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THE ULTIMATE MODERN PRIVATE PRACTICE START-UP GUIDE

WITH DR. CASSIDY FREITAS, LMFT

HOLDING SPACE
FOR THERAPISTS



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Hello fellow therapist!

This Private Practice Start-Up Guide will help you focus your efforts to launch or grow YOUR modern private practice.

Imagine how it would feel to wake up every morning and go to a job that you love, seeing your ideal clients on your schedule, having the flexibility and hours that you desire. You CAN bring home a solid income while feeling deeply connected to the work you do.

With this guide, not only will you get crystal clear on your business vision, your niche and ideal client, but I'm offering a start-up checklist with everything you want to consider, and a formula for setting your fee!

We often don't get business training when we are working towards becoming a therapist, and it's easy for fear of failure to get in the way of making our private practice dreams come true.

You don't need to go into this next chapter without guidance. This start-up guide can help you start off on the right foot, so that you can focus on what is most important...creating a sustainable, profitable, and meaningful private practice that fits your needs!

I'm so excited for you, let's get started!

-Cassidy Freitas, Ph.D., LMFT

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Be sure to check out Holding Space for Therapists Podcast for more resources!

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MODERN PRIVATE PRACTICE START-UP CHECKLIST

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- o Identify your business vision + values
- o Find your space (will you work out of an office? Teletherapy?)
- o Sole proprietor? LLC? Corporation?
- o Get a business license, file a "Doing Business As" (DBA) if needed
- o Get liability insurance
- o Financial organizing + open bank account
- o Determine fees + reimbursement methods (cash pay, health savings accounts, insurance)
- o Set up points of contact: business e-mail, phone, online directories, social media handles (e.g., instagram, facebook, LinkedIn, pinterest)
- o Marketing: Photos, "Branding," Logo, + Website
- o Paperwork + Charting
- o Connect with your community + launch your business!



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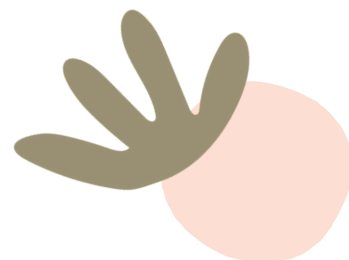
**YOU AREN'T
MEANT TO BE
THE PERFECT
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THERE IS A
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THERE LOOKING
FOR SOMEONE
JUST LIKE YOU.**

“



YOUR BUSINESS VISION

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Why did you become a therapist? What keeps you going?

If nothing was holding you back, what would you do? At the end of your career, what do you want to be known for?

Use your answer from above to begin identifying your business VALUES.
(See examples on the next page)

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Examples of Values:

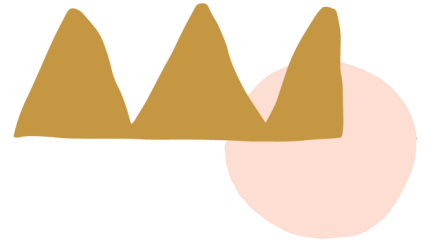
Acceptance
Accountability
Achievement
Adventure
Advocacy
Ambition
Appreciation
Autonomy
Beauty
Belonging
Boldness
Calmness
Challenge
Cheerfulness
Cleverness
Collaboration
Community
Commitment
Compassion
Connection
Consistency
Contribution
Cooperation
Creativity
Credibility
Curiosity
Daring
Decisiveness
Dependability
Diversity
Empathy

Encouragement
Ethics
Excellence
Expressiveness
Fairness
Flexibility
Freedom
Fun
Generosity
Grace
Growth
Honesty
Humility
Humor
Inclusiveness
Independence
Individuality
Innovation
Inspiration
Intelligence
Intuition
Joy
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Mindfulness
Motivation
Optimism

Open-Mindedness
Originality
Passion
Personal
Development
Peace
Playfulness
Popularity
Preparedness
Professionalism
Punctuality
Quality
Reliability
Resilience
Resourcefulness
Responsibility
Risk Taking
Safety
Security
Service
Simplicity
Spirituality
Stability
Thoughtfulness
Trustworthiness
Understanding
Uniqueness
Versatility
Warmth
Wisdom
Zeal

YOUR BUSINESS VISION

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Make your ideal client a real person.

Describe them: what is their gender, age, occupation, what phase of life are they in?
What are they struggling with?

Consider your ideal client. What are their pain points that you can speak to in your marketing or in the content you share through various marketing platform such as social media, blogging, or podcasts?

What unique approach do you bring to your practice? How do you stand out from others? Don't be shy, own it! If you're having a hard time...ask people who know your clinical work how they might answer this question for you.



With developing your niche in mind, where should you invest your money when it comes to trainings?

Let's start with exploring two things: your personal theory of problem and theory of change. From both your personal and professional experiences, what's your theory on where problems come from?

From both your personal and professional experiences, what's your theory on how change occurs?

YOUR BUSINESS NICHE

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What theories or approaches have you learned about or heard about that might align with your theory of problem and theory of change?

You may want to first consider getting some foundational training in these areas, if you haven't already. Take a look online and see where and when you might be able to receive some foundational training:

Training: ----- Cost: ----- Date: -----

Training: ----- Cost: ----- Date: -----

Training: ----- Cost: ----- Date: -----

Training: ----- Cost: ----- Date: -----

Now consider your ideal client and see if you can find trainings that could help you support your ideal client or the presenting problems that you enjoy working with most:

Training: ----- Cost: ----- Date: -----

Training: ----- Cost: ----- Date: -----

Training: ----- Cost: ----- Date: -----

Training: ----- Cost: ----- Date: -----

YOUR IDEAL WORK SCHEDULE

SET YOUR IDEAL HOURS, IDENTIFY YOUR BOUNDARIES,
CARVE OUT TIME FOR OTHER PROJECTS + ADMINISTRATIVE WORK

S	
M	
T	
W	
TH	
F	
S	



SET YOUR FEE



1. Monthly expenses:

(include business expenses, savings, your personal expenses, and how much you set aside for tax):

_____ x 12 = _____ +
_____ any annual expenses that weren't included
= your total annual expenses

2. How many client sessions do you have a month:

_____ x 12 = _____

total number of sessions a year BEFORE considering vacation time

3. Consider how many weeks a year you plan to take off. How many client sessions would that account for? Subtract that number from the total for number 2.

4. Divide your total for number 1 by number 3:

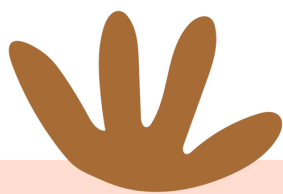
5. The answer to number 4 is the average amount your clients need to pay.

6. If you're going to have a sliding scale your fee should be above your average from number 4.

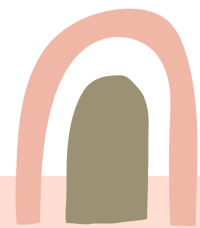
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THIS IS A BIG DEAL!



You've taken the first steps towards the career you've always dreamed of.

I'll be honest, private practice and entrepreneurship can be tough and isolating if we aren't intentional about reaching out for support.

If you haven't already, be sure to join our private instagram community @holdingspacefortherapists, and introduce yourself! I love connecting with other clinicians so that we can support and learn from each other.

Stick with me, and I'll show you what it takes to move from feeling overwhelmed and stuck with launching or scaling your private practice...to discovering your inner entrepreneur equipped with the marketing and business tools to build the business of your dreams!

-Cassidy Freitas, Ph.D., LMFT
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BE SURE TO CHECK OUT HOLDING SPACE FOR THERAPISTS PODCAST FOR MORE RESOURCES!

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