

# Why Are You Sick?

## *Practical Tools for Wellness*

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# Overview

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**Why Are You Sick? Practical Tools for Wellness** is a fresh, succinct and relevant take on how our emotional and mental states create physical dis-ease in the body. It defines each of the major chakras and maps them to an emotional and mental state while providing practical tools to aid the reader on how they can become well again.

Using a simple formula derived from several thousands of Reiki sessions, author and Reiki Master Francie Soito unlocks the secret to why we get sick in the first place; it takes two years for a mental or emotional trauma to manifest into a physical ailment. And that physical illness, i.e., where it is in the body and how it manifests; mirrors the emotional and mental trauma that created it.

Breast cancer is a result of giving and giving until the heart tank is empty. Lupus, fibromyalgia and multiple sclerosis stem from unrelenting stress causing our adrenal glands to flood our system with inflammation. Chronic lower back pain and digestion issues are the result of feeling inadequate, powerless, and insecure. Migraines manifest from a fear of seeing the truth. Every long-term, chronic illness has a mental or emotional root cause. **Why Are You Sick?** shows the reader how to understand the role that they play in their overall well-being and gives them the tools and the power to heal themselves.

The goal of **Why Are You Sick?** is to create a simple and practical guide to the complex energy-mind-body ecosystem that is accessible to anyone, not just 'New Agers'. Francie wrote this book with her clients in mind where the terms, *energy* and *chakras* were foreign concepts. At just over 27,000 words, with color illustrations, client examples and simple language; this completed work can be easily read and digested in just a few hours and can change the reader for a lifetime.



maxsmom

★★★★★ A Real Blessing

Reviewed in the United States on November 30, 2019

I received this book as a gift, from a very dear friend. It was a beautiful read, and really helped me to see the way our thoughts and emotions affect our physical health. So many things explained in a clear and loving way, including how childhood traumas can impact us years later, without us even knowing it's happening.

I recommend this book to everyone, it definitely opened my eyes to some of my own issues.

# Meet the Author: Francie Soito

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In 2007, Francie Soito was told she was meant to be a healer from her deceased mother through psychic medium and Hay House author, Doreen Virtue. At the time this was the last thing Francie wanted to hear and frankly thought it sounded crazy.



For nearly two decades Francie worked as a data analyst and market researcher in the fast paced, high tech world of Silicon Valley. Her resume includes companies such as Facebook, Yahoo!, LinkedIn, AOL, Wired Digital, Verizon and Macromedia. Francie studied Physics, Sociology, Anthropology and Political Science as an Interdisciplinary Major at the University of California at Berkeley receiving her Bachelor of Arts Degree in 1995. Francie was trained to find patterns in large datasets and it is this same skill set that she used to compile the research for ***Why Are You Sick?***.

Through many twists and turns, which are documented in the first chapter of ***Why Are You Sick?***, Francie could no longer argue with fate and left her career behind to start anew as a Reiki Master in 2009. Since then Francie has seen over a thousand clients, conducted several thousand sessions, taught hundreds of students and has given talks and workshops on a variety of spiritual topics.

Francie has always had a love affair with the written word and has been writing since she was able to pick up a pen at the age of six. Writing at an early age and then in her collegiate and professional career showed Francie the importance of economy in words. She understands how to convey complex information in ways that are easily understood to the reader.

Francie has penned several published articles, the latest of which can be found on her blog: [Reiki Energy Healing and Other Holistic Topics](#). She has also written an article in the [Reiki News Magazine](#) entitled, *How Holy Fire Reiki Changed My Life* which was published in the Spring 2017 edition. In addition, Francie has contributed health-related articles for the [Milpitas Post](#), *More Americans Seeking Alternative Health Option*, *Meditation: The Mind-Body Connection*, and *Taking Charge of Your Healthcare* all published in 2009. In 2018 Francie was

also a contributing journalist to the [Milpitas Beat](#) newspaper where she interviewed mayoral candidates and researched and reported on various issues facing her community.

Francie's love affair with reading culminated in the purchase of [Black Cat Comics](#) in 2002 where she and her husband continue to strive to promote literacy through comics and superheroes. Running a small business, has taught Francie how to be flexible, creative and above all else, resourceful. Francie has also used this opportunity to hone in on her craft, reading various art forms and writing reviews for thousands upon thousands of comics. Francie has her first comic book being published in March 2021 entitled [Black Cat Chronicles: The Greyfriar's Cemetery](#) which is a historical retelling of a dark period in Scotland's history.

As part of her training in the high tech world, Francie gave lectures, talks and presentations to senior level executives and at times, to entire companies and has received standing ovations for her presentations both within the United States and in several European countries. Francie was also invited to speak at the Hispanic Facebook Small Business Conference in Silicon Valley and at Lotus Wellness, a yoga and wellness studio in San Jose, California.



Francie is an Usui/Holy Fire II/Karuna® Reiki Master Teacher, a Certified Doreen Virtue Angel Card Reader™, an EFT Level 1 Practitioner, a Light Language Practitioner, a student of the Debbie Ford's Shadow Process workshop, an attendee at a Hay House Writers workshop, the founder of [Infinite Heart](#) and a psychic and trance medium. She has studied mediumship at the prestigious Arthur Findlay College in England and with mentors Leanne Thomas, Gordon Smith, Simone Key and Tony Stockwell. Francie also holds a patent for her work at Yahoo! and has a black belt in Tae Kwon Do, plays the drums, guitar and is the mother of three furry babies.

# Market Analysis

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According to the National Center for Complementary and Alternative Medicine, nearly two out of three U.S. adults used some form of complementary and alternative medicine (CAM) within the past twelve months of the 2002 study<sup>1</sup>. Over half believed that alternative medicine would be beneficial in combination with conventional medicine and a staggering 28% believed that conventional medicine *would not be able to help them*.

Using the U.S. 2012 Census Survey<sup>2</sup>, that equates to over *49 million* U.S. adults that are seeking alternative health methods because they have lost faith with conventional medicine. That equates to nearly one out of every five adults in the United States. That is a vast potential audience for **Why Are You Sick?**.

Within that group, the specific target audiences that would find **Why Are You Sick?** the most beneficial are:

- Cancer Patients: Those diagnosed with all forms of cancer that range from early diagnosis to recovery stage would be a key audience for **Why Are You Sick?**. According to the American Cancer Society, there were 13.7 million Americans with some history of cancer alive in January 2012 and a staggering 1.6 million new diagnoses were predicted for 2014 with a 25% mortality rate<sup>3</sup>. With **Why Are You Sick?** cancer patients will find tools to help them understand not only why they got cancer but how they can prevent it from returning.
  
- Current Client Base: Currently 75% of my client base consists of females ranging from 25 - 44 years of age with various economic and ethnic backgrounds. Using the U.S. 2012

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<sup>1</sup> **Source:** Barnes P, Powell-Griner E, McFann K, Nahin R. *CDC Advance Data Report #343. Complementary and Alternative Medicine Use Among Adults: United States, 2002*. May 27, 2004.

<sup>2</sup> **Source:** U.S. Census Bureau. *American Community Survey*. 2012. Accessed: August 9th, 2014.  
[http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_12\\_1YR\\_S0101&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_1YR_S0101&prodType=table)

<sup>3</sup> **Source:** American Cancer Society. *Cancer Facts & Figures*. 2014. Accessed: August 9th, 2014.  
<http://www.cancer.org/research/cancerfactsstatistics/cancerfactsfigures2014/index>

Census, that equates to roughly 8,000,000 women as a potential audience for ***Why Are You Sick?***. These are the women who know intuitively that there is some underlying source to their illness, beyond the physical. These are the women that have a spiritual belief system and take an active approach to their health and well-being.

- Holistic Healers: Other holistic healers such as Reiki practitioners, Acupuncturists, Dieticians, Nutritionists, Massage Therapists, Chiropractors, Naturopaths, Homeopaths, Life Coaches and Family Therapists (450,000+ in the United States alone<sup>4</sup>) would benefit from incorporating ***Why Are You Sick?*** into their current practices and can be used as a tool to explain the energy-mind connection to their clients.
- Multiple Sclerosis/Fibromyalgia/Lupus Patients: Inflammatory diseases are on the rise due to an increase in stress in our lives. Currently that equates to over 5,000,000<sup>5</sup> people in the United States. Helping this audience understand the source of their stress and providing them tools to better manage their stress will help keep their diseases in a dormant state.

What unites these groups is the yearning for complete wellness. It's their (or their clients') disease that gets the attention and focus, not the *person* suffering from it. ***Why Are You Sick?*** focuses on treating the person first, using their illness as a clue to what is masking the real root cause.

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<sup>4</sup> **Source:** U.S. Bureau of Labor Statistics. *Occupation Finder*. 2012. Accessed: August 9, 2014.  
<http://www.bls.gov/ooh/occupation-finder.htm>

<sup>5</sup> **Source:** US National Library of Medicine National Institutes of Health. *Estimates of the prevalence of arthritis and other rheumatic conditions in the United States. Part II. January, 2008.*  
<http://www.ncbi.nlm.nih.gov/pubmed/18163497>

# Marketing & Promotion

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Given the author's skill set as a Market Researcher, Francie Soito is in a unique position to market and promote ***Why Are You Sick?***. It was her primary role to understand target audiences and train marketing and product teams on how to build and market directly to those audiences. She will apply those same skills to ***Why Are You Sick?***.

➤ Social Media Platforms:

- **Facebook:** The [Reiki Energy Healing](#) and the [Why Are you Sick?](#) Facebook pages combined have well over 14,500 followers.
- **Instagram:** [@reiki\\_energyhealing](#) has 234 followers
- **YouTube:** [Reiki Energy Healing](#) has 163 subscribers

➤ Online Marketing:

- [whyareyousick.info](#), [whyareyousick.net](#), and [reiki-energyhealing.com](#) websites are active promotional vehicles for the ***Why Are You Sick?***
- [Reiki Energy Healing blog](#) has a prominent ad placement for ***Why Are You Sick?*** on every page.
- Amazon 5-Day Advertising Profit Challenge sponsored by Amazon to help writers advertise on the Amazon Platform, has increased ranking and exposure of ***Why Are you Sick?*** This is an ongoing marketing endeavor.
- Ongoing Google Advertising for ***Why Are You Sick?*** and W.A.Y.S. workshops targeted to specific demographics.
- Ongoing Facebook targeted advertising utilizing professional video to advertise ***Why Are You Sick?***

➤ Professional Video:

- [Why Are You Sick? Promotional Video](#) has been promoted heavily on Google and YouTube via ads as well as Facebook and all other marketing channels.

➤ W.A.Y.S. Workshop:

- Francie has developed a unique [two-day workshop](#) that takes participants through the exercises in the book in a supportive and nurturing setting. Past attendees described the workshop as
  - *"Transforming and Fun!" and "Exceeded my expectations. I wanted to raise my vibrational level and learned a great deal on 'letting go' of conscious controls ...meditations were awesome...good understanding of chakras...was extremely well laid out."*
- Once travel is again permitted, Francie has plans to teach her workshop across the country.

➤ Offline Marketing:

- Print ads in the [Reiki News Magazine](#) which has a circulation of 50,000. Francie has also contributed [articles](#) to the magazine further increasing her exposure.
- There are similar opportunities to place ads and articles in the following publications; the *Lupus Now Magazine* with a circulation of over 10,000, the *Breast Cancer Wellness Magazine* with 300,000, the American Cancer Society's *Triumph Magazine* which has over 100,000 readers and the National Multiple Sclerosis Society's *Momentum Magazine* with 450,000 subscribers.

➤ Conferences:

- Francie has been a guest speaker at Holistic Fairs discussing **Why Are You Sick?** and offering healing services and demonstrations. She will continue to attend similar events to promote her book.

The collage consists of five small portrait photographs arranged horizontally. From left to right: Francie Soito, Alex Treglazoff, Sebastian Cooley, Stacey Ferrell, and Anne Temple. Below the portraits is a yellow banner with the text "NewEarthEvents.com". To the right of the banner is a purple banner with the text "Sacramento Holistic Holiday Market". At the top of the purple banner is a stylized globe logo. To the right of the purple banner is event information: "Sun, Dec. 11", "10 am - 6 pm", "Crowne Plaza", "5321 Date Ave.", and "Sacramento, CA 95841".

