

## Business feng shui

### **Independent business feng shui**

There's many aspects of feng shui that can be used relatively easily to maximise the success of your business. Be it a shop, office, product or even a service that is accessed online or by phone.

First there's the actual site of your business. Have you recently moved? Can you move? Is better signage needed? Is the director located in the right part of the building? Does reception present the right 'face' to the world?

It's worth having your business name and logo assessed to check that it will excel in your industry.

### **What's in a (brand) name?**

It's easy to spend a lot of money promoting a new brand name, so it's worth checking the feng shui of the name before taking the plunge, or if you're already committed than it can be helpful to know if there's any possible weaknesses that need to be addressed or ways the name or logo can be strengthened.

Usually the feng shui of a name is determined by the number of characters in the name. The logo is affected by colour, shape and any symbols in the name that may have a positive or negative effect. For example the '.' in One.tel was very bad for the name as it acted as a break in the middle of the name, similarly the ( )'s used in (HIH) metaphorically put HIH in the red, as brackets are used in accounting to denote negative numbers or debt.

When we look at your brand name we're really looking to see whether the name is in alignment with the industry that it will operate in, so a name that may have perfect feng shui for a car company may have terrible feng shui if it is used in a banking environment, because the two different industries are ruled by opposing elements.

### **Why use feng shui?**

Feng shui looks at the energy patterns or movements within a space. Ideally we create an environment that nurtures our wellbeing and supports our values and desires. Often correcting the feng shui of a space is closely related to making a change psychologically, so that our thoughts are put into action and we are left with a tangible reminder in our home or workplace of where we want to be or how we'd like our lives to be.

### **What cures are used?**

Feng shui 'cures' can be created using colour, changes in layout in your office or showroom as well as the use of symbols and images to help inspire your staff and energise various aspects of your premises.

We also like to create cures that will enhance the interior design of your office or shop front. A really great feng shui cure in effect should be 'invisible', that is it's totally integrated into your space so that a visitor would not even know that you've had a feng shui consultation done. They'll just feel like they're in a great place. And of course practicality or common sense is the number one priority when working with feng shui. There's no point hanging a wind chime or putting up some crystals if you just need a plumber to come in and fix a leaking tap!

### **Cultural appropriateness**

The practice of feng shui began in China several thousand years ago and many cultures around the world have similar systems for clearing and creating good spaces. It's important that cures used are appropriate for the culture that they are used in. So whilst a Chinese good luck charm may do wonders for an Asian family, it may not have as much power for a Greek family. Therefore the feng shui cures that are suggested by Funk & Feng can usually be interpreted many ways to achieve an outcome that is meaningful to the end user.

### **Is good design good feng shui?**

A lot of good design also has good feng shui, however just because something looks great it may not necessarily be providing good feng shui or 'good support' to the occupier or business owner. Often what passes for good design may be very draining or hard to manage over the longer term. Take for example a large open shopfront, it may look great to a passerby, but this type of store is very hard to make money from as it is difficult to 'hold' the customers when they come in. You may increase foot traffic but decrease the return customers.

Saying that, there's no point going overboard putting desks in weird positions to try and satisfy some invisible grid that ignores the walls of your office. Remember, if it's not a simple practical cure than it probably won't last very long and it won't change your business. Just like making any other changes in your life, it needs to be simple and sustainable in order for it to be fully integrated.

In fact you will probably forget soon enough that you even made the change as the new layout will seem so much more natural...

### **What does it cost?**

A comprehensive feng shui consultation for an independent business costs approx \$1,288\*. This includes a site visit to your office (located within Sydney-Newcastle metro, other areas may require additional travel expenses), assessment of your logo/corporate identity, as well as the documentation of a full feng shui report about your company.

Additional design development and specification (eg colour consultation, furniture sourcing etc) is charged at a \$150 per hour and can be negotiated on a project basis if preferred.

*\*Price is indicative only and will be confirmed upon booking.*

### **No-Questions-Asked-Money-Back-Guarantee**

If upon receiving your feng shui report, you are still not convinced this is the best and most comprehensive Feng Shui service, worth many times your investment, your full refund request will be honoured promptly and courteously.

**Now's the time to become clear and strong with Funk & Feng.**

**To make a booking, call Shane Delonix on 02 4358 8811  
or email: [shane@feng.com.au](mailto:shane@feng.com.au)**