



BE A
WEALTHY
Therapist
with CASEY
TRUFFO

Finally, You Can Make a Living
While Making a Difference

5 Ingredients Summary

Hi everyone. Casey Truffo with www.beawealthytherapist.net back for your summary of the 5 Ingredients to a Happy, Healthy and Wealthy Therapy Business.

First of all, I really want to thank you for participating in this series with me. I am on a mission to make sure that we, as therapy business owners, are successful. These are the 5 ingredients. I just want to go over them with you one more time.

The first is money. We call this money wisdom. Remember I said we're wanting to get a business focused on profit? Profit, I like to think of it as pro-fit. It's a measure of the financial fitness of your business. We want to know our numbers. What are your intake calls each month? How many of those intake calls do you turn into clients? We want to know your income and expenses.

Also, as part of knowing your numbers, we want to stop accidentally leaving money on the table. What I mean by this is in terms of your cancellation policies and your fee setting policies, make sure you have those developed as systems and written up and that you follow it each time. That alone is going to probably bring in \$2,000 to \$5,000 a year for you.

Whenever we look at shoring up our policies, I always like to think of it from three perspectives. How is this policy going to affect the business? How is it going to affect the client? How is it going to affect the clinician? Then I make my decision to implement a policy based on how it's working for the best for all three. If it only works out well for the client, such as a low fee, that might not really be in the long term best interest of the business. Although there have been times when we have had a therapeutic break with a client and I've invited a client to

come back for a free session, which may look like it's bad for the business, but I've had the client come back for a year of therapy after that free session due to a therapeutic break. That turned out to be great for the client, great for the business and for me.

As part of our step 1, money wisdom, begin tracking how many inquiries you have coming into your business, how many of those become clients. That then gives you a metric that you can work to improve each month. Also, you want to know your income and expenses by month and by season. This will help you prepare for the down times in our practices.

Also, please shore up your money policies in terms of your fee collection, how you collect it, how you set your fees, how you negotiate your fees, and your cancellation policy.

Step 2 of our 5 Ingredients to a Happy, Healthy, Wealthy Therapy Business is our strategy. Who is it that your business is here to serve? What is it that they want help with? How can you speak in language that is appealing to them?

Most errors that I see in terms of private practitioners is that they turn all of their marketing into language about them. Your client simply wants to know that you understand them. As a result, I want you to begin to take some time and think about these four things. What does your ideal client say about their problem? What do they think? What do they feel? What do they want? What do they not want? Maybe what do they believe? What are they afraid of?

Put all of this together in the empathy map, which is just a diagram of all of that. That then gives you the languaging to appeal to your ideal client everywhere. I cannot emphasize this enough. The empathy map, knowing what your ideal client thinks, say, feel, want, don't want, all of that gives you incredible gold in order to learning how to talk about them and ultimately how to attract them.

Your action steps for our second ingredient, our strategy, is to begin to think about your past clients. What did they say on the intake call? How did they describe it? What are they looking for? On the intake call, not after you therapize them later. On the intake call, because this is where you're going to grab your client, is where they perceive their problem is in the moment.

Take a look at your current marketing, what you are doing. Would your ideal client look at that and say, "Wow, this therapist gets me." Is it a little too much about you?

That's your action steps for step 2.

We're going to move into step 3, ingredient 3. This is your creation plan. This is your creation plan for growth. There's two types of creation plans. One is your client service plan, which means how are you going to deliver your work to them. For most of you this will be one on one therapy. Once you have a full practice, then I want you to consider leveraging yourself and adding clinicians.

Also, for most of you, your step 3 will be your client attraction plan. How are you going to let the public know of who you are, who you serve, and that you understand and want to help them?

I've said this before and I'm going to keep saying it; you're going to need to market your practice for the rest of your career. Many of you that are on insurance companies in the US are still marketing your practice. If you're on cash-pay practice you're going to have to market your practice. If you've got a practice that is just hanging on by a thread, please start marketing your practice. You're going to really need to do it now because of the way our culture is today.

What goes into a client attraction plan or marketing plan? You have two parts to it: online and community. Your online marketing plan is going to include your website and your online locators such as Psychology Today, Theravive, Goodtherapy.org, NetworkTherapy. Get on at least two of those. Then look at your website. Does it use the language that you know that they say, think, want? Or is it a little too much about you? Make sure that it's about them.

