

Starting Your Own Counseling Practice



Starting Your Own Counseling Practice: A Comprehensive Guide

Introduction:

The dream of running your own counseling practice - offering support, guidance, and healing on your own terms - is a powerful one. But transitioning from employee to entrepreneur requires careful planning and execution. This comprehensive guide will walk you through the crucial steps of starting your own successful counseling practice, covering everything from business planning to marketing and client acquisition. We'll demystify the process, providing actionable advice and insights to help you navigate this exciting journey.

1. Laying the Foundation: Legal and Business Essentials

Before you even think about hanging your shingle, you need a solid legal and business foundation. This involves several key steps:

Choosing a Business Structure: Will you be a sole proprietorship, LLC, or S-corp? Each structure has different legal and tax implications, so consulting with a business lawyer or accountant is crucial. Understanding the liability protections and tax benefits of each option is vital for long-term success.

Licensing and Accreditation: Research your state's licensing requirements for counselors. This often involves meeting specific educational standards, passing exams, and undergoing background checks.

Ensure your accreditation aligns with your chosen specialization and target clientele.
Insurance: Professional liability insurance (also known as malpractice insurance) is non-negotiable. It protects you from potential lawsuits arising from your practice.
Obtaining an EIN (Employer Identification Number): If you plan to hire employees or operate as anything other than a sole proprietorship, you'll need an EIN from the IRS.

2. Crafting Your Business Plan: A Roadmap to Success

A well-defined business plan is your roadmap to success. It outlines your goals, strategies, and financial projections. Consider these key components:

Executive Summary: Briefly describe your practice, its mission, and your target market.
Market Analysis: Research your local area to identify the demand for your services, your competition, and potential pricing strategies. Understanding your niche is crucial.
Services Offered: Clearly define the types of counseling you'll provide and the specific populations you'll serve.
Marketing and Sales Strategy: How will you attract clients? This section will cover your website, social media presence, networking efforts, and any advertising plans.
Financial Projections: Create realistic financial projections, including startup costs, operating expenses, and revenue forecasts. Secure funding if necessary.

3. Building Your Brand and Online Presence

In today's digital age, a strong online presence is essential. Your brand should reflect your values and expertise:

Website Development: Invest in a professional-looking website that showcases your services, experience, and contact information. Consider using a platform designed for healthcare professionals to ensure HIPAA compliance.
Search Engine Optimization (SEO): Optimize your website and content for relevant keywords (e.g., "counseling services [your city]," "anxiety therapy [your city]") to attract organic traffic from search engines.
Social Media Marketing: Utilize platforms like LinkedIn, Facebook, and Instagram to connect with potential clients and build your professional network.
Online Scheduling: Integrate online scheduling tools to allow clients to book appointments easily.

4. Securing Your Space and Setting Up Your Office

The physical space of your practice matters. It should be comfortable, inviting, and conducive to therapeutic work:

Location: Choose a location that's accessible to your target clientele and offers appropriate

amenities.

Office Setup: Create a welcoming and professional environment that puts clients at ease. Consider factors such as lighting, decor, and privacy.

Technology and Equipment: Ensure you have the necessary technology, including a reliable internet connection, video conferencing capabilities, and secure electronic health record (EHR) system.

HIPAA compliance is paramount.

5. Client Acquisition and Retention

Building a client base takes time and effort. Consider these strategies:

Networking: Build relationships with other healthcare professionals, community organizations, and referral sources.

Marketing and Advertising: Utilize targeted advertising campaigns to reach your ideal clients.

Client Testimonials: Encourage satisfied clients to leave positive reviews and testimonials.

Excellent Client Service: Prioritize providing high-quality care and building strong therapeutic relationships.

Conclusion:

Starting your own counseling practice is a challenging but rewarding undertaking. By meticulously planning, building a strong foundation, and consistently marketing your services, you can create a successful and fulfilling career. Remember that continuous learning and adaptation are key to staying ahead in this ever-evolving field.

FAQs:

1. How much does it cost to start a counseling practice? Startup costs vary significantly depending on location, business structure, and office setup. Expect to invest in licensing, insurance, website development, and office supplies. A detailed budget is essential.

2. What are the ethical considerations for starting a private practice? Maintaining client confidentiality (HIPAA compliance), avoiding conflicts of interest, and adhering to professional ethical guidelines are paramount. Consult your professional organization's code of ethics.

3. How do I find clients for my counseling practice? Effective marketing strategies are key. This includes building a strong online presence (website, social media), networking with referral sources, and potentially using targeted advertising.

4. What software do I need to run my counseling practice? You'll need a secure EHR system (Electronic Health Record) for client data management, scheduling software for appointments, and potentially video conferencing software for telehealth sessions.

