



BE A  
**WEALTHY**  
*Therapist*  
with CASEY  
TRUFFO

Finally, You Can Make a Living  
While Making a Difference

## **5 Ingredients**

### **Step 2: Business Strategy**

Hi everyone, Casey Truffo back. Today we're going to be talking about your business strategy. Why does your business exist? Whom are you called to serve? How are you going to get into their head and their heart?

This is actually step 2 in our Ingredients to a Happy, Healthy, and Wealthy Therapy Business. We talked about money in the last video. Today we're going to be talking about strategy.

We start with, who are you going to serve? Most of us have gone through something in our lives that make us want to help a certain kind of people or a certain kind of situation. For your marketing, the question of whether you're going to pick one specialty, one client problem to specialize in or to market becomes important. If you don't have a full practice now, I'm going to recommend you pick something even if it's something broad like relationship problems. You want to do so in the client's language. The most important thing is clients want to know that you understand them. They are going to select a therapist that they feel really understands them.

How do you do that? We need to get into their head and their heart. What do they say on the intake call is their problem? What do they say to their friends when they're talking about their problem? What do they think but maybe not say? What do they feel? What do they want?

For example, if you were working with couples, what do they say? They might say, "We're not getting along. There has been an affair. I'm afraid my mate is cheating on me. I'm not sure if I want to stay married." What do they think but not say? "I'm afraid to be alone. I'm afraid that I won't be chosen. What am I going to do with the kids?"

What do they feel? Scared, angry, frustrated. What do they want? To be appreciated. To feel loved again.

When you put all this together you have what we call the empathy map. When you think about the empathy map, it really is this idea of sitting down and getting into the head and the heart of your client and figuring out what do they say, what do they think but not say, what do they feel, what do they want. When you do so in their language, you will be coming up with marketing language that is theirs. That will help you to have your prospective clients know that you get them.

A lot of people ask me, "What if I want to work with more than one specialty?" I would recommend you do a few of the empathy maps, put them together and see where there is some overlap. One of the things that is misleading is that some people think the more specialties you have the more clients you will see. What happens is you're actually diluting it. If I told you I could help you build your business, I can do your nails and I can mow your lawn, you're probably not going to hire me for any of them. Really think about where you want to be known to your ideal clients. Try a couple of empathy maps.

So, your action steps? Think about your past favorite clients. If you don't have any clients yet you can do this with ones that you would like to see. Think about why are they seeking counseling now? Why did they seek counseling at the moment? How did they describe their problem in their language? What do they say, what do they think but not say, what do they feel, what do they want? You can even add, what do they fear? This will help you come up with an empathy map and help you understand why your business exists. Your business exists to help a particular set of people.

We all know there is this thing called the halo effect. Even if you are beginning to help one set of people, they will refer you to their friends, their family, and you end up seeing lots of different kinds of people.

Once you do that, once you've thought about it from their perspective, how they describe their problem, then take a look at your current marketing. If you are a prospective client looking at your current marketing, would it be all about the client? Would you understand as the client that this therapist gets you? If not, make some adjustments.

I look forward to seeing you on the next video when we're going to be actually talking about creation, primarily creating your client attraction

plan. I look forward to seeing you soon. Take good care. This is Casey Truffo and until next time, bye-bye.