



Finally, You Can Make a Living
While Making a Difference

with Casey Truffo



FAQ Transcript For Therapy Business Essentials

Casey:

Hi, it's Casey Truffo from BeAWealthyTherapist.net. I wanted to answer some questions I've received on our course, Therapy Business Essentials. Several people have emailed asking, "Is this the right course for me?" Let's look at what your main problems are, and I can answer whether this is the right course or whether we have a better course for you.

Therapy Business Essentials is right for you if you are tired of being managed by your business, if you're feeling overworked by all the paperwork, you're never able to complete everything, you don't have systems, you're behind on your billing or your notes or maybe you're losing money because you're not able to answer the phone often enough or you don't have a consistent cancellation policy.

Maybe you think you could convert more people that call you into clients if you had a consistent script to join with them when they first called. Maybe you're getting calls, but somehow not enough of the people that call you are becoming clients because you don't have a consistent script where you can join with people and answer their questions about how much you charge or if you take insurance in a way that's going to make them want to come in a bit more.

Therapy Business Essentials is also for you if you want to learn a little bit more about how to make sure you have money saved for taxes and if you have emergency money set aside for things that can and will go wrong in your business. If those define you, then Therapy Business Essentials is a great class for you.

What if your problem isn't about systems and you're feeling like you're managing your time and your paperwork pretty well, but your biggest problem right now is that you just need the phone to ring more often. Then you might want to consider one of our classes helping you to market your practice. We have a great class called Marketing Boot Camp.

We also provide individual one-on-one coaching with therapists to help them build their practice and get out of their own way, do marketing activities that work right for your personality and help them to actually get the clients that they need. Again, if that's your problem, you need more clients, Marketing Boot Camp or individual coaching might be right for you.

If your biggest problem is simply that you don't have enough money left over at the end of your month and you really don't understand the finances of your business and you'd like to make it easier by building a system that has a budget in it that works and learn a lot more about saving money for taxes and profit and emergencies, then we have a class called Therapy Business Finances. That's your solution.

Those are the 3 options depending on your problem. If you're feeling overwhelmed by your business because of managing it, Therapy Business Essentials is going to be right for you. We're going to help you design your operations manual. We'll come up with 5 or 8 systems that you can put in there during the class. You'll know how to develop the others.

If your biggest problem right now is the phone is just not ringing enough, then you want to look at Marketing Boot Camp or individual coaching with us. If your biggest problem is that you don't have enough money left over at the end of your month and you're just not sure where all your money is going and you'd like to really develop a good financial system and basis for your business, then you want to look at Therapy Business Finances.

I hope this has been helpful. As always, if you have additional questions, just shoot us an email at support@beawealthytherapist.net or give us a call at 949-309-2590. Take care. Until we meet next time, this is Casey Truffo with BeAWealthyTherapist.net.