5. How do I manage my finances effectively as a solo practitioner? Use accounting software to track income and expenses, separate business and personal finances, and consult with a tax professional to optimize your tax strategy. Accurate financial record-keeping is vital for long-term success.

starting your own counseling practice: *Starting Your Private Practice* Maryanne L. Duan, 2019-01-09 This is a practical must-have A to Z guide for anyone who desires to start and develop a thriving private practice as a mental /behavioral health provider. The author wrote this book with three years of personal experience and trial and error as a licensed marriage family therapist in private practice. This book presents the essence for starting and building a successful practice and covers everything you need to know: business planning, financial budgeting and management, registration for your business, banking matter, marketing and clientele development, insurance credentialing and contracting, service documentation, claim submission, receiving payments from clients, bookkeeping, and business expansion. The author even provide basic template forms you might need such as Informed Consent, Client Information Form, Consent to Treat a Minor, HIPAA Notice of Privacy Practices, Acknowledgement of HIPAA Privacy Notice, Case Conceptualization and Treatment Planning, etc... This book will save you hours, days, or even months of your time and spare you the frustration and anxiety along your journey to a successful practice.

starting your own counseling practice: How to Thrive in Counseling Private Practice Anthony Centore, Anthony Centore Ph D, 2016-07-25 Are you looking to start, build or grow a counseling private practice? Are you wanting to get off the ground, open your doors, or build a caseload of clients? Are you confused about networking, marketing, licensing, networking, billing or other practice management issues that you never even heard of when you were in grad school? Are you thinking about converting a successful solo practice into a larger group or agency? In this work, Dr. Anthony Centore (Licensed Counselor, Private Practice Consultant for the American Counseling Association, and CEO of Thriveworks) shares road-tested practice building strategies from his direct, extensive, experience growing a successful chain of mental health counseling practices. A must have resource for anyone getting started, or working to grow, a coaching or counseling practice.

starting your own counseling practice: *Getting Started in Private Practice* Chris E. Stout, Laurie C. Grand, 2004-10-11 All the tips and tools you need to build a successful mental health practice from the ground up Many mental health professionals currently working for group practices, hospitals, and private or government agencies have both the skills and the drive to become solo practitioners. But how and where do you begin? *Getting Started in Private Practice* is a reliable reference that offers the comprehensive information and armchair motivation you need to establish and build your own practice from the ground up. User-friendly and full of helpful tips, this handy book provides you with tools and techniques for starting and maintaining a thriving private practice, including information on: * Discovering your ideal practice * Creating a business plan * Financing your start-up * Setting fees * Setting up shop and measuring results * Minimizing risk * Managing managed care * Marketing your practice * Generating referrals * Utilizing additional print, Web, and organizational resources From major concerns such as ethics and liability to day-to-day matters like selecting stationery and business cards, *Getting Started in Private Practice* puts the best solutions at your fingertips. Whether you're a recent graduate or a seasoned pro, this invaluable resource will help you minimize the uncertainty of establishing a solo practice while maximizing the rewards.

starting your own counseling practice: *Private Practice Made Simple* Randy Paterson, 2011-06-02 Running your own private practice takes more than an advanced degree, memberships in professional psychology organizations, and the ability to be a good therapist. And while your continuing education and training may be useful, setting up and managing a successful practice is a matter of business and organizational know-how as much as professional proficiency. If you're opening your own private practice or want to run your existing practice more efficiently, *Private Practice Made Simple* is your detailed guide. This book offers tips on everything from getting client referrals and creating a positive and comfortable office atmosphere to building a strong and thriving therapy practice that can serve both you and your clients. You'll learn how to attract clients as a new therapist and how to manage your practice as it grows. This complete tool kit will help you: Find an office and set up a treatment room Establish headache-free routines for organizing client information and forms Decide on a fee and manage your finances Prevent burnout by maintaining a

healthy work-life balance

starting your own counseling practice: This Business of Therapy Jude Fay, 2016-12-12
This Business of Therapy: A Practical Guide to Starting, Developing and Sustaining a Therapy Practice by Jude Fay In therapy training you learned how to work with clients. However, most training does not address the challenge of making a living from your work. The skills and experience needed to start, develop and sustain a therapy practice are different from those needed to sit with clients. In this book you will learn: The Six Pillars Of A Successful Therapy Practice: There are six main areas that you need to engage with in creating your therapy practice. This book explores these areas and introduces you to the framework that will help you to create a financially viable practice that you can sustain for your working life. For those starting a practice for the first time, the book includes A QUICK START GUIDE, which outlines the basic steps you need to take to get off the ground quickly. You can then read and implement the detail of the six pillars at your own pace. For Existing Therapists: You will learn how to hone your business skills in ways that fit your values. You can create a practice that works for you. This book will introduce you to new ideas about the clients you'd like to have, the income you'd like to make, and the challenges and obstacles you might be meeting. The author, Jude Fay, is a practising counsellor and psychotherapist in Co Kildare, Ireland. She is also a Chartered Accountant. She brings her broad experience and practical good sense to the support of therapists who may love their client work but struggle with the business aspects of practice. Jude's philosophy is that helping clients does not need to be inconsistent with earning a living. Jude provides information and support to therapists through her blog at www.thisbusinessoftherapy.com, a regular e-newsletter, workshops and in one to one work. Her work spans both the practical business aspects of therapy practice and the emotional and psychological issues that get in the way. You can contact Jude at jude.fay@thisbusinessoftherapy.com

starting your own counseling practice: Twelve Months To Your Ideal Private Practice a Workbook Lynn Grodzki, 2003-09-30 This workbook offers a strategic programme that should help professionals expand their practice. Based on the author's book, Building Your Ideal Practice, the text incorporates fresh ideas, new skill sets, favourite exercises and generous advice.

