



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

Finally, You Can Make a Living  
While Making a Difference

**5 Ingredients**  
**Step 5: Perspective**

Hi, Casey Truffo back with [www.beawealthytherapist.net](http://www.beawealthytherapist.net). We're talking today about the fifth of the 5 Ingredients to a Happy, Healthy and Wealthy Therapy Business.

Just as quick review, remember, money is about money wisdom. It's about knowing your numbers and about having good financial policies in place.

The second step was your business strategy. Why is your business here? What is the purpose? Who is it called to serve? What do they want help with? What are they going to pay for help with? Once you know that, you can create your creation plan.

This is your creation plan for growth. For many of you, most of you, it will be a marketing plan. If you already have a marketing plan that's working well and your practice is full, then it's about creating your upgrading plan or your leverage plan about how you're going to add more clinicians to your practice.

The fourth step is action. Once you have your creation plan for growth set up, you can create action plans that you can create daily and weekly.

The fifth step, which we're going to be talking about today, is perspective.

Arguably, perspective is the most important. It is really about where do you see yourself and your business in the grand scheme of the world. Do you see your opportunities as successful? It's a great place and a great time to have a therapy business? Are you thinking nobody

is going to come, I need more training? Whatever your perspective is, is going to be equal to the success of your business.

We all have limiting beliefs; that's very common. Let's look at a few of them.

Many of us have limiting beliefs about money. Some of us have this belief that money is dirty. Remember, money doesn't grow on trees. Filthy rich, dirt poor. There are some old family of origin issues that many of us have about money. It behooves you to take a little bit of time and look at that. What did you learn from your parents about money? Also, what do you believe about money in terms of to keep track of it or to hold it? Your savings plan, your spending plan, and your sharing or tithing plan are all dependent on what you grew up with until you take a conscious look at them.

We all have limiting beliefs about success. Many of us don't want to be more successful than our parents. I understand that maybe that's not logical, but we have that in our heads. Some of us believe that success is going to make us different, that people are going to be jealous of our success, that maybe success is for other people, not for us. Maybe we worry if our success is tied with making a good income, success will make us not a good person, people will think of us as greedy. All of those things you want to take a look at. They're going to impact how you build your business and ultimately how successful you are.

Another believe people have, right or wrong, is about effort. If you believe you can build a therapy business with no effort, I'm afraid you're going to find that not to be true. Any good activity is going to take effort. Hopefully, it's focused effort because you've done the other four ingredients. You will need to take effort.

I read on Facebook recently this gal said, "Hey, I've been marketing my business for four weeks and I don't have any clients. I think I'm going to quit." It can take 2 to 6 years to build a full practice. The question is, do you want to do it? Some people can do it faster than that. The point is, do you want to do it? Are you willing to put in the effort day by day to build that business that you want and you deserve so that you can have that successful life that is available to you because you are sustained by a financially successful therapy business?

Another limiting belief that we all can have is about our worth and our value. Sometimes we're afraid to put a good fee out there, meaning

charge a good fee, because we worry, "Are we worth it?" Sometimes...I'll tell you a secret. The therapists who are paid the best often behave the best. When you are paid well, you sit up a little straighter in the chair, you listen better to the client, you actually do better therapy. I am not saying if you charge low fees that you are not a good therapist. I am not saying that. What I am saying is that you deserve to be paid well for the time that you engage into the therapeutic relationship with this client. Don't downplay yourself. Don't downplay your value.

A lot of limiting beliefs are around what's possible. I hear this over and over again. "Nobody will come to therapy without using insurance." I'm glad nobody told me that because we have a thriving center here in Orange County where nobody uses their insurance. Maybe you believe that there's too many therapists in your area. Again, I could stick out my arms and spin around and touch about 2,000 therapists in my county.

Begin to think about any of these limiting beliefs that you have and then we'll give you your homework for this video.

Identify those limiting beliefs that we just talked about and develop a plan to deal with them. If you do tapping, cognitive behavioral work, EMDR, whatever it is that you do to reduce bad cognition, please take your time to do that. Notice when they come up though. A lot of times we'll judge ourselves. "I'm thinking that again." Please don't do that. Please take the time and just hug yourself and notice when it's coming up. Then take a different choice.

One of my colleagues says when you wake up in the morning, notice the limiting beliefs that are in your head and then ask yourself, "Who would I show up as if I had the business I wanted to have today? Who would I be in every session? Who would I be in any meetings that I have today?" Then be that. You deserve to have this business. It's going to take some effort. It's going to take some self-growth here.

One of the things we often say is your business will act as your life coach if you let it, which means that as you begin to build your business, you're going to tap into parts of yourself that haven't quite grown into the CEO that you want yet. This is what the beauty of owning a business is. It's about giving back, yes. It's about serving the public, yes. It's also about helping us grow into these amazing business owners and people.

One of the things that I think is really important is something that Virginia Satir said. She said we can't see our own back side. You probably have heard me say this before. I've stood behind people in the bank and I've thought, "Man, if you would've just combed the back of that hair..." I know I go to get my hair colored every three weeks. By about 2 ½ weeks there is this giant spot in the back of my hair. I'm telling Bob all the time, "Is my white spot showing?" We can't see our own back side. We need somebody to help us.

If you'd like some support from us, or get your own accountability partner, whatever it is you need to do so you can have somebody look at the back of your hair and say, "Yes, your hair looks great today." If you'd like us to help you, you can go to [www.beawealthytherapist.net/help](http://www.beawealthytherapist.net/help).

I hope you have enjoyed these 5 ingredients. We'll have one more video where I'm going to summarize them together and give you some things to think about. I look forward to seeing at another time.

Casey Truffo from [www.beawealthytherapist.net](http://www.beawealthytherapist.net). Happy practice building!