In terms of your community marketing, you're going to have two types of community marketing: your networking and your speaking. Take a look at that. Who else in your community works with your ideal client? Begin to build relationships with them. Remember, we said relationship before request. You're not talking all about your services. You're really saying how can I serve you to those in your community.

Then you want to look for organizations or places that are full of your ideal client where you can come in and speak and perhaps turn those audience members into clients. Now, I will tell you, more than this video, we do have a process to teach you how to turn audience

members into clients that you might want to look at at some point in time.

Your fourth step is action. All too often many private practitioners stop. They'll work on tracking their numbers. They'll get their strategy and empathy map together. They'll create a marketing plan. They'll stop before acting. I call it quitting before the miracle. Let's make sure that you take that action.

The first thing you want to do is look at your online marketing plan and identify the tasks. Here are a few of them. You want to review the empathy map and then look at your website. Does it match the languaging that you have in the empathy map? Then you want to get on at least two of the online locators. What about community marketing? We want to identify the tasks there. I'm going to give you a couple of examples.

Let's develop a list of other ancillary practitioners that could service your ideal client. If you're working with kids, maybe it would be local coaches or Boys and Girls Clubs, afterschool programs. Other people, perhaps not therapists, or you might use couples therapists for that, the idea being that there are other people who also service your ideal client.

Decide that you're going to reach out to x number over a week. Maybe it's one a day. You're going to reach out to them and ask them if they're looking for more customers, patients, or clients. You can say, "I'm creating a Rolodex of people in the area that service my client. I was wondering if I could get to know you a little bit more and see if you're looking for more customers, clients, or patients." You want to build that relationship over time. Remember, we said relationship before request.

In terms of speaking, I encourage you to develop two signature talks. They can be the same talk, one with an edgier title, if you wish. Look and find groups that might need speakers. Reach out to the program director. Remember, this is a volunteer job. You might have to do it several times. Have that process to invite those people into your practice so that they get a sense of what it's like to be with you.

Once you've looked at your online and your community marketing plan and you've hopefully a list of perhaps 30 minute tasks, then you can chunk that down. I like to do it in 30 minutes. You might like to do it in more. Then schedule something. Perhaps you have two mornings a

week. Perhaps you tell yourself to do 3 a day. You want to do each task. Check it off.

As I said, if you don't already have a full practice, you will need to market for the rest of your career. Let's get friendly with marketing. Remember, marketing is about letting people know in your community who you help and helping to serve them as well.

The fifth ingredient is what we call perspective. I said before that arguably perspective is the most important because it's the lenses as which you see the world. They did that experiment where they put binoculars on somebody from Mexico and on somebody from the US. On one of the lenses of the binoculars they had somebody playing soccer, and on the other they had somebody playing baseball. You can imagine the people from their culture saw their sport, even though the other one was there equally for them to see. How you see yourself in the world is going to be a mirror for your success. Look at where you might have limiting beliefs around money or success or how much time or effort it's going to take. Your personal worth and value are maybe the worth and value of what you think you provide in terms of therapy or what is possible.

I know that intellectual part of you has this all together. Sometimes hidden underneath there are these limiting beliefs and we all have them.

Notice when they come up and have a plan for you to deal with them, whatever your therapeutic intervention is, do that for yourself. Get support. As I said to you, and Virginia Satir said, we can't see our own back sides.

Make sure you get an accountability partner and you keep yourself accountable to doing the step by step actions. Consistency is what is going to win the race. I often say you don't have a lot of competition out there, even though there may be thousands and thousands of therapists around you. Your lack of moving one step in front of the other is going to be what causes them to leapfrog you if that happens. I don't want that to happen. I want you to have the clients that you want and you deserve. I have this vision that we all have these clients floating around in our heads, above our heads. They're just waiting for you to say, "Yes, I'm ready."

If we can support you, feel free to check us out at www.beawealthytherapist.net/help.

I really enjoyed this time with you with the 5 ingredients. I hope you will continue to join us and be with us in some other fashion. Until I cross paths with you next time, this is Casey Truffo saying I love you very much. Happy practice building!