starting your own counseling practice: Project Addiction Counselor Scott Spackey, 2015-09-30 A complete guide to start and sustain your own private counseling practice. How and where to become certified How to establish an office (what to do, what not to do) How to market your services (includes templates and formats) How to offer versatile services for a full-time practice

starting your own counseling practice: Making of a Therapist Louis J. Cozolino, 2004-06-29 Lessons from the personal experience and reflections of a therapist. The difficulty and cost of training psychotherapists properly is well known. It is far easier to provide a series of classes while ignoring the more challenging personal components of training. Despite the fact that the therapist's self-insight, emotional maturity, and calm centeredness are critical for successful psychotherapy, rote knowledge and technical skills are the focus of most training programs. As a result, the therapist's personal growth is either marginalized or ignored. The Making of a Therapist counters this trend by offering graduate students and beginning therapists a personal account of this important inner journey. Cozolino provides a unique look inside the mind and heart of an experienced therapist. Readers will find an exciting and privileged window into the experience of the therapist who, like themselves, is just starting out. In addition, The Making of a Therapist contains the practical advice, common-sense wisdom, and self-disclosure that practicing professionals have found to be the most helpful during their own training. The first part of the book, 'Getting Through Your First Sessions,' takes readers through the often-perilous days and weeks of conducting initial sessions with real clients. Cozolino addresses such basic concerns as: Do I need to be completely healthy myself before I can help others? What do I do if someone comes to me with an issue or problem I can't handle? What should I do if I have trouble listening to my clients? What if a client scares me? The second section of the book, 'Getting to Know Your Clients,' delves into the routine of therapy and the subsequent stages in which you continue to work with clients and help them. In this

context, Cozolino presents the notion of the 'good enough' therapist, one who can surrender to his or her own imperfections while still guiding the therapeutic relationship to a positive outcome. The final section, 'Getting to Know Yourself,' goes to the core of the therapist's relation to him- or herself, addressing such issues as: How to turn your weaknesses into strengths, and how to deal with the complicated issues of pathological caretaking, countertransference, and self-care. Both an excellent introduction to the field as well as a valuable refresher for the experienced clinician, *The Making of a Therapist* offers readers the tools and insight that make the journey of becoming a therapist a rich and rewarding experience.

starting your own counseling practice: *Grow Your Private Practice* Jane Travis, 2019-11-26 You're a counsellor or psychotherapist, and you're qualified, insured and have a room. Now, how do you attract clients? Starting your own private practice is exciting and challenging, and this book will motivate and inspire and to take the necessary actions to attract clients and build a successful practice that you can be proud of. Inside you'll learn: How to get started quickly and on a budget, no website necessary How to manage those nagging fears or worries that might hold you back How to be visible and attract clients in a way that feels right for you, no cheesy sales techniques required In this easy to read book, we look at niches*websites*social media*content creation and blogs*mindset*money*Imposter Syndrome*time management*networking*offline*advertising and much more. Written by a counsellor, this book offers down to earth practical advice to grow your confidence, so you can grow your private practice into whatever you want it to be. By the end of this book, you'll be ready to love and grow your business like never before. I am on a mission to change the face of therapy. Together we're going to change the way people view our work and shift the public perception of what we do, which will benefit clients, ourselves and the communities around us. WHAT IF PRIVATE PRACTICE FOCUSED ON PREVENTION? People associate counselling with mental health issues, but can you imagine how much better it would be for them to invest in some therapy BEFORE it got to the point of doctors visits and time off? To get help when they first notice that they have a low mood or are struggling with an aspect of their life or relationship rather than wait till they reach rock bottom? This isn't a new concept, I think all counsellors and psychotherapists want this. So how can we make this happen?

starting your own counseling practice: *Pursuing Private Practice* Jennifer McGurk, 2016-01-16 Are you a healthcare professional looking to start your own private practice? Do you need a guide with easy-to-follow steps to help you along the way? This is your resource! Starting a private practice can be overwhelming, but this book will show you how it's done. While you might get impatient at times, keep the end results in mind: working your own hours, having an overflow of clients, and gaining increased financial success. It takes time to build a practice, and sometimes you need to take it one step at a time. This book shows you exactly how to achieve your business goals. The end is worth it-your own successful business with YOU as your own boss. Jennifer McGurk has written a book for all of us wanting to know more about the ins and outs of private practice. She incorporates her own business-savvy tips throughout the book, letting her readers know all about her own experience. A must-read for any dietitian, therapist, or counseling professional!

starting your own counseling practice: *Starting a Successful Practice in Clinical Psychology and Counseling* Owen J. Bargreen, 2013-10-08 Clinical psychology is a quickly growing profession, yet it is a challenging one: the preparation is arduous, the training is highly selective, and the results - an established and financially successful practice - are not easy to achieve. This book explains how to prepare for and surmount all of the hurdles presented to those who hope to eventually develop a lucrative and rewarding practice in clinical psychology. It is the first of its kind to focus primarily on financial success, though it does also look at the personal stresses and rewards of the profession. The author provides tips from his own experience and from other financially successful private practice psychologists and offers business techniques and pointers that are not explained in training programs. Undergraduate students contemplating a career in psychology will find advice on preparing for the GRE, applying to graduate schools, and getting involved in research and clinical work. For graduate students, an overview of a graduate

clinical psychology program, preparing and completing a dissertation, and gaining experience in psychological testing are provided. Chapters then focus on how to build and manage a private practice, the best ways to manage personal and business finances, and how to practice good self-care. Additionally, the book includes a chapter by an expert on student-loan repayment that examines how to best work through the process of paying back student loans while building a practice.

