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# BEYOND PRIVATE PRACTICE GUIDE

HOW TO DIVERSIFY YOUR SERVICES  
AND MOVE BEYOND 1V1 THERAPY



# Table of Contents

<b>01</b>	Coaching Programs That Actually Sell .....	03
	• 5 Bold Strategies to Build Coaching Programs That Actually Work .....	04
<b>02</b>	Retreats + Summits That Transform .....	05
	• 5 Strategies to Building Powerful Retreats .....	06
<b>03</b>	Paid Speaking That Opens Doors .....	07
	• 5 Strategies for Getting Paid to Speak .....	08
<b>04</b>	Podcasting for Purpose + Profit.....	09
	• 5 Podcasting Strategies for Therapists.....	10
<b>05</b>	Publishing the Book Because Your Story Freaking Matters .....	11
	• 5 Strategies to Write the Book That Won't Let Go of You .....	12
<b>06</b>	Getting on TEDx (Without Selling Your Soul).....	14
	• 5 Strategies for a TEDx Talk That Feels Like You .....	15
<b>07</b>	Scaling with a Values-Driven Group Practice.....	16
	• 5 Strategies for Building a Practice That Reflects You.....	17
	What's Next? (Afterword) .....	18

# Section 01

## Coaching Programs That Actually Sell

### Personal Reflection:

When I first launched my coaching program, I was terrified.

What if no one signs up?

What if I'm not "expert" enough?

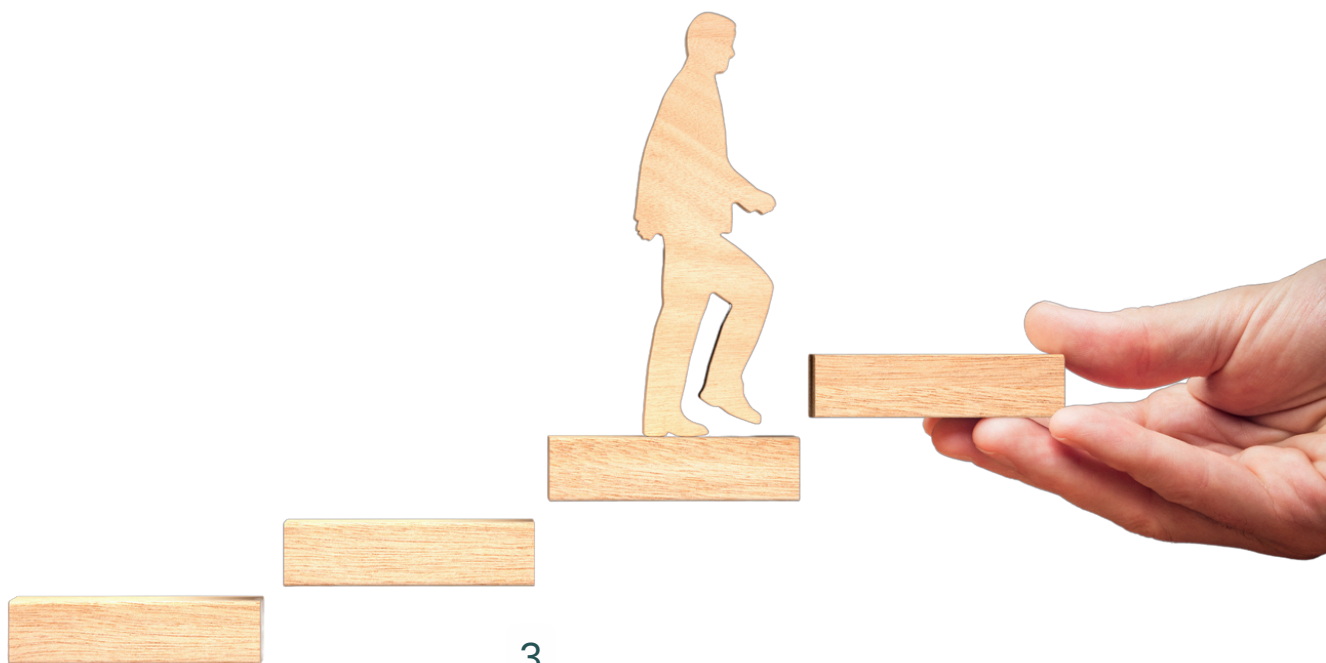
What if they realize I'm figuring it out as I go?