➤ Local Community Outreach: Through Francie's connections made during workshops, events and volunteer work, there are several local organizations who will continue to partner with the author to help promote and distribute ***Why Are You Sick?***:

- [Breast Cancer Connection](#) in Palo Alto, California with over 2,500 clients.
- [InnVision Homeless Shelter Network](#) which serves over 20,000 clients in the South Bay Area.
- [Harborside Health Centers](#) with locations in the East and South Bay areas and over 100,000 clients.
- [Indian Community Center](#) in the Silicon Valley with over 15,000 patrons.
- [St. Francis Hospital](#) in S.F. which treats over 1,000,000 patients annually.
- [Milpitas Public Library](#) which is located just a few blocks from Soito's Healing Center.

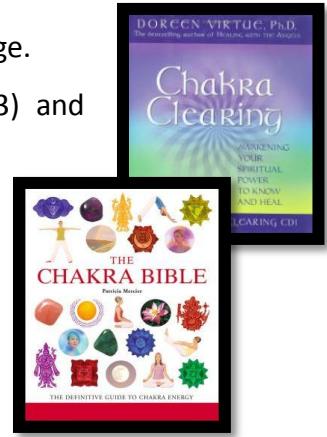
➤ Bookstores:

- ***Why Are you Sick?*** is also available at the Santa Cruz Bookshop, the Books Inc. and East West bookstores in Mountain View and the OM Gallery in Santa Cruz. Her book frequently sells out at these venues.

# Competitive Analysis

**Why Are You Sick?** will offer a unique approach to the reader by providing a succinct and practical guide on how they can be well again. The reader will not need to have any previous knowledge or experience with the chakra systems, Reiki or energy. Because **Why Are You Sick?** is told from the perspective of a skeptic with a math and science background, it is grounded in real world scenarios and accessible language.

Doreen Virtue's *Chakra Clearing* (Hay House, December 2003) and Patricia Mercier's *The Chakra Bible* (Sterling, December 2007) speak to the seven main chakras and how they affect us on physical, mental, emotional and spiritual levels. Both books are chakra-focused; they first dive into the chakras and then discuss the issues and illnesses associated with each. But both examples require a level of spiritual knowledge and acceptance by the reader.



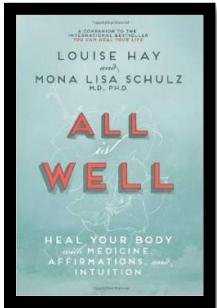
**Why Are You Sick?** first walks the reader through the author's journey into the realm of energy and discusses her reservations about becoming a healer. This reticence by the author allows the reader to identify with the skeptical part of themselves; further engaging them with the content.

**Why Are You Sick?** also reverses the focus from the chakras, as in the previous two examples, to the illnesses. The focus is less about the chakras and more about how they connect with our physical, mental and emotional well-being. Chakras and Reiki are used in **Why Are You Sick?** as tools to help further illustrate the mind-body connection but are not the main focus of the book.

Another key difference is that neither Virtue nor Mercier's books illustrate client examples. **Why Are You Sick?** illustrates several true client examples, at least one for each chapter. This again further engages the reader in a way the previous two books do not. This allows for the reader to see themselves or their loved ones in these client stories.

The *Chakra Bible* contains over four hundred pages of detailed text, making it less accessible to the average person. A layperson can get lost, fatigued or turned off by some of the

more spiritual content illustrated in the *Chakra Bible*. The *Chakra Clearing* book does not go into as much detail or give enough real world examples for it to be a practical and useful guide to the non-initiate.



The closest comparable to *Why Are You Sick?* is one of Hay House's best sellers, *All is Well*, by Louise Hay and Mona Lisa Schulz, M.D., Ph.D. (Hay House, March 2013). With Louise Hay's affirmations and foundations from *You Can Heal Your Life* (Hay House, January 1984) as well as Dr. Mona Lisa Schulz's intuition and medical background, they are able to address root causes of ailments beyond the symptoms. *All is Well* uses seven emotional centers which are the root causes of illness and disease and *Why Are You Sick?* discusses the seven main chakra centers and how they are responsible for specific emotional, mental and physical states. The goals of both books are to help the reader assess and understand why they get sick in the first place and provide them with concrete tools to help them heal themselves.

What distinguishes *All is Well* from *Why Are You Sick?* are the approaches taken to uncover the root causes and the tools to alleviate them. The seven emotional centers they address are similar but not exactly the same as the seven major chakras that are discussed in *Why Are You Sick?*. For instance, in their first chapter they discuss the emotional center which deals with ailments relating to bones, joints, blood, immune system and skin and which are tied to feelings of safety, security and support in the world. They discuss various ailments associated with this area and treatment methods such as Chinese medicine, Qi-gong, affirmations and medical protocols. In *Why Are You Sick?* the author discusses the root chakra and how it affects the adrenal stress glands and leads to ailments caused by inflammation. The author offers up Reiki, visualizations, journaling, law of attraction techniques as well as yoga, meditations and diet to help heal this aspect of the reader's lives.

The content and some of the connections are similar because both books speak to the universals truths connecting illness and our emotional and mental states. What makes *Why Are You Sick?* unique is the journey to find answers through Reiki and the insights gained through the author's personal experiences, her Reiki clients and her background as a market researcher.

The fact that *All is Well* is a best seller further illustrates the market demand for this

type of content. [User reviews](#) of this book are mixed, not all felt the book spoke to them or addressed their issues accurately. The goal with ***Why Are You Sick?*** is to have the reader identify with some aspect of the book, try the exercises, furthering them on their path to wholeness.

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# Chapter Abstracts

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Paperback, with black and white photos and color illustrations, 125 numbered pages, 140 pages including front and back matter, 27,249 words in total.

## **CHAPTER 1: MY JOURNEY TO REIKI**

The reader is taken through the author's journey from being a successful high-tech Market Researcher to becoming a reluctant healer. Inspired by the death of her mother, Soito takes a monumental leap towards becoming a Reiki practitioner and devotes her life to giving back and filling the void left by her loss.