starting your own counseling practice: *Ready, Set, Treat!* Kristen Goodrich, Susie Curtis, 2019-12-10 A fool-proof plan to launch your solo private practice with minimal financial investment or risk. We'll be in your back pocket the whole way through, cheering you on and advising you at each step. Our guide is intended for solo licensed clinicians, including (but not limited to) Mental Health Counselors, Social Workers, Occupational Therapists, Physical Therapists, Speech and Language Pathologists, Psychiatric Nurse Practitioners, Psychiatrists, Psychologists, and Dietitians. We are a Licensed Mental Health Counselor and a Licensed and Registered Occupational Therapist with almost 30 years of combined clinical experience, half of which has been spent running our solo practices. We have helped numerous clinicians start their own successful private practices, and are so excited to help you gain independence and achieve financial freedom.

starting your own counseling practice: Deliberate Practice for Psychotherapists Tony Rousmaniere, 2024-08-30 This book explores how psychotherapists can use deliberate practice to improve their clinical effectiveness. By sourcing through decades of research on how experts in diverse fields achieve skill mastery, this book shows it is possible for any therapist to dramatically improve their clinical skills. To improve, therapists must focus on clinical challenges and reconsider century-old methods of clinical training from the ground up. This second edition traces recent developments in research and presents a step-by-step program to engage readers in deliberate practice to improve clinical effectiveness across the therapists' entire career span, from beginning training for graduate students, to continuing education for licensed and advanced clinicians. Enriched with insightful clinical experiences and anecdotes, *Deliberate Practice for Psychotherapists* is an important read for graduate students, trainees, and practicing psychotherapists.

starting your own counseling practice: FAMILY THERAPY TECHNIQUES Salvador MINUCHIN, H. Charles Fishman, 2009-06-30 A master of family therapy, Salvador Minuchin, traces for the first time the minute operations of day-to-day practice. Dr. Minuchin has achieved renown for his theoretical breakthroughs and his success at treatment. Now he explains in close detail those precise and difficult maneuvers that constitute his art. The book thus codifies the method of one of the country's most successful practitioners.

starting your own counseling practice: How to Survive and Thrive as a Therapist Kenneth S. Pope, Melba Jean Trinidad Vasquez, 2005-01-01 This book is a nuts-and-bolts guide to starting, growing, or improving a psychotherapy practice. 15 appendices make key APA professional standards and guidelines and other resources available for consultation in one source.

starting your own counseling practice: Be a Wealthy Therapist Casey Truffo, 2007

starting your own counseling practice: Private Practice Essentials Howard Baumgarten, 2017-03-27 *Private Practice Essentials* is an innovative, practical guide and workbook for creating business and clinical success in your counseling and therapy practice. You'll be guided through numerous exercises that provide a solid and personalized plan with realistic and attainable goals. It's like having a professional business consultant right at your fingertips. 75+ reproducible worksheets, forms and exercises * Networking & Marketing Strategies * Tips to Improve Financial Success * Budgeting Tools * Clinical Intake and Business Forms * Business Plan Templates * Diversification Strategies

starting your own counseling practice: The Million Dollar Private Practice David Steele, 2012-09-11 Broaden your professional horizons, expand the scope of your practice, and create new revenue streams You are uniquely gifted in your ability to ease suffering and enhance quality of life. You help solve profound human problems and restore hope. Now, *The Million Dollar Private Practice* reveals how you can leverage your distinctive talents and expertise to dramatically expand your

professional and financial horizons. Building upon the premise that the key to building a million-dollar practice is expanding your services from one to one to one to many, renowned private practice development consultant David Steele reveals his time-tested strategies for transforming the ways you think and work. You'll discover how to: Choose your niche and own it Develop business models custom-tailored to your unique talents and goals Create new systems, products, and services that make a considerable difference in your clients' lives Make intangible services tangible through branding and packaging Create value through referral systems, affiliate programs, and joint ventures Use creative marketing strategies designed for private practice professionals Develop sales and enrollment strategies that dramatically boost your client base Recruit, organize, motivate, and manage staff needed to build and run a million-dollar practice Demonstrating that profits need not be the enemy of ideals, this insightful guide to professional development is an important resource for psychotherapists, family and marriage therapists, social workers, and all private practice professionals seeking creative ways to attract new clients and build their businesses.

starting your own counseling practice: *Telemental Health: The Essential Guide to Providing Successful Online Therapy* Joni Gilbertson, 2020-10-16 Virtual care is the new normal. Are you prepared? In this comprehensive guide, therapist and certified telemental health trainer Joni Gilbertson discusses the entire virtual treatment process, from intake to termination (and beyond). Drawing from her own successful online practice, in addition to training thousands of professionals on telemental health, Gilbertson's straightforward, conversation style allows clinicians to see themselves in her case examples and clinical decision making. Designed with both the seasoned and newly minted therapist in mind, this guidebook provides a map to the essentials of a successful online practice, including: - Platforms that are both HIPAA-compliant and user-friendly - An ethical roadmap for navigating dilemmas common to virtual care - Up-to-date information on virtual care best practices and laws - Must-have risk management safeguards for your license, your practice, and your client - Customizable, legally sound forms, including informed consent, release of information, emergency plans, and more

starting your own counseling practice: *The Complete Guide to Private Practice for Licensed Mental Health Professionals* Norman Dasenbrook, 2017-03-27 The 5th edition of the Complete Guide to Private Practice. Totally revised and updated with the latest information on documentation, social media, record keeping, marketing and advertising, HIPAA, billing, public speaking, forms and more! The Complete Guide is continually updated to bring you the latest private practice information!

