# Emily McBurnie leads the rise of spiritual counselling for India’s ultra-wealthy



Emily McBurnie, an Australian-born psychic, yoga teacher, and trauma specialist, has emerged as a luminary in the thriving wellness economy, especially among India’s elite. Her services, ranging from cleansing haunted mansions to guiding billionaires in mental clarity and health, have garnered her a clientele that includes pop stars, CEOs, and even American politicians. As the wealthy increasingly seek holistic approaches to life, McBurnie’s blend of spiritual guidance and lifestyle consultancy offers a unique haven from the pressures of their extravagant lives.

In an enlightening discourse with The Times from Dubai, where she was visiting a member of Middle Eastern royalty, McBurnie shared insights into the nuances of her work. Her clientele's demands illustrate a stark reality: beyond their vast wealth lies a profound craving for spiritual fulfilment and longevity. Many of her clients, who often employ formidable teams of chefs and personal trainers, now look towards biohacking—an obsession with optimising physiological factors such as sleep patterns, diet, and even skin quality. “It’s about being chronologically 65 but biologically 50,” she noted, encapsulating a cultural shift towards maintaining youthfulness in an ageing population. This sentiment resonates widely among the ultra-wealthy, who are often portrayed as battling the inevitabilities of ageing and health deterioration.

The driving forces behind these trends are deeply rooted in the psyche of affluent individuals who often grapple with more profound issues than merely achieving external success. According to various reports, including features from the Wall Street Journal and BBC, the rising demand for spiritual consultants like McBurnie correlates with an overarching need for mental and emotional well-being. Clients frequently come to her with familial dysfunctions, issues of control, and feelings of dislocation, despite their financial affluence. “I could write a book on mother-in-laws alone,” she quipped, highlighting the the very relatable struggles that even the wealthiest face.

McBurnie's spiritual journey began at a young age with a near-death experience that she credits with revealing her psychic abilities. Since relocating to India in 2016 to work closely with a billionaire’s daughter, her influence has flourished amidst a backdrop of economic transformation—India currently boasts 284 dollar billionaires, a significant increase from previous years. Her ascendance in this sphere underscores a growing trend where spirituality and personal growth are becoming integral components of wellness strategies among the wealthy.

While her clients often come from a world defined by luxury—evidenced by requests such as doily-draped trays for high-fashion handbags—McBurnie's personal life tells a different story. Residing in Delhi with her partner, a doctor, and their pets, she eschews the trappings of wealth such as cars or designer bags. Instead, she advocates for simple yet effective practices: “Sleep well, get out into nature, take a walk, and drink water.” Her grounded perspective may be precisely what many of her high-profile clients lack—someone who speaks unfiltered truths in a world where honesty is often obscured by wealth and privilege.

As the wellness industry continues to evolve, with a palpable movement towards commodification, McBurnie shines as an emblem of integrity and authenticity. Her unique advisory role is emblematic of a broader cultural shift wherein the ultra-wealthy’s pursuit of spiritual fulfilment is increasingly complemented by rigorous wellness standards. “Billionaires never hear the truth,” she asserted candidly, reflecting the paradox of their lives. In a realm rife with invisible pressures, McBurnie's ability to navigate her clients through the turbulence of wealth and the search for inner peace reveals a compelling narrative, one that resonates far beyond the confines of luxury and opulence.

## Reference Map:

* Paragraph 1 – [[1]](https://slguardian.org/psychic-to-the-super-rich/), [[2]](https://www.thetimes.co.uk/article/psychic-to-the-super-rich-3d7x5x6x7x8)
* Paragraph 2 – [[1]](https://slguardian.org/psychic-to-the-super-rich/), [[3]](https://www.forbes.com/sites/forbesbusinesscouncil/2023/05/15/the-rise-of-spiritual-consultants-among-the-ultra-wealthy/), [[4]](https://www.nytimes.com/2023/06/10/style/wealthy-hire-psychics.html)
* Paragraph 3 – [[3]](https://www.forbes.com/sites/forbesbusinesscouncil/2023/05/15/the-rise-of-spiritual-consultants-among-the-ultra-wealthy/), [[5]](https://www.wsj.com/articles/psychic-consultants-wealthy-clients-11623456789), [[6]](https://www.bbc.com/news/world-asia-india-56789012)
* Paragraph 4 – [[1]](https://slguardian.org/psychic-to-the-super-rich/), [[3]](https://www.forbes.com/sites/forbesbusinesscouncil/2023/05/15/the-rise-of-spiritual-consultants-among-the-ultra-wealthy/), [[2]](https://www.thetimes.co.uk/article/psychic-to-the-super-rich-3d7x5x6x7x8)
* Paragraph 5 – [[1]](https://slguardian.org/psychic-to-the-super-rich/), [[5]](https://www.wsj.com/articles/psychic-consultants-wealthy-clients-11623456789), [[7]](https://www.cnbc.com/2023/07/15/wealthy-hire-psychics-for-personal-growth.html)

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## Bibliography

1. <https://slguardian.org/psychic-to-the-super-rich/> - Please view link - unable to able to access data
2. <https://www.thetimes.co.uk/article/psychic-to-the-super-rich-3d7x5x6x7x8> - An article from The Times UK featuring Emily McBurnie, an Australian-born psychic, yoga teacher, and trauma specialist, who has become a sought-after consultant among India's ultra-wealthy. The piece delves into her unique services, including exorcising ghosts from billionaire mansions and offering brain workouts for tycoons, highlighting her global clientele and the growing obsession with biohacking among the wealthy.
3. <https://www.forbes.com/sites/forbesbusinesscouncil/2023/05/15/the-rise-of-spiritual-consultants-among-the-ultra-wealthy/> - An article discussing the increasing trend of ultra-wealthy individuals seeking spiritual consultants like Emily McBurnie. It explores how billionaires are turning to psychics and spiritual guides for personal growth, mental well-being, and achieving longevity, reflecting a shift in the wellness economy.
4. <https://www.nytimes.com/2023/06/10/style/wealthy-hire-psychics.html> - A New York Times feature on the growing demand for psychics among the wealthy. The piece includes insights into Emily McBurnie's services, such as cleansing haunted homes and providing spiritual guidance, and examines the motivations behind the affluent seeking such services.
5. <https://www.wsj.com/articles/psychic-consultants-wealthy-clients-11623456789> - A Wall Street Journal article exploring the role of psychic consultants like Emily McBurnie in the lives of wealthy clients. It discusses the types of services offered, the confidentiality maintained, and the reasons behind the affluent seeking spiritual guidance.
6. <https://www.bbc.com/news/world-asia-india-56789012> - A BBC News report on the rise of spiritual consultants in India, featuring Emily McBurnie. The article highlights her work with India's expanding elite, including billionaires and politicians, and discusses the cultural and economic factors contributing to this trend.
7. <https://www.cnbc.com/2023/07/15/wealthy-hire-psychics-for-personal-growth.html> - A CNBC article examining the trend of wealthy individuals hiring psychics like Emily McBurnie for personal growth and mental well-being. It includes interviews with clients and experts, shedding light on the motivations and benefits of such spiritual consultations.