## **CHAPTER 2: REIKI THE GREAT TEACHER**

Chapter 2 focuses on how the Japanese art of Reiki provides healing by bringing clarity as to why someone gets sick in the first place. It is not Reiki, or any healing modality that *heals*. The healing starts from within with a clear understanding of why one is sick. Reiki is merely the platform with which to bring this to light.

## **CHAPTER 3: INTRODUCTION TO CHAKRAS**

Chakras are briefly discussed as a part of our energetic system and how each chakra has a specific job in regulating a physiological part of the body, as well as our view of the world and our place in it. It is in this chapter that the author outlines five steps for how the reader can utilize the rest of the material in the book:

- Step 1: Identify the point of impact: where is the pain or where in your body are you feeling discomfort.
- Step 2: Pinpoint the source: What was going on at the time the pain or stress first started or you received your diagnosis? This is key. It is here that the reader can start to connect the dots between their symptoms and the root cause.

- Step 3: Find the corresponding chakra: match that part of your body with the chakra chart provided.
- Step 4: Turn to that chakra chapter
- Step 5: Follow the steps to healing

## **CHAPTER 4: ROOT CHAKRA: THE BASICS**

Chapter 4 is the first chapter that dives into the specific chakras and the illnesses associated with them. This chapter focuses on the root chakra where concerns over money, food, shelter and security are the most prevalent. It discusses ailments that are tied to the adrenal stress glands as well as other inflammatory diseases. It then provides client stories and steps the reader can take to heal themselves.

This chapter and each of the subsequent chakra chapters will contain the following subsections;

- Defined
- What it affects
- Why we get stuck
- Client stories
- How to get unstuck

## **CHAPTER 5: SACRAL CHAKRA: APPETITES, DESIRES AND ADDICTIONS**

The sacral chakra discusses our connection to our sexuality, our desires, our appetites and how it affects our reproductive organs. Imbalances in this area can cause obsessive thoughts, behaviors or addictions. Clients' stories dive into severe abuse linked to obesity and addictions and compulsive behaviors masking what we really crave. By using techniques like journaling, EFT tapping, chord cutting and Reiki timeline healing the reader can become free from the fears and addictions surrounding the sacral chakra.

## **CHAPTER 6: SOLAR PLEXUS CHAKRA: SELF-CONFIDENCE, POWER, CONTROL**

The solar plexus is tied to issues and ailments associated with lack of self-confidence, feeling insecure and powerless. Ailments associated with the solar plexus range from digestive issues like diverticulitis and irritable bowel syndrome to lower back pain, gall stones, diabetes and a host of other diseases.

The author illustrates client case studies where issues with the solar plexus resulted in anger and a great feeling of powerlessness. These client stories showcase how each client became aware of their lack of power and how they were able to overcome their challenges.

## **CHAPTER 7: HEART CHAKRA: LOVE RELATIONSHIPS**

The heart chakra focuses on loving yourself, love relationship with others, grief and giving until our hearts run dry. In this chapter, the author delves into her experiences working with breast cancer survivors and their struggle to come to terms with their cancer diagnosis. The author also shares her personal struggle with grief and how she was able to overcome it.

## **CHAPTER 8: THROAT CHAKRA: EXPRESSION AND COMMUNICATION**

The throat chakra is where we store our ability to communicate and express ourselves. This chapter tackles a multitude of issues surrounding speaking our truth and feeling understood. The author opens up to the reader about her own debilitating illness of Eosinophilic Esophagitis which nearly killed her and how it was linked to being the youngest child in a large family and the lack of feeling heard.

## **CHAPTER 9: THIRD EYE CHAKRA: SEEING WITH CLARITY**

Being able to see with clarity our path, our lives and our choices, is the focus of Chapter 9. When we are fearful of our future, hesitant about change or uncomfortable with our natural psychic gifts we develop blockages in our third eye chakra, causing painful migraines and a host of other illnesses. Client stories and methods to help open up the third eye are discussed in detail.

## **CHAPTER 10: CROWN CHAKRA: THE SPIRITUAL SELF**

The last chakra discussed is the crown chakra. Located at the top of our heads, the crown chakra is our connection to our spirituality, our higher self, God and Angels. We are often so mired in our day to day lives that we struggle to find the time and energy to connect with our spiritual selves. Through prayer, meditation, visualizations and signs to look for from our divine guides and angels, the author walks the reader through how to reconnect to Spirit.

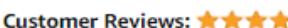
## **CHAPTER 11: FINAL STORY: BUNNIE**

The author ends the book with a chapter on an inspirational client named Bunnie who passed away from complications due to cancer. It is a personal story, sharing how the healer became healed allowing her to be a better guide for others on their personal healing path and journey.

# Manuscript Completed

**Why Are You Sick? Practical Tools for Wellness** is a completed, professionally edited and designed, self-published, second edition of the book that was released on February 11, 2019. It has sold primarily through [Amazon](#) and Kindle and through the author's healing center and workshops. To date, there have been over 580 copies sold.

**Why Are You Sick?** has been consistently moving up in the top 2000 books for alternative and holistic medicine on Amazon; up from rank #6,000 when the first edition was published in early 2016.

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Customer Reviews:	 4 ratings



# Sample Chapters

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## CHAPTER ONE

### MY JOURNEY TO REIKI

My journey began in 2007 when my mother told me I was supposed to be a healer, four years *after* she died. My husband and I were in Arizona on a much needed vacation. It was the first vacation we'd taken in nearly five years. We were burned out, and I was feeling lost, depressed and confused about what I was supposed to do with my life.

At that time I was struggling with my mother's death and the roller coaster ride her cancer had taken us on. It was a ride I hadn't signed up for; none of us had. If you have ever had cancer touch your life, then you'll know what I'm talking about. Cancer shakes you right down to your foundation. You begin to question your beliefs, and I was hard-pressed to make sense of it all. So the trip to Arizona was also a trip to heal and put some of the pieces of my life back together.

We took a day trip to Sedona and were immediately struck by the majestic splendor of the Red Rocks. They are as amazing and breathtaking as you hear people say. We enjoyed a lovely tour up to a church that was nestled in the base of one of these striking hillsides. It was so beautiful and serene that I felt instantly at peace.

Later that day I felt a desperate need to reconnect with my mom. I missed her so much. When you lose your mother, it's like having the safety net that you've had all your life taken out from under you. There is no longer a sense of *home*. Mom was home for me, like walking a tightrope without a net.