starting your own counseling practice: *The Private Practice Field Guide* Daniel Franz, 2011-10-01 When I started thinking about making the leap from working for someone else to owning my own mental health private practice several years ago, I was terrified. I was worried I would never make enough money, afraid to give up the security of a stable income, and anxious at the thought of having to find my own clients and convince them that I was the therapist for them. I needed a guide - a nuts and bolts How To manual to give me the step-by-step path from where I was to where I wanted to be. Unfortunately, I couldn't find one. Don't get me wrong, I found tons of information, and a few really great books that told me I could do, that they had faith in me, and to think positive. But I needed more. I wasn't able to find everything I needed to get started in one convenient, handy-dandy location, so I struggled to pick it up along the way. I made plenty of mistakes, some fairly expensive, some pretty embarrassing. That's why I wrote this book. To help you avoid all that and to have an easier time along your journey from where you are to where you want to be. Are you ready to leave your current position as employee-therapist and start your own practice? Have you been thinking about leaving the safety and security of corporate community mental health to strike out on your own, but can't get past the fear, anxiety, and stress of making the move? Do you want to take the practice you currently have and increase your caseload through more effective marketing? Is it time to take a good honest look at our business practices and streamline them in order to give yourself more time and income? If you answered YES! to any of these questions, I wrote this book for you.

starting your own counseling practice: Prudent Practice Mary Kay Houston, Elane M. Nuehring, Elisabeth R. Daguio, 1997 Today, practice is more specialised, and licensing regulations, professional standards, and statutes are more complex. The best defence remains competent, ethically conscientious practice -- and now NASW Press offers practitioners a complete practice guide to increasing competence and managing the risk of malpractice. Special Features: 25 sample forms in the book and on disk; 5 sample fact sheets to distribute to clients; Summary considerations at the end of chapters; Special focus on particularly high-risk areas of practice; Numerous case examples and checklists.

starting your own counseling practice: Fair Play Eve Rodsky, 2021-01-05 AN INSTANT NEW YORK TIMES BESTSELLER • A REESE'S BOOK CLUB PICK Tired, stressed, and in need of more help from your partner? Imagine running your household (and life!) in a new way... It started with the Sh*t I Do List. Tired of being the “shefault” parent responsible for all aspects of her busy household, Eve Rodsky counted up all the unpaid, invisible work she was doing for her family—and then sent that list to her husband, asking for things to change. His response was...underwhelming. Rodsky realized that simply identifying the issue of unequal labor on the home front wasn't enough: She needed a solution to this universal problem. Her sanity, identity, career, and marriage depended on it. The result is Fair Play: a time- and anxiety-saving system that offers couples a completely new way to divvy up domestic responsibilities. Rodsky interviewed more than five hundred men and women from all walks of life to figure out what the invisible work in a family actually entails and how to get it all done efficiently. With 4 easy-to-follow rules, 100 household tasks, and a series of conversation starters for you and your partner, Fair Play helps you prioritize what's important to your family and who should take the lead on every chore, from laundry to homework to dinner. “Winning” this game means rebalancing your home life, reigniting your relationship with your significant other, and reclaiming your Unicorn Space—the time to develop the skills and passions that keep you interested and interesting. Stop drowning in to-dos and lose some of that invisible workload that's pulling you down. Are you ready to try Fair Play? Let's deal you in.

starting your own counseling practice: Book Yourself Solid Illustrated Michael Port, 2013-03-28 A visual way to easily access the strategies and tactics in Book Yourself Solid Learning new concepts is easier when you can see the solution. Book Yourself Solid Illustrated, a remarkable, one-of-a-kind work of art, transforms the Book Yourself Solid system into a more compelling and easy-to-consume playbook for any business owner. You won't find business school graphs or mind maps. Instead, you'll find compelling, visual stories that reinvent old and tired business concepts, making Book Yourself Solid Illustrated a fun and playful book that you will revisit year after year as you get more clients than you can handle. There isn't a business book on the market that can show you how to apply the strategies, techniques, and skills necessary to generate new leads, add more clients, and increase profits through visuals. Previously you could only read or listen to advice, now you can see it and get it faster. This illustrated version is organized into four modules: your foundation, building trust and credibility, simple selling and perfect pricing, and the Book Yourself Solid 6 core self-promotion strategies. Reengineering the book with visual strategist, Jocelyn Wallace, has given author Michael Port new ways of explaining and expanding his gold-standard material. Author Michael Port has been called a marketing guru by the Wall Street Journal and an uncommonly honest author by The Boston Globe, and wrote Book Yourself Solid (in it's 2nd edition), Beyond Booked Solid, The Contrarian Effect which was selected as a 2008 top ten business book by Amazon.com and the 2008 #1 sales book of the year by 1-800-CEO-READ, and The New York Times Bestseller, The Think Big Manifesto. Author is one of the most popular business coaches in the world and headlines events all over the world. Master the techniques in Book Yourself Solid Illustrated, and take your service business to the next level today. For the first time ever you can have the Book Yourself Solid Mobile app. Install it on any device and the Book Yourself Solid System comes to life. Do all of 49 exercises from the new book on any device, including your desktop computer. This thing rocks.