But here's what actually happened:

I spoke directly to the people who *needed what I had lived through*. And that's what sold it.

People don't want polished and perfected. They want *real*. They want someone who gets it.

Especially if you're a therapist who's neurodivergent, burned out, or craving more — you're not alone, and you're not behind.



# 5 Bold Strategies to Build Coaching Programs That Actually Work

## 1. Build a Program Around a Problem, Not a Credential

Stop thinking “What can I teach?” and start asking “What do people keep asking me about?”

Your lived experience is your curriculum.

## 2. Start Small — Beta Round First

Don't launch to the masses. Do a beta with 3–5 people. Validate the concept. Refine it.

Then scale. Collect testimonials in exchange for the beta round.

## 3. Forget Niching. Think Vibes.

You don't need a perfect niche — you need a message that hits. People don't just buy solutions; they buy connection, community, and validation.

## 4. Create a Signature Framework

Give your process structure — even if it's messy. For example:

- F.E.A.R. Framework: *Format, Energy, Audience, Results*
- S.A.F.E. Model: *Structure, Authenticity, Flexibility, Empathy*

## 5. Design With Neurodivergence in Mind

Offer asynchronous options. Keep modules short. Normalize executive dysfunction. Build something sustainable for *you*, too.

### Action Steps

- **Sketch Your First Offer:**

What transformation will people walk away with? Not just “6 sessions” — what will they *feel, do, or believe* that's different?

- **Pick 3 Words That Describe the Vibe of Your Program:**

For example: *Bold, Disruptive, Affirming* — now use those words everywhere in your branding.

## Key Takeaways

- Don't wait to be "ready." Beta test now.
- Build the plane as you fly it
- Build based on lived experience, not perfection.
- Clarity comes from action, not planning.
- If your program is affirming for you, it'll likely be affirming for others.

# Section 02

## Retreats + Summits That Transform

### Personal Reflection:

I didn't create retreats because I had it all figured out — I created them because I needed them.

I was burnt out. Isolated. Craving meaningful connection that couldn't be found in a stuffy CEU seminar.

The first time I brought a group of therapists together in a small village in Ireland, we cried, laughed, confronted our fear of doing things "wrong," and left different people. That's not a retreat. That's transformation. Since Ireland in 2022, I've successfully hosted 22 retreats & summits.



## 5 Strategies to Building Powerful Retreats

### 1. Start with Emotion, Not logistics

What do you want people to feel when they leave your retreat? Inspired? Brave? Connected? That's your starting point.

### 2. Design a Theme Around Identity, Not Just Skills

Don't just teach something. Create space for people to show up as themselves — especially if they're neurodivergent, marginalized, or just burned the hell out.

### 3. Location Matters (But It's Not Everything)

Yes, beautiful places are important — but intentional curation of people and energy is what makes a retreat unforgettable.

### 4. Keep It Intimate

You don't need 50 people. You need 8-12 souls who are ready to drop the mask and do the work — together.

### 5. Add Sensory and Flow-Based Design

Include downtime. Walks. Local food. Unstructured space. Bring fidgets and encourage people to unmask and take care of their needs the way that they need to. Create an experience, not a syllabus.

## Action Steps

- **Choose Your "Transformational Triangle" :**

- Location
- Topic
- Emotional Outcome (Example: Scotland + Self-Doubt + Brave Action)

- **Write the Last Line of Your Sales Page First**

Example: "You'll leave this retreat finally trusting that the risk is worth it."

## Key Takeaways

- Retreats change people when they're real, not perfect.
- Lead with vulnerability — you're not a tour guide, you're a facilitator.
- Create a space you'd want to attend.

[Purchase My Retreat Planner's Blueprint + Manual](#)

# Section 03

## Paid Speaking That Opens Doors

### Personal Reflection:

I used to watch speakers on stage and think, "I could never do that."  
Then I realized — most of them were performing.  
What I wanted was to speak like a human. With fear in my throat and truth in my gut.

And that's what got me booked. Again and again. Authenticity + Vulnerability

### YOU HAVE A STORY TO TELL



# 5 Strategies for Getting Paid to Speak

## 1. Your Story Is Your Speech

You don't need fancy slides or five degrees. You need a clear message people remember.

