



# YOUR BUSINESS PLAN

FOR YOUR COUNSELLING OR  
PSYCHOTHERAPY PRACTICE

Name of your practice:

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Your vision for the business:

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Who is the target market?

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What products or services will you supply? (Be specific.)

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What makes you different from other therapists (USP)?

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Marketing strategies:

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Goals for building and growing your practice (specific events/milestones, including financial goals, with deadlines):

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Plan of action to achieve your set goals:

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