

# PRIVATE PRACTICE

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## SUCCESS IN 12 MONTHS

0-3 MONTHS

4-6 MONTHS

7-9 MONTHS

10-12 MONTHS

### MARKETING

Set up website

Create a Psychology Today profile

Order business cards

Blog to increase your ranking in Google, create an e-newsletter, and make your website look fresh!

Take out 4 new for lunch every month, talk to your doctors about referrals, and always carry your business cards!

Write for your local paper

Get on local radio as an expert

Write thank you notes for referrals, include a biz card

Market your presentation

Collaborate with an established counselor in your area on something within your niche

Market e-book

Rank in top 3 on Google for your area

Run two campaigns and see which one wins

File IRS paperwork for LLC

Set up Google Ads

Find rental space for 20% of income

Keep up with the accounting system and save receipts. Meet with accountant and lawyer as needed.

Get liability insurance

Raise your rates to match market, when you get busy

Set up an accounting system, bank account, and save receipts

Set up phone & voicemail

Determine rates: 20% below private pay for your area

Establish a venue for your presentation

Create a PayPal and Square account to accept online and credit card payments

Learn about how to plan, write, publish, and launch an e-book

Raise your rates above market

Begin process of adding a counselor to your practice

Renew liability insurance, rental agreement, and license

### LOGISTICS

### CLINICAL

Decide on a niche

Read books and blogs about your niche

Plan a presentation on your clinical niche

Return calls within 12 hours, be early to appointments, and treat your clients with respect, be an awesome counselor!

Build clinical value by sending TED talks, articles, and blog posts to your clients.

Find used books on Amazon or at Goodwill to give away

Research books on your niche, plan an outline for an e-book

Send a free copy of your e-book to every applicable client