## 2. Use the Story–Struggle–Shift Framework

- Story: Hook them with something real
- Struggle: Let them feel the tension
- Shift: Show them what's possible

## 3. Niche Doesn't Matter. Relevance Does.

What are people scared to say out loud in your industry? Say that.

## 4. You Can Start Local — Then Leverage Up

Offer to speak at meetups, schools, therapist groups, then ask for testimonials and referrals.

## 5. Charge What You're Worth — Even When You're Scared

Make a rate sheet. Name a number. Practice holding the silence.

### Action Steps

- **Write a 1-Sentence “Big Truth” You Want to Share**

Example: “Impostor syndrome isn't a flaw — it's evidence you care.”

- **Build a 15-Minute Version of Your Talk**

Great for pitching, practice, and adapting quickly to any setting.

### Key Takeaways

- You're not “too much.” Your story is enough.
- Speak with people, not *at* them.
- Don't wait to be invited — pitch yourself, and do it everywhere.

# Section 04

## Podcasting for Purpose + Profit

### Personal Reflection:

I started a podcast with a mic, zero clue how to edit, and a whole lot of opinions.

I thought 3 people might listen.

Instead? It became one of the most connective, surprising, and consistent sources of leads in my business.

It's not about having the perfect voice — it's about *saying what matters*.



## 5 Podcasting Strategies for Therapists

### 1. Don't Aim for Everyone — Talk to Your People

Pick a narrow lane and go deep. Not “mental health,” but “*mental health when you're the black sheep of the industry.*”

### 2. Create an Episode Series to Start

Think: “The Self-Doubt Mini-Series” or “Retreat Planning Unfiltered”  
Episodic content keeps people hooked.

### 3. Make It Low Lift, High Value

Batch episodes. Record raw. Skip overproduction. People want heart, not NPR.

### 4. Monetize Through Services, Not Sponsors

Your coaching, retreats, and programs can be softly marketed through podcast content.

### 5. Invite Guests That Feel Real

Diversity. Authenticity. Messy stories. That's what builds connection and trust.

## Action Steps

- **Choose Your Podcast Archetype:**

- Educator
- Storyteller
- Connector
- Provoker

Which one are you?

- **Record a 5-Minute Episode This Week**

Done is better than perfect. Always.

## Key Takeaways

- Consistency > virality.
- Use your voice to show your values.
- Your mic is a magnet for aligned clients.

# Section 05

## Publishing the Book Because Your Story Freaking Matters

### Personal Reflection:

I didn't start writing because I had time.  
I started writing because I had something inside of me that wouldn't shut up. I couldn't stop thinking about the conversations therapists weren't having — the stuff we whisper about in private and avoid on stage.

So I wrote it. Messy. Honest. Afraid. I wrote an entire manuscript in 6 hours, while watching Lord Of The Rings in the background.

And I got a book deal.  
Not because I was an "expert," but because I had a message that needed a home.

# 5 Strategies to Write the Book That Won't Let Go of You

## 1. Start With the Rant

What's the thing you keep saying over and over again in client sessions, podcasts, or DMs?

That's the heart of your book.

## 2. Don't Wait for a Deal — Write Anyway

Self-publishing is legitimate. Hybrid publishing is an option. Traditional deals aren't the only path to impact.

## 3. Structure Can Come Later

Begin by writing vignettes, stories, quotes — anything. You don't need a full outline to begin, you just need to start putting it on paper.

## 4. Build Your Audience as You Write

Share your process online. Let people feel like they're on the journey with you. It builds interest and accountability.

## 5. Use the "3R Filter" to Guide Your Concept

- **Relevant:** Does it speak to what people are feeling now?
- **Real:** Is it grounded in lived experience?
- **Risky:** Does it make you a little uncomfortable to share?

## Action Steps

- **Write a one-sentence manifesto:**

\_"This book exists because \_\_\_\_\_."

(Example: "This book exists because therapists are tired of pretending to be okay.")

- **Draft your "Table of Feelings," not contents:**

List 5–7 emotions you want the reader to feel as they go through your book. That's your roadmap.

## Key Takeaways

- If you keep thinking about writing it, it's probably time to start.
- You don't need to be a polished writer — you need to be a truthful one.
- People don't buy books for information. They buy them to feel understood.

