

Essential Private Practice™

MODULE ONE: BUILD THE VISION OF YOUR PRACTICE

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VISION OF YOUR PRACTICE (YEAR ONE)

By the end of my first year of practice:

I will offer these services: *Individuals, couples, groups, workshops etc*

I will work _____ days per week

I will see _____ clients per day

My sessions will be _____ min long

I will have _____ min between my sessions

How will you offer sessions? *Face-to-face, online, telephone, email?*

I will charge \$_____ per session

Will you offer a sliding scale? *If so, what will you charge and what are the criteria?*

I will make \$_____ per month and \$_____ per year

I will practice in _____ (*a rented office (FT, PT, hourly), in your home*)

The style of office will be _____ (*Highly clinical? Relaxed and cozy?*)

I will take _____ weeks vacation

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YOUR PRACTICE IN THE FUTURE

Do you want to have associates?

Do you want to open an agency?

Do you want to do media work?

Do you want to do public speaking?

Do you want to write books?

Do you want to offer training programs?

Do you want to travel for extended periods?

Do you want to work more / less?

Where do you want to live?

How do you want to be providing services?

What will your life look like overall?

Anything else you want to add.....

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VISION OF YOUR PRACTICE (FUTURE)

In 10 years:

I will offer these services: *Individuals, couples, groups, workshops etc*

I will work _____ days per week

I will see _____ clients per day

My sessions will be _____ min long

I will have _____ min between my sessions

How will you offer sessions? *Face-to-face, online, telephone, email?*

I will charge \$_____ per session

Will you offer a sliding scale? *If so, what will you charge and what are the criteria?*

I will make \$_____ per month and \$_____ per year

I will practice in _____ (a rented office (FT, PT, hourly), in your home)

The style of office will be _____ (Highly clinical? Relaxed and cozy?)

I will take _____ weeks vacation

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WHAT IS YOUR WILDEST DREAM SCENARIO?

Consider your answers to the above questions and write out your vision in the first person and as if it is happening in the present.

For example: I own my own home and I am living on the coast with my partner and my two dogs. I rent office space three days per week in the city and on those days I see five clients per day face-to-face. I offer psycho-educational workshops four times per year. I make \$8000 / month and take nine weeks vacation per year. Etc, etc

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START WITH YOU

What makes you different, in your life and as a therapist?

What is/are your:

- Specialties
- Industry specific education and training
- Additional education and training
- Additional certifications
- Past work experience
- Past training experience
- Past volunteer experience
- Past lived experience
- Past travel experience
- Hobbies / interests
- Skills / Talents

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START WITH YOU

In your clinical work:

- What concerns/topics could you already work with easily?
- What concerns do you feel most comfortable working with?
- Do you have any personal experience with the struggles your clients may have?
- What is your personal view of healing and transformation?
- What are your personal core values?
- What do you feel your purpose is in life?
- What excites you about the work you do?

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MARKET ANALYSIS

Who is already working with the population you want to work with, or with the specialties you have/want to have?

How many therapists are working with your population? _____

How many therapists are working with your orientation? _____

How many therapists are working in your geographical area? _____

How many therapists are working with your specialties? _____

Choose five established therapists who do work similar to your vision and research them specifically.

- 1)
- 2)
- 3)
- 4)
- 5)

What drew you to their work?

How did you feel when you looked at their websites?

How are they reaching their clients? How did you find them?

What type of services do they offer? How do they offer those services?

Anything else you notice?

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ADDITIONAL NOTES: