



Brighter Vision Fall Into Cash

How To Raise Your Private Practice Pay Rate

A step-by-step guide to increasing your rates and getting paid what you're worth.

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Welcome!

I'm Joe Sanok

I'm the founder of Practice of the Practice, where we have helped thousands of therapists, coaches, and counselors to build thriving private practices they absolutely love!

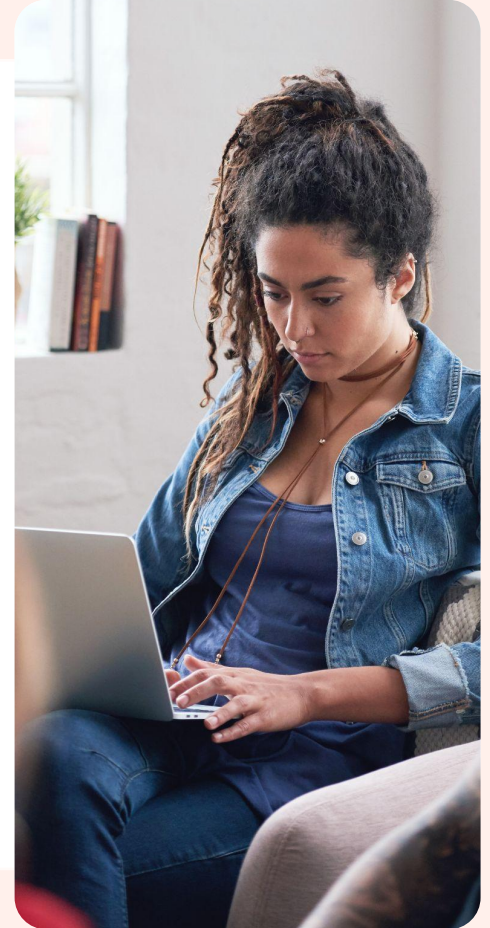
My podcast gets around 70k listens a month, I'm a writer with Harvard Business Review, a speaker with Simon Sinek, and we've been featured in all sorts of national publications. Also, I'm a dad of two amazing daughters and love spending time outside or playing board games.

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Here's What We'll Cover Today

- Mindsets to Master
- As a private practice therapist, you know that your time is valuable.
- But are you getting paid what you're worth?
- In this presentation, we'll discuss how to raise your rates and get paid what you deserve.

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Mindsets to Master: Time Management

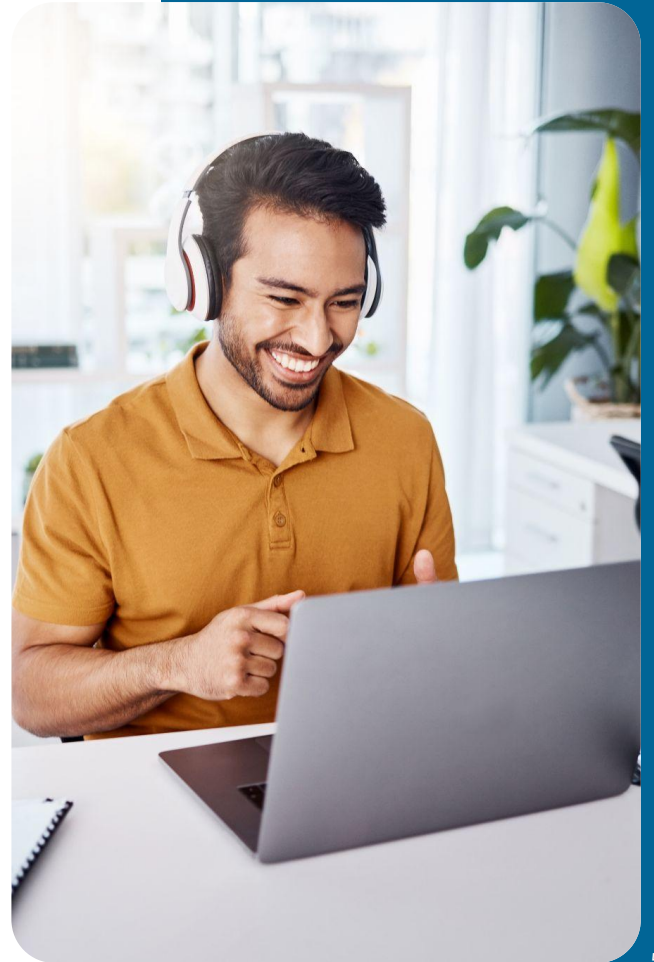
- **Balancing Logistics and Opportunities:** You're not giving yourself a job, but a business.
- **Commitments:** Time's on our side! Let's explore ways to master the art of time management together.
- **Strategies for Effective Scheduling and Prioritization:** From effective scheduling to prioritizing like a pro, we'll make every moment count.
- **Tools and Techniques for Managing Time:** Calendar applications, time-blocking, and more – let's unlock the secrets to keeping on track!

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Mindsets to Master: Communication Management (Phones/Emails)

- **Delegating or Managing Communications During Work Hours:** Communication is key, even when we're on the clock elsewhere.
- **Outsourcing to Virtual Assistants or Using Automated Systems:** Savvy outsourcing and setting clear expectations help us stay connected.
- **Communicating Availability to Clients, Setting Response Time Expectations:** Let's explore how to keep in touch without missing a beat!

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Mindsets to Master: Taking Big Risks

- **Assessing Risks in Starting and Growing a Side Gig:** Risks can be scary, but they can also lead to greatness.
- **Strategies for Mitigating Risks:** From financial planning to legal considerations, let's leap with confidence.
- **Understanding the Potential Rewards and Long-Term Goals:** Our side gig or practice dreams are worth pursuing – together, we'll make them come true!

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Mindsets to Master: Hyper Niching

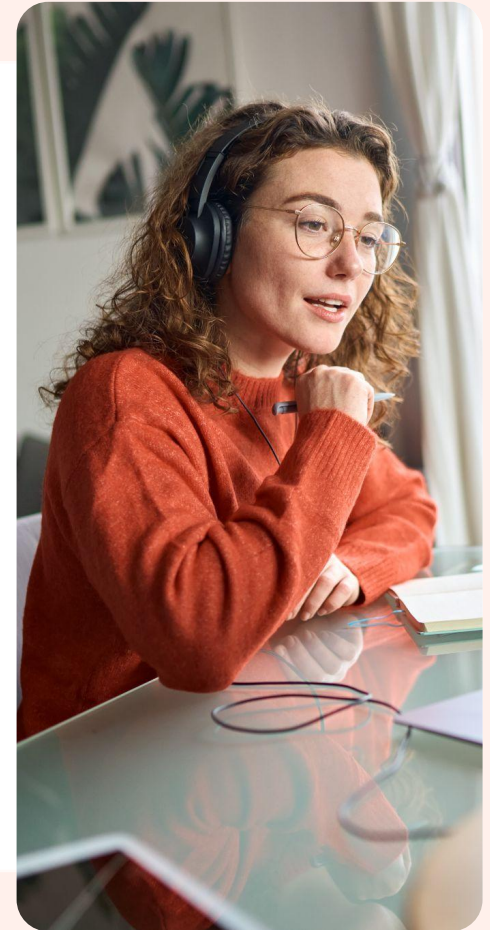
- **Identifying a Specific Niche to Target Within the Counseling Field:** Niche down to rise up! Let's discover the incredible power of focusing on what you love most.
- **Benefits and Challenges of Focusing on a Narrow Niche:** Dive deep into hyper niching and set your practice apart in the most wonderful way.
- **Marketing and Networking Strategies for Targeting a Specific Audience:** Together, we'll explore the secrets of connecting with our dream clients.

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Mindsets to Master: Insurance

- **Reasons and Implications of Not Taking Insurance in a Side Gig:** To take insurance or not? Let's explore with empathy and clarity.
- **When to take insurance:** Benefits, pros/cons.
- **Alternative Payment Methods and Financial Considerations:** We'll unveil paths that suit your unique practice and clients.
- **Communicating This Choice to Potential Clients, Pricing Transparency:** Clarity is key, and we'll uncover ways to communicate this choice with compassion.

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Why you should raise your rates:

- Inflation is rising.
- Your skills and experience are increasing.
- You deserve to be compensated fairly.

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How to raise your rates:

- Do your research.
- Set a goal.
- Communicate with your clients.
- Increase your value.

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Do your research:

- What are other therapists in your area charging?
- What is your cost of living?
- What is your level of experience?

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Set a goal:

- How much do you want to be earning?
- When do you want to reach your goal?

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Communicate with your clients:

- Explain why you're raising your rates.
- Offer a grace period for existing clients.

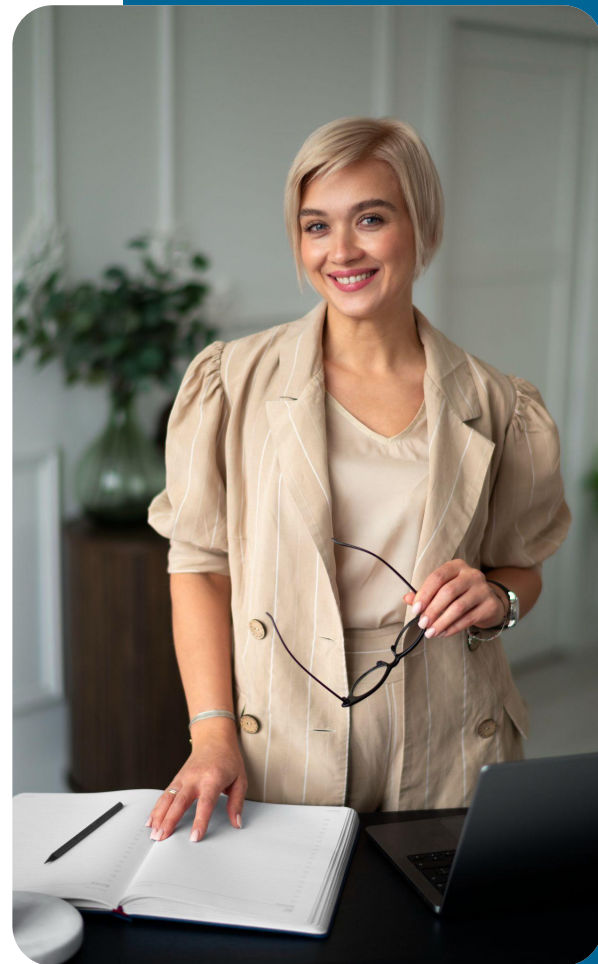
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Increase your value:

- Offer additional services.
- Get certified in new areas.
- Write a book or blog.

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Tips for raising your rates:

- Be confident.
- Be professional.
- Be prepared to answer questions.
- #40 to 231-422-0677
- PracticeofthePractice.com/start

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Conclusion

Raising your rates can be a daunting task, but it's worth it.

By following the tips in this presentation, you can increase your pay and get paid what you're worth.

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Any Questions?

Sign-up for our upcoming webinars

www.practiceoftheppractice.com/power

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