Sedona is a spiritual mecca. The energy of the Red Rocks draws in intuitives, psychics, mediums and healers of all shapes and sizes. Being a researcher by trade, I didn't much believe in that sort of thing, but my wish to communicate with my mom outweighed my skepticism. We searched all afternoon for anyone that might be able to help, but we kept getting met with "Sorry, we're all booked up," or "We're closed for the day." We had given up and were heading back to the car when I saw a tiny sign in an upstairs window that read "Psychic." A little voice inside me said, "Go on, give it a try."

We walked up to the counter and asked if there was a psychic available to do readings that day. The stunning blonde woman at the counter apologized and said the regular person was on her lunch break. My heart sank as I felt my chance to reconnect with my mom slip away. Then she followed that by saying, "Well, I could give you a reading. I work with angels. Is that OK?"

*Is that OK?!* My mother *loved* angels. She had little cherubs all over the house and frequently called me "Her Little Angel." "Yes," I said, "that would be great."

The woman introduced herself as Doreen and showed us to a back room, where she had me lie on a table. She then proceeded to do an energy clearing in which she moved her hands up and down my body. I had never had this done before and didn't know what to expect. My husband sat in a chair at my feet and listened to what Doreen had to say.

Almost immediately, she was able to connect with my mom before I had told her anything. She described her in great detail: her loving energy, her smile and her favorite dog, Dusty, who was now with her on the other side. She even mentioned my mom's little brother Tommy by name, who had died in Vietnam decades before. I was overcome by emotion and

could feel my mom in the room with us. The room took on a new energy that felt warm, comforting and absolutely real.

Doreen then waved her hands over my hands, stopped, and said, “Do you feel that?” I was surprised to be able to answer, “Yes!” My hands got hot as hers hovered over them. She did this a few times, moving her hands back and forth, and I could feel the heat each time. She said emphatically, “You’re supposed to be a healer and your mom says so too. She says you’re supposed to work with animals and children. She also says to heal with your heart, *not* your head.”

I was stunned, completely baffled. What the heck did that mean? What was I supposed to do with that?

Doreen proceeded with the reading, conveying additional messages from my mom to other members of my family and reminding me to stay connected with them, stressing the importance of family. My husband and I walked back to our car more than a little stunned but feeling very much at peace. We spent the rest of the trip discussing the reading and how spot on it was. The only thing that didn’t sit quite well with me was the *healer* aspect. That was such a foreign notion to me that I didn’t really know how to interpret it and was frankly terrified by the prospect of trying something like that. How do you even start?

Being a healer was the furthest thing from my mind at the time and honestly sounded crazy. Back then I was waist deep in data, literally. I was a market researcher for some of the top high-tech companies in Silicon Valley: Yahoo!, Macromedia and Facebook, just to name a few. My job was to find patterns in millions and millions of records in order to help marketers

and product teams build the best products and market them to the right audience. That was my life for nearly two decades before everything turned upside down.

We returned home from our trip and jumped back into the minutiae of our daily lives: work, eat and sleep with little else in between. A year went by, and in that year I moved to another company and began working more intensely than I ever had before. My commute was longer, the demands on my time were greater and I again began to feel empty and unfulfilled.

As the stress began to mount, so did my health problems. When Sunday evening rolled around my stomach would revolt, forcing me to spend some quality time with my toilet. I was losing sleep. I was exploding at my husband over little things like not taking out the trash or asking me a simple question. I was not spending any time with friends or family because I simply didn't have the energy and didn't have anything more to give. I was miserable.

I was at the point of sheer despair when I remembered that little reading I had in which my mom told me I was supposed to be a healer. I reread my notes from that day and went to Google and typed "animal healing." Kids and I are a bit like oil and water, so I left that part out of the Google search.

What came up first was a book called *Animal Reiki* by Elizabeth Fulton and Kathleen Prasad. I had never heard of Reiki before and was skeptical but intrigued. I went ahead and bought the book online, and it shipped later that week. When it arrived, I felt a bit awkward even opening the pages. I had never really read anything "New Agey" like this before. Was this going to change me into some flower child? Perish the thought!

I started reading the book and found myself unable to put it down. It was written in a way that was easy to understand, peppered with stories that showed the significant impact that

Reiki had on animals. What struck me about Reiki was that it worked regardless of the practitioner. So I didn't have to be a super-spiritual person who meditated twenty-three hours a day, nor did I have to be tied to any specific religious or spiritual belief system. All the Reiki practitioner has to do is have the intention for Reiki to flow, and then Reiki takes over and does the rest. Reiki also didn't require a long training period. In fact, you could learn the basics in one weekend.

I read that Reiki uses what's called "universal life force energy," the pure energy in all living things. The "Rei" stands for "universal life force," and "ki" is our life force energy, also known as "chi" and "prana" in other cultures. This energy source has an intellect all its own and knows where to go and what to do. I found this to be completely liberating because it didn't require medical knowledge of anatomy or of various illnesses or ailments. This was also spot on with my mom's recommendation of healing with the heart and not the head because Reiki had its own guidance system, freeing the practitioner up to focus on compassion and love for the client. The philosophy of Reiki, which is similar to those of Qigong and acupuncture, suggests that if energy is moving through your body the way it's supposed to, then the body is better able to heal itself naturally. Stress, trauma and physical and emotional pain can block the energy from flowing as it should. Reiki identifies these blocks, removes them and then fills up the areas with pure, healing energy, creating a clean energetic state. All this takes place when the practitioner gently places his or her hands on the person receiving Reiki, with the intention for Reiki to flow. It is that easy.

What I found even more compelling about Reiki was that it was completely safe for the practitioner as well as for the recipient. In other words, Reiki works like a one-way channel. The

Reiki practitioner doesn't run the risk of absorbing the energy of the person they're working on, nor does the recipient receive the practitioner's energy. I was elated to hear this because I knew that I was already sensitive to other people's moods and didn't want to absorb their emotions or even their physical illnesses. I have encountered a number of body workers, massage therapists, hair stylists and estheticians who are sensitive to their clients' energies and frequently absorb those energies, changing their moods instantly. That wasn't the case with Reiki.