## Section 06

### Getting on TEDx (Without Selling Your Soul)

#### Personal Reflection:

I didn't do TEDx to prove anything.

I did it because I wanted to say something out loud — something I needed to say for me, not for claps or approval.

What happened after?

More visibility. More speaking gigs. More people saying, "Thank you for naming that."

But the truth? I was terrified. I doubted every word. I applied on a whim. I nearly backed out.

And I'm so damn glad I didn't.



## 5 Strategies for a TEDx Talk That Feels Like You

### 1. Your “Idea Worth Spreading” Should Be Specific + Emotional

Not “self-doubt,” but: “Why self-doubt might be your most honest companion.”

### 2. You Don’t Need a Big Platform — You Need a Clear Message

Smaller TEDx events want fresh voices. You don’t have to be famous to get picked.

### 3. Practice Doesn’t Make Perfect — It Makes Grounded

Don’t over-rehearse into robotic performance. Practice so it feels like storytelling, not theater.

### 4. Use the “Idea-Anchor-Audience” Framework

- **Idea:** What’s the bold truth?
- **Anchor:** What’s your story that brings it to life?
- **Audience:** What will they do differently after hearing you?

### 5. Apply Again (and Again)

You may not get chosen the first time. That doesn’t mean your message isn’t worth sharing.

### Action Steps

- **Write your TEDx talk title in under 10 words**

If you can’t, it’s too broad. (Ex: “Why Therapists Struggle to Take Their Own Advice”)

- **List 3 TEDx events near you**

Research their past themes and see how your message could fit.

## Key Takeaways

- TEDx isn't about being perfect — it's about being clear.
- Your story is valid, even if you're still living it
- If your talk makes you nervous and proud, you're probably on the right track.

## Section 07

### Scaling with a Values-Driven Group Practice

#### Personal Reflection:

Starting a group practice felt like giving birth to a second business — one that reflected not just my values, but the culture I *wished* I'd had when I started as a therapist.

It hasn't always been smooth. Leadership is messy. But we've built something I'm proud of — not because it's big, but because it's aligned.

We hire based on heart. We lead with humanity. And we grow with clarity.



# 5 Strategies for Building a Practice That Reflects You

## 1. Lead with Values First, Always

Create a “culture deck” before you ever write a job posting. What do you want your staff to feel when they show up?

## 2. Hire for Fit, Not Just Skill

A highly licensed, experienced clinician who lacks emotional intelligence can destroy your culture.

## 3. Build an Onboarding Process That Centers Support

Give new hires a sense of belonging, clarity, and mentorship. This is leadership, not just delegation.

## 4. Know Your Role (and Get Out of the Way)

If you’re still doing everything yourself, you’re not leading — you’re bottlenecking.

## 5. Design for Neurodivergent Accessibility

Normalize flexible schedules, reduced caseloads, and clear communication expectations.

### Action Steps

- **List Your Top 5 Leadership Values**

Example: Transparency, Humor, Consent Culture, Sustainability, Equity

- **Review Your Current Team (or Ideal Team) Through That Lens**

Where is there alignment? Where is there tension?

### Key Takeaways

- Group practice can be expansive — or exhausting. Design it with intention.
- Values-driven hiring creates culture.
- You don’t need to be the hero — you need to be the guide.

## What's Next? (Because This Isn't the End)



If you've made it here, I already know two things:

1. You're craving more than just another therapy client.
2. You're the kind of person who's ready to build boldly—even if your voice shakes.

So here's what you can do now:

### Listen to the Podcast

The *All Things Private Practice* podcast is where I talk about the messy, honest side of building a business that actually feels like yours. No scripts. Just real talk, neurodivergent brains, and stories that make you feel a little less alone.

[Listen now](#)



### Come to a Retreat

If you want deep connection, strategic planning, and maybe a little crying in a castle somewhere magical, these are for you.

[Retreats + Summits Info](#)



### Grab Freebies + Tools

Templates, checklists, behind-the-scenes resources — all built for therapists stepping beyond the couch.

[Freebies](#)



## BEYOND PRIVATE PRACTICE GUIDE



You don't need a bigger platform.  
You don't need another degree.  
You need the courage to get started —  
and a community that gets it.  
You're building something brave.  
And that's enough.

*Doubt Yourself Do It Anyway—*  
Patrick

JOIN ME ON:

