There's a built in audience on social, so you can start getting followers waaaay faster. And another bonus - social costs nothing, whereas you do have to pay for your own website or blog.

The good thing is, choosing one doesn't close you off to the other. At a certain point, you'll need both!

Step 2: Create Content

Once you've created your online home, whatever you choose, you'll need to then start creating content. If you create a website, you'll need to think about what you want to include on your website. What pages? What specific focus? Look around at the websites you like most in this niche and see what they include that you're most drawn to, and think about how you can do something similar but in your own way.

If you create a blog, you have to plan out a lot of content. Blogging takes a lot of commitment! You'll need to come up with blog article ideas, and it's a good idea to have a plan for what you're going to write about to make sure it ties into your marketing strategy (when you get to that point, anyway!). You may want to create a blog calendar to keep track of what you're writing about, when you need to get articles done by, and get the big picture.

If you're going to use social media as your online home, you'll need to create more different pieces of content, however in much smaller chunks than with a website or blog. Facebook and Instagram can be used as microblogs to write super short articles, perhaps centered around one specific tip, piece of advice, or general thought, and this usually needs to be done daily. For Youtube, you can create videos as long as or short as you want, but you generally need to come up with a consistent schedule so your subscribers know what to expect from you and when. For Twitter, you need quick tips and facts in 1-2 sentences throughout the day, and you'll want to try to stay on trend.

It's up to you if you want to get personable or not. I chose to stay very in the background for The Dark Pixie Astrology, but many will do better being front and center. It's all about how comfortable you are with it. If you don't like the attention, then you don't have to make it about you at

all. But if you're good with it, then it can be beneficial as people like an intimate connection online.

Step 3: Get Eyeballs

Once you've chosen your home and created content, you'll need to start getting eyeballs. If you create your own website or blog, you'll need to learn strategies for generating traffic and increasing views. You'll need to learn about analytics, how to use social media for traffic generation, and how to use SEO. You don't need to become an expert at any of these things by any stretch of the imagination, but you do need to learn some of it!

If you use social media as your home, you'll need to learn strategies for increasing your following, getting more interaction with your following, and working with the algorithms of your chosen social media platform. Each of the big social media platforms have their own way of doing things, so you need to understand how they work, what works best for that platform, and how to make the most of the system.

Outside of these basics, you'll also likely want to work with others in this niche. This can help you to start getting more people interested in you by being put in front of someone else's audience. You can provide guest content to other websites, blogs, social media profiles, podcasts, or whatever else you can find in this niche online. They already have an audience, so you can almost borrow it for yourself. They already have credibility, and that gives you credibility automatically. Just make sure you follow any rules, are always respectful, and act like a professional. This is a job, so treat it that way!

There are many online groups you can participate in as well, whether they're forums or message boards focused on the spiritual niche, or places in social like Facebook groups, which have become super popular. These little communities can offer lots of people for you to

reach to bring them to your online home, or even become clients of yours.

Step 4: Get Clients

When you're ready to start doing consultations, readings, sessions, or whatever it is that you do with people, then you can start focusing on finding clients. As you're getting traffic to your website/blog or followers on social media, this can naturally create some clients for you without much extra legwork. Just make sure they have a way to contact you, and make it easy for them to see what you offer. Don't make them jump through a million hoops.

There are different ways to attract clients to you, depending on how you're going to interact. You'll need to decide what you are going to offer to online clients, and how you'll perform consultations/readings/sessions etc., how long it'll take, the different variations, and how much you'll charge. That last one is what usually trips up spiritual entrepreneurs. We tend to want to undercharge! But it's too our detriment, so don't do that. Place value in your time, your expertise, and your talents.

You'll want to come up with a set of rules to have in place beforehand so both you and the client know what to expect. It'll cut down on a lot of confusion and misunderstandings. The most common rules you want to have in place with have to do with your refund, cancellation, and follow up policies.

When you are interacting with a client, make the experience a positive for both you and them. That doesn't mean you have to be all sunshine and rainbows or only tell them good things. It just means being authentic and forging a connection. Show your true self (even if your true self is a loudmouth swearing sailor!). There are different types of people, and your ideal client is ideal for you, no one else.

Step 5: Build an Email List

An email list is a list of people who have signed up using their email to get something for free (called an opt-in offer or lead magnet). Email lists are still king! An email list is basically your own little group of followers, but not like with social media followers. Social media followers don't convert very well, and compared to email lists, it's not even close! That's why people and companies with huge social media followings still have email lists and are constantly trying to get their social media followers on their email list.

To create an email list, you will need an email service provider (Mailchimp is currently the most popular for those starting out since it's free for the first 2,000 subscribers). You'll need to create an opt-in offer, something that people get in exchange for their email address. This thing you're reading right now? An opt-in offer! You signed up for it with your email address and got it in return for free. (BOOM!)

Think about what your ideal client/customer would be most interested in. An opt-in offer shouldn't take too long to put together (since it is free), and you'll generally want to make the time spent on it proportional to whatever it is you're selling (so if you're selling something for \$20, you shouldn't spend more than an hour or two on an opt-in offer; if you're selling something for \$2,000, you may spend more like a week or two).

You can have more than one opt-in offer (most do), and you can test them out and see what works for you and what doesn't. Sometimes it's just good old trial and error!

Once you've created your opt-in offer, you should create a series of emails that people will get once someone signs up for the opt-in offer (to nurture them). You should make it easy for people to sign up for your opt-in offer by linking all over your website. If you can get other people to pimp it for you too, even better!

Once you have an email list, this is pretty much going to be your main group of buyers for whatever you're selling. Your email list is where most of your most passionate, loyal fans will be. You want to provide them with content regularly that they'll love (to make them love you more), and learn how to put together sales funnels and promotional emails so when you're selling something, they're buying like hotcakes! (I only just learned that a hotcake is a pancake, by the way, I can't believe I didn't know that when I was so obsessed with pancakes as a child)

Step 6: Create Products

At a certain point, you want to start creating products (anything that doesn't involve you personally having to deliver each and every time). You can only do so much by yourself, so there is a limit to how many consultations/readings/sessions etc. that you can do. You're only human (even if part pixie!). So once you're finding your schedule is constantly booked out with clients for months, it's time to move on to products.

What product should you offer? It's totally up to you, what you connect with most, the content you want to provide people, what your audience responds to most - variables! Sometimes it's also trial and error with this (doing small launches to just a small group in your email list can help you with figuring out what will work and what won't so you're not wasting too much time).

The most common products these days that people offer are books/e-books, online courses, workshops and webinars, and subscriptions or memberships. Each have their own pros and cons. If you're looking for something that'll be quick and the least painful, e-books are your best bet; if you want to go more in-depth with content, online courses are the way to go; if you want continuous income from a dedicated group, subscriptions or memberships offer that; if you want to have more live interaction, you can with workshops and webinars.

When you determine what you want to do, you'll have to also figure out how you're going to deliver it. Digital files can be sold through services online like SendOwl, E-Junkie, or Gumroad. You can put together courses and subscriptions/memberships using platforms like Thinkific or CourseCraft, and do workshops/webinars through services like Zoom, Webinarjam, or GoToWebinar. There are so many services and

platforms out there you can use depending on what you want to produce and how you want it delivered. Making that choice can be harder than creating the product!

In Conclusion

So, these are the six steps to creating an online spiritual business. Obviously this is barely scratching the surface, because each of these steps has like, 1,000 steps of their own! But it can be a fun, rewarding ride for those ready to embark on it. Are you? ;)

Bonus: How to Create an Online Spiritual Business for Free

If you don't have the money to spare, you can still get started! All you need is an internet connection and you're ready to go (and you can even get that free thanks to all of the free wifi these days! I find my local Panera has the best, and my local McDonalds has 24 hours free wifi).

For creating your online home, you'll have to start with social media. That is free, and you can start right away, so choose the social media platform you like most. Make sure you like it, otherwise you may not stick with it! If you don't have much experience with any of them, open up accounts with the ones you're most drawn to and give them a try and see what sticks.

Getting traffic and clients is, thankfully, pretty much free no matter what! Reach out to people, form connections, and make the most of social media.

For selling consultations/readings/sessions, Paypal remains top dog. You can create [Paypal invoices](#) which are sent to your clients via email for free; you can also have clients send you money directly via Paypal with your Paypal email address or a [Paypal.me link](#) (but invoices are going to look more professional). Zelle is another option if both you and the client are signed up with it.

For building an email list, you can use Mailchimp to get started since it's free for the first 2,000 subscribers (once you're over that, you should be making enough to at least cover the nominal cost; though they do have a funky way of counting subscribers so it's really going to only cover more like 500-1,000 actual people). To create an opt-in offer, Google Docs and Canva will be your go-to's for creating e-books, workbooks,

worksheets, checklists, cheat sheets - whatever you want! Canva is also great for creating images and graphics you may need.

Google Drive is excellent for storage since it's free up to 15GB; you can also use Dropbox, which is free up to 2GB, or OneDrive, which is free up to 5GB. They can be used for storing your work, as well as hosting downloads for people (you can enable people to download a file directly, like your opt-in offer).

You have a lot of options for creating products for free as well. You can use Google Docs to create an e-book and Canva to create the cover image, and can sell digital files using Gumroad's free plan (it does take 10% from each sale, but it's a start!).

For workshops and webinars, Zoom has a free plan (for up to 100 participants and 40 minutes). For subscriptions and memberships, you can piece one together using Thinkific or CourseCraft; or use something like Patreon instead.

For online courses, you can use Thinkific (with Thinkific's free plan you can only do 3 courses but have unlimited students); Coursecraft is also great if you need something simple and aren't tech savvy (their free plan is unlimited courses but only 100 students per course). I used to suggest Teachable but they've changed a lot and seem to only be catering to the really big course creators (which you won't be at first! Their free plan only allows 10 students now, so not great when you need something free at first). You can create PDF files for your course in Google Docs for free; you can create screencast videos or videos of yourself for your course using Screencast-o-matic (free up to 15 minutes); and you can record audio or video on your smartphone (phones tend to record audio really well because of their microphones).

Last free resource: Zapier, which allows you to connect accounts across various platforms to automate all kinds of things (like put buyers from Gumroad into email lists in Mailchimp), Zapier is free up to 5 zaps and 100 tasks per month (5 zaps is 5 connections; tasks are how many times it's used).

List of free resources (with links - not affiliate, just regular links!):

- Social media - [Facebook](#), [Twitter](#), [Youtube](#), [Instagram](#) (online home, getting clients)
- [Paypal](#) (charging clients)
- [Zelle](#) (charging clients)
- [Mailchimp](#) (email service provider)
- [Google Docs](#) (creating opt-in offers, e-books, and other content)
- [Canva](#) (creating images and graphics)
- [Google Drive](#) (storage and distributing files)
- [Dropbox](#) (storage and distributing files)
- [OneDrive](#) (storage and distributing files)
- [Gumroad](#) (selling digital files)
- [Zoom](#) (workshops and webinars)
- [Thinkific](#) (online courses and memberships/subscriptions)
- [Coursecraft](#) (online courses)
- [Patreon](#) (memberships/subscriptions)
- [Screencast-o-matic](#) (screencast videos)
- [Zapier](#) (integrating services/platforms)