Once I finished reading the book, I was hooked. I Googled "Reiki Classes" and found one in my area, signed up without hesitation and was on my way. At this point in my life I still wasn't interested in *becoming a healer*, but I knew I needed to learn some tools that would help me deal with the stresses in my fast-paced life.

I learned the first two levels of Reiki in one weekend. My goal in taking the class was to create a protective barrier to shield me from stress at work. My Reiki teacher was absolutely incredible, and my classmates were equally encouraging and warm. I learned about the history of Reiki and how it was started in the early 1900s in Japan by a Buddhist practitioner named Mikao Usui while on a meditative retreat on Mt. Kurama. I learned how to use Reiki on myself, others and situations. I learned how to send Reiki across time and space, healing things in my past, present and future and sending Reiki to people who weren't physically nearby. And most importantly, I learned how Reiki can clear up the energy in volatile situations and environments. This was just what I needed to help me at work. I felt alive, charged, cleared and ready to start using my new Reiki tools in my daily work life.

As I went back to work on that first Monday after my Reiki class, I felt ready to take on anything. Nothing was going to upset me; I was going to let it all bounce right off me. I was going to clear my work space and our communal spaces of any negative energy and all was going to be well. Or so I thought. As I took one step through the threshold I had a nervous breakdown. I started to cry uncontrollably and had to go straight to the bathroom to compose myself. I couldn't stop crying. I was shaking all over. What was going on? I had new training, new tools; why was I reacting this way?

After I was able to calm myself, I had an epiphany, a voice inside my head said, "You're not supposed to be here anymore". It was clear that I wasn't going to be able to make this work. I thought Reiki would be providing me with protection and shielding, but that day it did so much more. It provided me with new eyes to help me see more clearly. I was meant to do something greater with my life, and Reiki was helping steer me in the direction of my life's purpose.

Four months after that experience, I quit my six-figure salaried job, and four months after that I opened up my Reiki practice. It happened that quickly and was that easy. Life becomes a lot less difficult when you finally realize that your round peg will not fit into the square hole. I acquiesced to the thought of becoming a healer and, for the first time in my life, let something else take the reins. From that point forward I was letting Reiki be my guide.

But I wasn't just a passenger on the Reiki train. I did my homework, drafted a business plan, did my market research and came up with a solid business model. I found a great location for my office and lined up contract work from my old high-tech network to help support my family while I grew my clientele.

Everything happened just as it was supposed to. I slowly started to get more clients and learned something new with each person, with each Reiki session. As of this writing I have worked with over six hundred clients over more than two thousand Reiki sessions. I have provided Reiki at homeless shelters, medical clinics, corporations, and temples and helped to organize Reiki practitioners at cancer centers. I am extremely grateful for the opportunities that Reiki has provided my clients and myself. Through its powerful yet subtle energy, I've seen lives completely transform, including my own.

# Sample Chapter

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## **CHAPTER SEVEN**

### **HEART CHAKRA: LOVE RELATIONSHIPS**

#### **Defined**

The heart chakra is our love center. It is where we hold the love for ourselves and others, and it's also where we store grief and heartache. Because love is the key to all healing, this chakra is critically important to our overall well-being. The heart chakra, located in your chest and middle back between your shoulder blades, acts as a bridge between our lower earthly chakras (root, sacral, solar plexus) and our higher chakras (throat, third eye, crown).

#### **What It Affects**

If the heart chakra is out of balance, it can throw off the energy flow in your entire body, negatively affecting the remaining major chakras and your thoughts, attitude and physical well-being. The heart chakra is tied to the thymus, which regulates our immune system. Physical ailments related to the heart chakra can include breast cancer, high or low blood pressure, heart disease, poor blood circulation, asthma, leukemia, myeloma and hepatitis and immune deficiency diseases like HIV/AIDS.

#### **Why We Get Stuck**

When we have issues of self-hate or loathing we develop a dark and dirty heart chakra. When we are involved with love relationships that are out of balance and drain us, we can have slow-moving and depleted heart chakras. When we obsess over love relationship issues or become narcissistic, it can enlarge the heart chakra, causing it to be out of balance. When we suffer from severe grief, resentment or lack of forgiveness it can make our heart chakra feel heavy and weak.

## **Client Stories**

### **Breast Cancer Patients**

I have had the privilege of working with several breast cancer patients through my volunteer work at an organization called the Bay Area Cancer Connections in Palo Alto, California. There I organized several Reiki practitioners to provide services for their breast cancer clients on a monthly basis.

These women are incredible fighters. They are strong in their vulnerability. They knew what they were facing and faced it head on with guns blazing. Many shed tears and many more left their Reiki sessions feeling uplifted by a new sense of hope and peace.

While working with these women, I discovered a pattern that permeated the entire group. These women's heart chakras were drained. They were givers; they gave and gave and gave until their tanks ran dry. They gave so much that they depleted their own stores, which left them vulnerable to illness. They, like many of us, put their family, children and career first and found themselves to be tenth, eleventh or lower on their priority list, if they were on the list at all. Through Reiki and the incredible work at the Bay Area Cancer Connections, they were able to put themselves first on that list. For some of them this was a foreign concept, but it was a necessary step for them to take in order to heal themselves. They had to be the focus of their recovery. Their healing had to take center stage in order for them to be well again.

Many of them felt guilty for having this attitude as they believed strongly that they had to do for others and weren't used to others taking care of them. It was a critical and necessary mental shift for some of them, and once they took that leap their healing accelerated. They were better able to articulate what they wanted, when, and they were able to vocalize their boundaries of what they would and wouldn't do and who they'd do it with.

Once they realized that they were important and that their lives mattered they started to take charge of their healing. They went to group therapy discussions where they talked about how their illness made them feel emotionally, mentally, spiritually and physically. They changed their diets, taking out unhealthy foods and substituting antioxidant-rich foods. And they came to Reiki sessions and guided meditation classes and focused on fighting their disease.

During these Reiki sessions I saw a calming release come over them. They were able to let go of the emotions they were holding onto so tightly, releasing the fear, the anger, the exhaustion that the disease and the treatments put them through. Reiki was extremely beneficial in helping them gain back their energy, calm their nausea, increase their appetite and restore their mental clarity. Reiki seemed to help direct the medicine to the tumor sites and minimize the side effects on the healthier tissues in the body. Before their Reiki sessions they would look sullen and quiet; after their sessions they brightened up and left with smiles and a new sense of hope and peace.

### **Grief**

Grief is like a scar that never fully heals. A scab grows over the wound, but it only takes a scratch to make it bleed again.

Grief has become my old familiar friend. It's my constant companion that butts in at inappropriate times: dinner at restaurants, the grocery store, hospitals and just about any place it feels like. It comes without warning, and it comes without inhibition. I've learned to live with this constant roommate, and as I've done so it's taught me invaluable lessons.

A year and a few months after my mom died, my best friend Elisabeth was killed in a car accident at the age of thirty-two. She and her husband were driving home from dinner when they were hit by another driver who ran a red light while talking on a cell phone. E-Beth, as we lovingly called her, was the definition of life. She was vibrant, excited and always looking forward to what the next day had to offer. She was a chiropractor and a true healer, one who intuitively knew what was wrong and always healed from the heart. When she would give you an adjustment, your whole body would tingle and then settle into a calming warmness. I knew E-Beth had a gift beyond her medical training, a natural gift of healing.

I had dinner with E-Beth a few nights before she died. She had been telling me about a patient of hers whom she had been treating for injuries caused by a car accident. During the initial examination E-Beth had found other, more chronic problems with the woman's lower back, separate from the accident. Elisabeth proceeded to set up treatment plans for both problems. Unbeknownst to E-Beth, the woman had been having trouble conceiving. She and

her husband had tried for several years to get pregnant, to no avail. Her doctor had told her to give up and consider adoption. After only two short months of being treated by E-Beth, the woman became pregnant. Both E-Beth and her patient were shocked and thrilled with the results. It was just another in a slew of stories she had told me over the years in which healing miracles occurred at her hands. E-Beth left a huge healing void in this world, and I will never forget the significance of her healing story that night.

E-Beth's passing so suddenly and so soon after my mom's death sent me into a grief spiral. My heart felt physically heavy, and I couldn't take deep breaths. Nothing about the world made any sense to me anymore. My mom's death, though heartbreaking, was somewhat bearable because she had lived her life. She was in her sixties; she'd raised her children and accomplished what she wanted to do. E-Beth was just starting to live her dreams. She and her husband Stone had just opened their chiropractic office a few years before, and it was just starting to take off. We had made plans to go to Paris together, to take more Disneyland trips together, to grow old together.

Losing her was unbearable and too much for me to deal with on my own, so I sought the help of a grief counselor. I've never been of the mindset that seeking psychological help meant that you are weak or unstable. Quite the opposite: I find that asking for help and taking the steps to get it shows a great deal of strength. During our sessions, the counselor helped me put E-Beth's life in perspective. It was her life and her legacy that I needed to focus on, not her leaving us. The psychologist helped me talk through my feelings and my fears.

When you have a peer leave you so suddenly, you start to question your life and the legacy that you'll leave behind if you were to die tomorrow. It got me thinking about the void that E-Beth left in the world and if there was any way I could try to help fill that absence. It propelled me to think about what contribution I could make. E-Beth helped heal hundreds of patients in her short time on this earth; what legacy would I leave if my life was cut short?

Fast forward a few years to when I opened up my Reiki practice and I finally found a release for the grief I had been stockpiling for the previous five years. These two profound deaths in my life, so close together, compelled me to reexamine my own life and gave me the courage to do what I was put here on this earth to do, help others be well again. And as I

started taking on more and more clients and saw them getting well and beginning to change their own lives, I felt that my mom and E-Beth's deaths now had purpose. I had used my grief and feelings of loss to propel myself into helping others. With each client I felt that I was honoring the legacy that my mom and E-Beth left behind. Finding my life purpose and living my life fully and completely was how I honored their lives and gave their deaths meaning.

### **Love Relationships**

At least half of the clients I work with are involved in unhealthy relationships. Sometimes these unhealthy relationships are with themselves: self-loathing and self-hate permeate their being and block any kind of healing. Often these issues stem from being abused or constantly ridiculed from childhood through adulthood. Some are not happy with how they look, their life choices, their current situations or their current partner. A lot of times they aren't even aware of their own lack of self-worth and self-love. They will blame external things for their current misery—an unsatisfying job, their partner, their family or friends or their illness—when in fact they are just masking their true feelings of being unfulfilled and unhappy with themselves.

A client and Reiki student of mine whom I'll call Terry struggled with shortness of breath and frequent asthma attacks. During her first Reiki class with me she had a severe asthma attack while she was receiving Reiki. It was so profound that her emergency inhaler didn't work, which had only happened two other times in her life. The other two times were under severe fear and anxiety. She realized then that her symptoms were beyond physical, that there was more to it; otherwise her emergency inhaler would have worked. The Reiki was bringing her issues to the surface, issues that she needed to release. She was able to breathe again normally during the remainder of the class, and I suggested she come back to see me for follow-up sessions to help her work through her issues.

As we started working together, anxiety from her current relationship began to surface. Her spouse was draining her and she realized his attachment to her was unhealthy. It literally felt like a hook was placed on her heart and he was dragging her along with him. Over the

course of several months working with a counselor and in regular Reiki sessions, she realized that she could no longer stay in her current relationship and got a divorce.

The more we started working together, the more she started to notice patterns in her relationships. She began to see the connection between her asthma attacks and the unhealthy relationships she was in. She traced it back to feelings of being alone and abandoned. At the age of eighteen she moved out to another state to work as a nanny, with no support system and no family to rely on. That's when her asthma attacks became more acute. Later on, Terry felt emotionally abandoned by her husband, which triggered her asthma again.

While taking Reiki classes and doing spiritual development work on herself, Terry realized that she was never alone and that God would always be with her. When that began to truly resonate with her, her feelings of abandonment and being alone went away, along with her asthma. Terry is now in a healthy, happy and nurturing relationship and is asthma-free!

