


THRIVING THERAPY PRACTICE **ARE YOU READY FOR PRIVATE PRACTICE?**

1 I selected an office location that presents the professional image I want to convey.



2 I clearly identified the clients I want to serve.



3 I conducted demographic research on my area and potential clients.



4 I defined financial goals and a strategic plan for my business.



5 I developed marketing strategies to connect with my ideal clients.



6 I created the client forms and agreements I need.



7 I calculated a start-up budget and know what it will cost me to run my business.




8 I decided my fees and have a revenue model to meet my financial goals.



10 I chose a name for my practice.




9 I researched and selected the appropriate business entity.



12 I selected my practice specialty



11 I create marketing collateral, such as business cards, brochures, and letterhead.



13 I believe strongly in myself and my ability to succeed.



14 I have a practice launch strategy.



15 I researched necessary state/local business permits.



16 I have a clear vision for the practice I want to build.



17 I have built a strong and encouraging network supporting me.



19 I am comfortable talking about money and fees with clients.



18 I developed an online marketing plan including a website and social media..



21 I have the business, finance, and client systems in place to ensure my business runs smoothly.



20 I value the work that I do and the service I provide.



Scoring:

15 AND OVER: Congratulations! You have done your research and planning, and you are ready to go! Keep focused on your dream, surround yourself with successful people, and enjoy the journey.

9 TO 14: Almost there! You've obviously put a great deal of preparation and planning into creating your dream. However, you may need to fine tune things a bit before you launch. This will give you every advantage and stack the odds of success in your favor.

6 TO 9: The idea of private practice makes your eyes light up! But you may feel stuck because you don't know exactly what it's going to take to make it happen. You need to work on building more of the business and entrepreneurial skills necessary to build a successful private practice.

5 AND BELOW: You probably find yourself dreaming of private practice, but if it feels like a remote possibility. You need to work on getting clarity about what you want, and then creating a specific plan of action to develop the practice of your dreams.