starting your own counseling practice: *Financial Success in Mental Health Practice* Steven

Walfish, 2009 For many independent mental health practitioners, having a profitable business and being an empathic clinician may seem mutually exclusive. In graduate training, little emphasis is placed on learning, refining, and mastering the business aspects of private or group practice. In fact, very few clinical doctoral programs provide any business or financial management training for future practitioners. In this volume, Steven Walfish and Jeffrey E. Barnett provide a comprehensive tool kit for practitioners to develop their business acumen and fully complement their extensive clinical training. The authors skillfully demonstrate that top-notch clinical expertise along with sound business practices is the winning combination for long-term success. *Financial Success in Mental Health Practice* shows readers how to market their practice, ensure its profitability, provide quality client service delivery, manage office overhead, implement effective accounting practices, handle commercial taxes and business expenses, navigate insurance claims and reimbursements, and plan for retirement. Written in an accessible and engaging style, this volume offers sample forms, letters, and fee schedules, as well as interviews with highly successful entrepreneurs and executive managers. This complete resource will equip the early career or seasoned clinician with the tools and strategies needed for a rewarding and fruitful career--Jaquette (PsycINFO Database Record (c) 2009 APA, all rights reserved).

starting your own counseling practice: *How to Not Always Be Working* Marlee Grace, 2018-10-23 This guide book is filled with practical advice to help you curb your obsessions and build boundaries between your work, your job, and your life. In her workshops on healing and creative process, Marlee Grace helps people acknowledge their blocks and address them by setting distinct parameters that change their behavior. Now, she brings her methods and ideas to the wider world, offering all of us concrete ways to break free from our devices and focus on what's really important—our own aliveness. Part workbook, part advice manual, part love letter, *How to Not Always Be Working* ventures into the space where phone meets life, helping readers to define their work—what they do out of sense of purpose; their job—what they do to make money; and their breaks—what they do to recharge, and to feel connected to themselves and the people who matter to them. Grace addresses complex issues such as what to do if your work and your job are connected, provides insights to help you figure out how much is too much, and offers suggestions for making the best use of your time. Essential for everyone who feels overwhelmed and anxious about our hyper-connected world—whether you're a corporate lawyer, a student, a sales person, or a yoga instructor—*How to Not Always Be Working* includes practical suggestions and thoughtful musings that prompt you to honestly examine your behavior—how you burn yourself out and why you're doing it. A creative manifesto for living better, it shows you how to carve sacred space in your life. From business anecdotes about fulfilling orders to more personal stories about Grace's recovery from divorce and addiction, this book is full of wisdom and resilience, with plenty of discussion about ritual and routine as ways to create effective and positive creative life change.

starting your own counseling practice: *The PCOS Mood Cure* Gretchen Kubacky Psy.D., 2018-07-26 Have you tried almost everything to remedy your Polycystic Ovary Syndrome (PCOS) and haven't been able to find relief? More than 200,000 women are diagnosed each year and suffer with everything from mood swings and weight gain, to acne and infertility. In *The PCOS Mood Cure*, author Dr. Gretchen Kubacky provides information and coping mechanisms for the mental health issues related to PCOS and gives you the tools to start feeling better today. With her characteristic warmth, compassion, and clarity, as well as a practical approach grounded in research, Dr. Kubacky shows you how to: Tame anxiety, irritability, and mood swings; Manage stress; Banish food cravings; Fix sleep problems, fatigue, and brain fog; Create a rock star medical team; Understand medication, supplements, and psychological diagnoses; Take charge of your health and happiness; and Feel hopeful again. Meant to educate, inspire, and encourage, *The PCOS Mood Cure* offers advice on dealing with the physical, psychological, and social consequences of this disease; gives you a sustainable plan; and suggests a path to freedom.

starting your own counseling practice: *Career Development, Employment, and Disability in Rehabilitation* David R. Strauser, 2013-09-17 Print+CourseSmart

starting your own counseling practice: My Next Steps Kate M Walker, 2017-10-08

Successful leaders always have an amazing story. They spend a lifetime chasing success, dodging critical errors, and creating great businesses. The problem? An intense life can leave you exhausted, emotionally spent, and a just little bit crazy. Amazing stories start us, but good habits and discipline sustain us. It's time to achieve balance. Dr. Kate McLellan Walker Ph.D., LPC, LMFT is an experienced clinician, entrepreneur, writer, researcher, educator, and speaker. Born in Texas and raised in the Midwest, she struggled with ADD and FOMO (fear of missing out) throughout her adolescence. As soon as she could she ran to the live music capital of the world and earned her Bachelor of Music degree from The University of Texas at Austin. She used that credential to teach public school orchestras and freelance as a bass player until 1998 when she decided to pursue her MA and Ph.D. in counseling from Sam Houston State University. Her achievements and many diverse interests include doctoral advisory board member, university professor, president of the Texas Association for Counselor Education and Supervision, and licensing board liaison. An avid researcher (and still blessed with ADD), Dr. Kate harnesses her love of business, novelty, and creativity to speak, teach, and write about her experiences running her successful clinical practice AchieveBalance.org, training over thirty-seven cohorts in her ground-breaking leadership organization Kate Walker Training, and being the wife to a soldier and mom to three amazing kids. In her spare time, she still freelances as a professional bass player for singer-songwriters in the Houston area. Balancing business and family places Dr. Kate in a unique position to help other leaders achieve balance too. In her new book, *My Next Steps: Create a Counseling Career You'll Love*, she synthesizes interview data garnered from five successful entrepreneurs in the counseling field. The result is a step-by-step guide containing practical tools so readers can create the successful career they fell in love with, make a living, and keep their sanity.