## **How Do We Get Unstuck?**

### **For Issues of the Heart**

For all issues related to the heart I recommend cord cutting.<sup>6</sup> It is safe, easy and extremely effective in helping you let go of things that are no longer healthy for you. Having that intention for the unhealthy cords to be cut is the key to this technique. Remember, cords of love can never be cut, only those that no longer serve our highest good. You can seek out a Reiki practitioner to help you with this or ask God or your higher self to cut these cords for you. And for your part, you truly need to be in a place to let go. If you allow that person or that situation back into your life in an unhealthy manner, those cords will re-attach and you'll be back to square one.

Rose quartz is a beautiful, soothing crystal that resonates strongly with the heart chakra. It can bring a sense of peace, calm and profound love. There are various ways to employ crystals for healing purposes. You can sit in quiet meditation with these crystals in your hands and contemplate the heart issue that you would like healed. You can lie flat on your back and

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<sup>6</sup> See Chapter Five: Sacral Chakra, p. 55

place the rose quartz directly over your heart chakra, with that same intention of healing and letting go. You can wear crystals in a bracelet, earrings or necklace. You can place the crystal near your head when you sleep, either under your pillow or on a headboard. You can simply place them in your pocket and carry them around with you during the day. Let them speak to you, and try a few different methods until you find the one that feels right to you.

Whenever you choose your crystals, know where and how they are harvested. Crystals carry energy, so you want to ensure that they were extracted and handled in a careful and respectful manner. See which one feels right to you. Which one do you pick up again? Which one are you having trouble putting back down? Those are the crystals to take home with you.

Always treat crystals with a great deal of respect. Place them in sacred, protected places and cleanse and clear them regularly. You can use sage smoke to clear them or place them outside during a full moon or bury them in the earth overnight. Try to do this at least once a month, if not more often if you feel they're getting full.

### **Lack of Self-Love**

When dealing with a lack of self-love, affirmations can be a tremendously powerful tool to help overcome those negative feelings. Phrases like the ones below can be incredibly effective:

- \* I love myself, truly, deeply, just as I am, right now.
- \* I am worthy of love.
- \* I am the embodiment of love.
- \* I love fully.
- \* I am loved for who I am, right now.

Make sure to say them often while looking at yourself in the mirror. And remember, it's OK to say it if you don't believe it at first. Over time, you will!

Another fun exercise you can do is to take yourself out on dates. Go out and treat yourself to a movie, massage, museum, concert, hike or something else that you enjoy. You'll find that you are better company than you might think! Really listen to what you desire

moment to moment and be spontaneous; you might just learn something new about yourself along the way.

I also highly recommend Louise Hay's book *You Can Heal Your Life*. It helps put into perspective the power of self-love and provides additional practical steps on how to truly love yourself.

### **Grief**

Finding outlets for your grief will help reduce untimely outbursts and give you back some control over when you break down. Find a super-sad movie, send the kids off to a play date, snuggle up with a box of tissues and let the tears come. Give yourself permission to have the ugly cry in the sanctity of your home. Think about all the things you could have done, should have done or said, and let all those emotions wash over you. Remember the good times and the bad and the final moments of your time with your lost loved one and grieve. It is normal and natural to grieve those that we care about. Let it out: no one is watching, and the more you let it out the lighter your chest will feel. Repeat as often as necessary.

I find journaling to be incredibly healing when I am in the throes of grief. Write letters to your lost loved ones in your journal. They will see it. Pour your heart out, rewrite painful memories, relive happy memories, be angry, be sad, be scared, be honest and pour it all out onto the page. When you journal you unburden your body of your emotions and transfer them onto the page. Again, after you do so, you should feel a weight being lifted off your chest. You can also safely burn the journal or letters as a symbolic way of releasing them completely.

Channel your grief energy into something productive and worthwhile in memory of the person you lost. Do a charity walk in their memory, volunteer at a homeless shelter if that's something they were passionate about, or bake a casserole for a friend because that's what your loved one would have done. Find the hole that they left behind: what does the world no longer have because your loved one is no longer there to provide it? Then pick up that torch and do it yourself as best as you can. You'll find that by doing what they did, you will become closer to them and their spirit will live on through you.

## Sample Illustration

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# Reviews

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MEU

★★★★★ Perfect introductory or companion guide to holistic healing

July 8, 2016

Format: Paperback

No matter what level of familiarity you have with Reiki healing or alternative medicine, there is something in here to broaden your scope of understanding the WHY of the ailments and obstacles we face. If you have ever been turned off by the approach of western medicine/psychology or some hippy-dippy specialist, I imagine that you will find this book very comforting. Very easy to read, concise and complete descriptions of what you need to know, and logically composed. I myself have dabbled with Reiki healing and have a very basic understanding of our chakra energy system. I have encountered many practitioners and sources of literature on the subjects and I can confidently say that this book provides the most palatable descriptions I have seen of these subtle aspects of our being and the interconnectedness of our true selves with our experiences. Whether you seek healing or simply deeper insight to the true workings of our energetic being, Why Are You Sick? offers gentle direction for further personal exploration and plenty of adequate examples to showcase how these principles may apply to your situation. A very helpful and enjoyable read! <3

★★★★★ A Must Read!

Reviewed in the United States on October 3, 2019

I absolutely enjoyed reading "Why Are You Sick" by Francie Soito. It gave me a better understanding of chakras and how our actions and traumas can affect them, ultimately causing us to get sick. In her book, she offers tools to get unstuck and tools to help heal yourself.

She gives a brief overview of chakras and has a handy quick reference guide with the common physical and emotional issues listed. I also truly enjoyed the client stories in her book. I was able to relate and their outcomes filled me with hope. I quickly began to use her tools and I too have had tremendous healing.

This is a must read for anyone interested in understanding how chakras correlate to your body and anyone interested in healing themselves.

★★★★★ Excellent Read !

Reviewed in the United States on January 4, 2020

Enjoyed learning from this book! Especially the idea of how long term illnesses can begin with a mental or emotional root cause. The author covers each of the Chakras : the definition, what it affects, Why we get stuck, her client stories and how to work on becoming "unstuck". A great practical guide to understanding our emotions and how they affect our health. The future of healing!

★★★★★ Wow! The Best on the Subject!

June 21, 2018

Format: Paperback | Verified Purchase

The best presentation I've seen so far for the awareness benefit of Reiki and other Energy healing: to guide us to understanding the true roots of illness and disease. The author's expertise with Chakra explanations and balancing is a very welcome application for me.