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# Emotions, Anatomy, and Energy - Soma Light

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Interested in starting your own entrepreneurial journey in health and wellness but unsure what to expect? Then read up on our interview with **Danielle Weitman**, Founder and Owner of **Soma Light, LLC.**, located in Henderson, NV, USA.



## What's your business, and who are your customers?

Soma Light, LLC is an integration of emotions, anatomy, and energy. Utilizing a variety of mind-body techniques such as Somatic release therapy, Reiki energy healing, Spiritual life coaching, and mind-to-muscle personal training, clients are able to develop a deeper connection to their bodies as well as learn how they internalize trauma and stress.

Through newfound discoveries of inner dialogue, clients are able to gain a new perspective of their physical, emotional, and energetic patterns that may be contributing to their way of living while learning techniques to bring their nervous system back into a state of homeostasis. Together, we work on establishing healthier boundaries, re-discovering authenticity, and learning to be present with their bodies and experiences.

Those that can benefit from the services of Soma Light range anywhere from those that feel disconnected from their bodies or emotions, those seeking a deeper connection to themselves, those that have been taught not to express themselves fully to anyone that has endured physical or emotional trauma and looking to regain safety within their bodies.



## Tell us about yourself

From the age of 3, dance became my innate sense of expression and communication. It was how I could articulate, feel and understand what words could not convey. Through my love of dance, I earned my Bachelor of Fine Arts Degree in Dance from Mason Gross School of the Arts at Rutgers University.

During my many years as a performer, I, like many other dancers, developed a love/hate relationship with my body. While I could gracefully move and express my body in many beautiful ways, I was also never able to appreciate what it could do and instead criticized and negatively viewed my body. As time went on, I began to realize that abusing my body, both physically and verbally, took away the connection I had once so deeply shared with it.

In order to regain the connection and re-ignite self-love, bodybuilding and personal training came into the mix. During this time, I learned to appreciate strength and viewed my body as a work of art that could be sculpted through training and nutrition.

I continued my journey of deepening my connection with my body through Reiki energy healing and learning the overlap of the physical, emotional, and energetic bodies. Furthering my education through Somatic Stress Release training taught me the functions of the nervous system and how our bodies internalize stress and trauma.

Through all of my education, personal failures, victories, and life lessons, I was motivated to open the doors to Soma Light. It has been my mission to encourage each individual that comes into my office to feel safe in discovering their true essence while building courage and finding the light within their Soma.

## What's your biggest accomplishment as a business owner?

My biggest accomplishment as a business owner has been seeing each client grow and regain trust and safety within their bodies and minds. Seeing them evolve into the person they always envisioned being but never believed they were worthy of embodying. I am so grateful to provide a safe space that encourages my clients to discover what already exists within them.



## What's one of the hardest things that come with being a business owner?

One of the biggest hurdles of being a business owner is getting your name out there. When you are getting started, building a solid client base can take time, so finding successful ways to promote, advertise and market your business can be challenging.

## What are the top tips you'd give to anyone looking to start, run and grow a business today?

1. Plan for expansion and growth (monthly specials, referral programs, client follow-ups). It is important to prep for how you intend to maintain your clients as well as build your book of business.
2. Follow a budget. Know what your spending limits are and stick to them. Give yourself an annual advertising budget and a budget for any additional materials to ensure that you are accommodating the direction you want your business to go.
3. Write down and think about the client/customer base you wish to gain at your business. It is important to envision the type of clients you would like to work with. Describe, clarify details of the client, visualize working with that client, embody the energy of attaining those clients and be open to receiving them.

## Where can people find you and your business?

Website: <https://somalight.org/>

Instagram: <https://www.instagram.com/somalightlasvegas/>

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