starting your own counseling practice: The Seven Principles for Making Marriage Work John Gottman, PhD, Nan Silver, 2015-05-05 NEW YORK TIMES BESTSELLER • Over a million copies sold! “An eminently practical guide to an emotionally intelligent—and long-lasting—marriage.”—Daniel Goleman, author of *Emotional Intelligence* *The Seven Principles for Making Marriage Work* has revolutionized the way we understand, repair, and strengthen marriages. John Gottman’s unprecedented study of couples over a period of years has allowed him to observe the habits that can make—and break—a marriage. Here is the culmination of that work: the seven principles that guide couples on a path toward a harmonious and long-lasting relationship. Straightforward yet profound, these principles teach partners new approaches for resolving conflicts, creating new common ground, and achieving greater levels of intimacy. Gottman offers strategies and resources to help couples collaborate more effectively to resolve any problem, whether dealing with issues related to sex, money, religion, work, family, or anything else. Packed with new exercises and the latest research out of the esteemed Gottman Institute, this revised edition of *The Seven Principles for Making Marriage Work* is the definitive guide for anyone who wants their relationship to attain its highest potential.

starting your own counseling practice: The Ethics of Private Practice Jeffrey E. Barnett, Jeffrey Zimmerman, Steven Walfish, 2014-05-23 *The Ethics of Private Practice* helps mental health professionals understand the essential ethical issues related to the many challenges of being in independent practice. Seasoned clinicians Barnett, Zimmerman, and Walfish offer readers astute insight into building a practice that is designed to minimize unintended ethics violations and reduce associated risks. Each chapter focuses on a major aspect of the business of practice and incorporates relevant standards from the ethics codes of four mental health professions. Topics addressed include planning and successfully managing a practice, documentation and record keeping, dealing with third parties and protecting confidentiality, managing practice finances, staff training and office policies, advertising and marketing a practice, continuing professional development activities, and the closing of a private practice. Full of practical tips that can be readily implemented, this handy guide will be the go-to resource for all mental health clinicians in private practice.

starting your own counseling practice: Never Eat Alone Keith Ferrazzi, Tahl Raz, 2014-06-05
An updated and expanded edition of the runaway bestseller *Never Eat Alone* by Keith Ferrazzi. Proven advice on networking for success: over 400,000 copies sold. As Keith Ferrazzi discovered early in life, what distinguishes highly successful people from everyone else is the way they use the power of relationships - so that everyone wins. His form of connecting to the world around him is based on generosity and he distinguishes genuine relationship-building from the crude, desperate glad-handling usually associated with 'networking'. In *Never Eat Alone*, Ferrazzi lays out the specific steps - and inner mindset - he uses to reach out to connect with the thousands of colleagues, friends, and associates on his Rolodex, people he has helped and who have helped him. He then distills his system of reaching out to people into practical, proven principles. Keith Ferrazzi is founder and CEO of Ferrazzi Greenlight, a marketing and sales consulting company. He is the author of the #1 New York Times bestseller *Who's Got Your Back* and has been a contributor to *Inc.*, the *Wall Street Journal*, and *Harvard Business Review*. Previously, he was CMO of Deloitte Consulting and at Starwood Hotels & Resorts, and CEO of YaYa media. He lives in Los Angeles and New York.

starting your own counseling practice: *How to Fix a Broken Heart* Guy Winch, 2018-02-13
Imagine if we treated broken hearts with the same respect and concern we have for broken arms? Psychologist Guy Winch urges us to rethink the way we deal with emotional pain, offering warm, wise, and witty advice for the broken-hearted. Real heartbreak is unmistakable. We think of nothing else. We feel nothing else. We care about nothing else. Yet while we wouldn't expect someone to return to daily activities immediately after suffering a broken limb, heartbroken people are expected to function normally in their lives, despite the emotional pain they feel. Now psychologist Guy Winch imagines how different things would be if we paid more attention to this unique emotion—if only we can understand how heartbreak works, we can begin to fix it. Through compelling research and new scientific studies, Winch reveals how and why heartbreak impacts our brain and our behavior in dramatic and unexpected ways, regardless of our age. Emotional pain lowers our ability to reason, to think creatively, to problem solve, and to function at our best. In *How to Fix a Broken Heart* he focuses on two types of emotional pain—romantic heartbreak and the heartbreak that results from the loss of a cherished pet. These experiences are both accompanied by severe grief responses, yet they are not deemed as important as, for example, a formal divorce or the loss of a close relative. As a result, we are often deprived of the recognition, support, and compassion afforded to those whose heartbreak is considered more significant. Our heart might be broken, but we do not have to break with it. Winch reveals that recovering from heartbreak always starts with a decision, a determination to move on when our mind is fighting to keep us stuck. We can take control of our lives and our minds and put ourselves on the path to healing. Winch offers a toolkit on how to handle and cope with a broken heart and how to, eventually, move on.

starting your own counseling practice: *The Path Out of Loneliness* Dr. Mark Mayfield, Mark Mayfield, 2021-09
Loneliness has reached epidemic proportions. We have lost the art of connection and relationship, and it's killing us. Odds are good that you have a loved one or friend whose struggle with addiction, mental illness, suicidal thoughts, or self-injury stems from loneliness. Maybe it's you. Perhaps you're feeling depressed or anxious, struggling with compulsive behavior, or simply questioning whether you are truly seen, loved, and valued. The culprit could well be that you're lonely. Dr. Mark Mayfield understands the crisis well, as it led to him nearly taking his own life as a teen. As a board-certified counselor, he has built a reputable counseling practice on the forefront of brain science and attachment therapies, dedicating his life to helping adults and adolescents confront their feelings of isolation and alienation. He is relied upon by new and experienced counselors for training, and he has become an anchor and guide for community leaders, educators, and faith leaders. When you read and apply the practices in *The Path out of Loneliness*, you'll develop habits that move you from isolation to connection. You'll learn the importance of attachment, the art of connection, the power of relationships, the priority of personal responsibility, the gift of vulnerability, and the vision of God, who knew from the beginning that it's not good for us to be abandoned to ourselves. This book will guide you, the people you love, and the community you

live in toward a richer, fuller, healthier life.

starting your own counseling practice: *Marketing for Therapists* Jeri Davis, Michael Alexander Reykers Freeman, 1996-02-23 Marketing for Therapists is the first book of its kind to offer step-by-step guidance for creating effective and ethical marketing strategies that meet the challenges of today's rapidly changing behavioral healthcare environment. The expert contributors apply proven marketing concepts and techniques to the field of clinical practice and present nuts-and-bolts information in easy-to-understand language.

starting your own counseling practice: From Conflict To Resolution Susan Heitler, 1993 In a dramatic theoretical breakthrough, psychologist Susan M. Heitler unties various schools of therapy with a powerful insight. Emotional healing depends on movement from conflict to resolution, as the title suggests.

starting your own counseling practice: What is Narrative Therapy? Alice Morgan, 2000 This best-selling book is an easy-to-read introduction to the ideas and practices of narrative therapy. It uses accessible language, has a concise structure and includes a wide range of practical examples. What Is Narrative Practice? covers a broad spectrum of narrative practices including externalisation, re-membering, therapeutic letter writing, rituals, leagues, reflecting teams and much more. If you are a therapist, health worker or community worker who is interesting in applying narrative ideas in your own work context, this book was written with you in mind.

starting your own counseling practice: *The Wim Hof Method* Wim Hof, 2022-04-14 THE SUNDAY TIMES BESTSELLING PHENOMENON 'I've never felt so alive' JOE WICKS 'The book will change your life' BEN FOGLE My hope is to inspire you to retake control of your body and life by unleashing the immense power of the mind. 'The Iceman' Wim Hof shares his remarkable life story and powerful method for supercharging your strength, health and happiness. Refined over forty years and championed by scientists across the globe, you'll learn how to harness three key elements of Cold, Breathing and Mindset to master mind over matter and achieve the impossible. 'Wim is a legend of the power ice has to heal and empower' BEAR GRYLLS 'Thor-like and potent...Wim has radioactive charisma' RUSSELL BRAND

starting your own counseling practice: Occupational Therapy Practice Framework: Domain and Process Aota, 2014 As occupational therapy celebrates its centennial in 2017, attention returns to the profession's founding belief in the value of therapeutic occupations as a way to remediate illness and maintain health. The founders emphasized the importance of establishing a therapeutic relationship with each client and designing an intervention plan based on the knowledge about a client's context and environment, values, goals, and needs. Using today's lexicon, the profession's founders proposed a vision for the profession that was occupation based, client centered, and evidence based--the vision articulated in the third edition of the Occupational Therapy Practice Framework: Domain and Process. The Framework is a must-have official document from the American Occupational Therapy Association. Intended for occupational therapy practitioners and students, other health care professionals, educators, researchers, payers, and consumers, the Framework summarizes the interrelated constructs that describe occupational therapy practice. In addition to the creation of a new preface to set the tone for the work, this new edition includes the following highlights: a redefinition of the overarching statement describing occupational therapy's domain; a new definition of clients that includes persons, groups, and populations; further delineation of the profession's relationship to organizations; inclusion of activity demands as part of the process; and even more up-to-date analysis and guidance for today's occupational therapy practitioners. Achieving health, well-being, and participation in life through engagement in occupation is the overarching statement that describes the domain and process of occupational therapy in the fullest sense. The Framework can provide the structure and guidance that practitioners can use to meet this important goal.

starting your own counseling practice: A Practical Guide for Cultivating Therapeutic Presence Shari M. Geller, 2017 Therapeutic presence allows mental health practitioners to engage more deeply with their clients and build a healing therapeutic alliance. This book outlines

easy-to-use exercises that clinicians can implement in sessions and in their daily lives to develop therapeutic presence.

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