



BE A
WEALTHY
Therapist
with CASEY
TRUFFO

Finally, You Can Make a Living
While Making a Difference

5 Ingredients Introduction

You probably already know this, but therapists are among the lowest paid healthcare providers in the world. I don't know about you, but that is not okay with me. You worked so hard to get licensed and so hard every day to help people. I want you to have a happy, healthy, and yes wealthy, therapy business.

Hi, I'm Casey Truffo from www.beawealthytherapist.net. People often ask me, what do I mean by "be a wealthy therapist." Well, it's certainly not about a number in your bank account. It's certainly not about trying to get rich off of people who can't afford therapy.

What it means is being able to live an amazing life that you want, fulfilling those dreams that you have because you are sustained by a financially comfortable, private practice. You deserve this.

What does it take to create a financially healthy private practice? What does it take to become a happy, healthy, and yes, wealthy therapy business owner? I've discovered there are 5 main ingredients. I'm going to share with you these ingredients not only as Casey Truffo the marketing coach advocate for you who is trying to eradicate poverty among therapists, but also as Casey Truffo the therapist who wants to get her counseling center phone to ring.

Let me share with you quickly these 5 ingredients. I hope you'll stay with us for the rest of the video series where I will go into more in depth on each one.

The first ingredient that we need is what we call money wisdom. We want you to be able to know your numbers and feel good about charging people. We need to have a business focused on profit. I like to think of profit as "pro-fit." It measures the financial health of your business.

Second, we need a strategy. Who is it your call to serve? Who is it you want your business to support?

Third, we need a creation plan for growth. How is it you're going to attract those people into your practice? How are you going to service them? In the beginning, you're going to service them with one to one therapy. After you start growing you might want to consider adding clinicians. We need to have a plan for growth.

Fourth, we need action steps. What do I mean by action steps? Most therapists are happy to do the first three steps; knowing their numbers, coming up with their strategy on who they are going to serve, creating the client attraction plan and client service plan, but then we stop. We need to take action steps; one foot in front of the other consistently each day in order to move the practice forward and to get those clients that you want.

The fifth, probably the most important ingredient, is our perspective. Where do we think we and our business fit in the world? What does success mean to us? What limiting beliefs might be holding us back?

These are the 5 ingredients that I believe it takes to run a happy, healthy, and yes wealthy, therapy business. We will be covering these in the upcoming video series. I look forward to learning more about you and sharing with you what I've learned.

Take good care.