

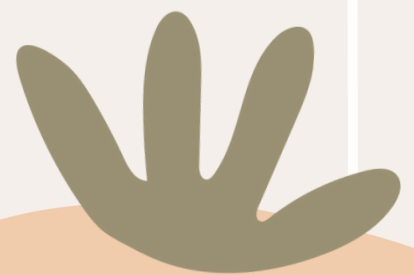


BUSINESS PLAN

**YOUR BUSINESS
NAME HERE**

**The Entrepreneurial
Therapist's Business Plan**

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What to Expect



From the moment you decide you want to start your own business as a therapist, you might start to feel the decision overwhelm...

Where do I start?

What's the first step?

Is it okay for me to do this as a therapist?

One thing is for sure, we definitely weren't taught these entrepreneurial skills in graduate school.

For the therapist entering the world of business, it can be challenging to turn your vision into concrete and manageable steps.

I'm hoping that with this business plan as your guide, you will be able to turn your dream into a sustainable plan.

Your business plan is your road-map. Feel free to make this business plan your own by swapping out your ideal branding colors and images. This should be something that makes you feel inspired and excited for the future.

Let's get started!

Examples of Values

Acceptance	Encouragement	Open-Mindedness
Accountability	Ethics	Originality
Achievement	Excellence	Passion
Adventure	Expressiveness	Personal
Advocacy	Fairness	Development
Ambition	Flexibility	Peace
Appreciation	Freedom	Playfulness
Autonomy	Fun	Popularity
Beauty	Generosity	Preparedness
Belonging	Grace	Professionalism
Boldness	Growth	Punctuality
Calmness	Honesty	Quality
Challenge	Humility	Reliability
Cheerfulness	Humor	Resilience
Cleverness	Inclusiveness	Resourcefulness
Collaboration	Independence	Responsibility
Community	Individuality	Risk Taking
Commitment	Innovation	Safety
Compassion	Inspiration	Security
Connection	Intelligence	Service
Consistency	Intuition	Simplicity
Contribution	Joy	Spirituality
Cooperation	Kindness	Stability
Creativity	Knowledge	Thoughtfulness
Credibility	Leadership	Trustworthiness
Curiosity	Learning	Understanding
Daring	Love	Uniqueness
Decisiveness	Loyalty	Versatility
Dependability	Mindfulness	Warmth
Diversity	Motivation	Wisdom
Empathy	Optimism	Zeal



tep.

Team:

Will you have a team or work solo to start?

The Space:

If you're starting a private practice will you be online or in-person? Where will your office be? If you're creating an online business like a digital course or podcast, where will you host your offering?

Mission Statement:

What is your purpose for bringing this idea to life? What impact will this have? One or two sentences:



Ideal Customer



**What are your ideal customer's demographics?
age, gender identity, relationship status,
occupation, etc:**

What are their pain points and challenges?

**Where do they hang out and get their information
from? How will you reach them? How will you
market to them?**

How can you help them or solve their problem?

Ideal Customer

Why would they be hesitant to purchase your offering?

What motivates your ideal customer to buy?

What would they be willing to pay?

Some real life examples of my ideal customer:



Field Research



What is working in the mental health field right now?

Are there any trends that I've noticed are really working for other therapists?

What is no longer working?

What challenges are others in my field facing who want to do something similar to my idea?



COMPETITORS

We don't want to cultivate a scarcity mindset where it feels like there isn't enough room for all of us to succeed, but it's helpful to know what similar businesses are doing in your area or niche. Remember, there is enough room for ALL of us to succeed:

What is the average price offered by your competitors?

What services do they include?

Competitors



How convenient is their process for clients or customers?

How accessible are they?

What is their availability like?

What is something I see they do really well?

What is something they could improve on?

Products + Services

Current Offerings:

What I Want to Add:

Passive Income Options:



Legal + Ethical

What kind of business entity will I be? Typically sole proprietor, LLC, or Corporation.

What kind of professional/liability insurance will I need?

How will I do my banking? What tax considerations do I need to make?

What jurisdiction will my business be regulated by? If I am operating as a therapist, what licensing board?

Is there a business attorney I want to consult with?

Operations



Rented or Home Office? Will this be full time or certain days of the week? Do I need furniture?

What kind of paperwork or forms do I need?

Will I need an online platform or Electronic Health Record?

How will I manage my record keeping?

What technology might I need?

The User Journey



Contact Method

How will clients reach me? What will the response time be? Email automation?



Website

How clear is my website? Is it user friendly? Does it appeal to my ideal customer/client?



Scheduling + Intakes

Online Scheduling? A scheduling coordinator? Will paperwork be online?

the **crafted practice**

Finances



Will I accept insurance or be cash pay? Do I need superbills?

What are my total business expenses?

What is my monthly and annual salary goal?

Considering my expenses and my profit goal, what rate will I need to charge?

CONTACT DETAILS

Address

Phone Number

Email Address

**Let's
Get
Started!**

