

# PRIVATE PRACTICE BLISS

## SESSION THREE

*Information + Strategies + Support = Private Practice Bliss*

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## TERMINOLOGY

- Private practice
- Clinic
- Subject matter expert
- Speaker/Trainer
- Service provider

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## SESSION THREE AGENDA

- Review Session Two
- Private Practice Bliss Foundation Plan:
  1. Foundation
  2. Practice
  3. Service
  4. **Communication**
  5. Financial
  6. **Growth**

## REVIEW FROM SESSION TWO

- **Creating your Ideal Practice**
  - Schedule, hours, location, rates, insurance companies, policies, forms, EMR, initial specialization
- **Creating your Ideal Services Offerings**
  - Ideal clients, numbers of clients, communicating to clients, Communicating for your ideal clients. Becoming knowns for your expertise.
- **Creating your Ideal Financial plan**
  - Business structure, creating/reviewing budget, ROI, insurance/legal
- **Methods for storage and organization**

## REVIEW FROM SESSION TWO

**Common Mistake #3:** Making long-term commitments before you know what works.

## PILLAR FOUR IDEAL COMMUNICATIONS

### Creating Your Ideal Communications Plan

- A. My clear message to people who find me is:
- B. My plan and budget to communicate my services includes:
- C. My ideal communications brand (website/cards/colors/fonts/brochures/language) is:
- D. My system for ongoing communications and marketing includes:
- E. The resources and supports I need for my ideal communications plan (writing for sales/website development/website hosting/graphics & design/bio/printing) are:

## IDEAL COMMUNICATIONS PROCESS AND CONTENT

WORKBOOK  
PAGE 3

### PROCESS:

How you will communicate with your ideal clients and how they will contact you for comprehensive support.

### CONTENT:

What you will communicate to:

- Move people through stages of change to action stage and ready for help
- Increase the Know/Like/Trust factor of you and your services/products
- Help those who aren't able to access your comprehensive support

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## IDEAL COMMUNICATIONS PROCESS

WORKBOOK  
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**PROCESS:** Create a format to share information about yourself and what people can expect when they seek support from you.

- Profile on marketing platform such as [Theravive](#) or [Psychology Today](#)

**Your Own Website:** Build a website

- [Weebly](#), or [Square Space](#) Pay for website annually. Can purchase domain and hosting as well.
- [WordPress](#) (ORG not COM) Free, but pay for additional themes and need to purchase a domain and pay for hosting
  - Purchase a domain ([Go Daddy](#) or [Google Domains](#))
  - Choose a hosting company ([Go Daddy](#) or [WP Engine](#))

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## IDEAL COMMUNICATIONS PROCESS

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### Most Visited Pages on Websites

1. **Main Page:** Home or “static page” doesn’t change often. Gateway to other pages on site. [www.YourDomain.Com](http://www.YourDomain.Com) (**Action Step - FREE**)
2. **About:** Information about you. Use this page to also talk about your company and your services. Include information and formal bio. (**FREE**)
3. **Services:** General Vs. Specific – Early on can focus on niche format such as: I-I Therapy or Anxiety Group. (**BOOK OR CONTACT**)
4. **Free:** The page where you will provide them with some type of free help – will return to this (**FREE**)
5. **Contact:** Your phone number and/or email address (**CONTACT**)
6. **Blog/Podcast:** Optional – Your form of publications on your site (**FREE**)

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## IDEAL COMMUNICATIONS PROCESS

WORKBOOK  
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**PROCESS:** Professional contact information. Caution with using public work email address and copyrights for your intellectual property.

- Professional Voicemail/Phone: Personal phone or a secondary cell phone for public posting and voicemail.
- Professional email address: Can be purchased with your domain through [Gmail for business](#) eg: [Name@YourDomain.com](mailto:Name@YourDomain.com)
- Set up an autoresponder with your workplace hours and the timeframe they can expect to hear back from you. Any additional emergency resources.

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## IDEAL COMMUNICATIONS CONTENT: STAGES OF CHANGE

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**STAGES OF CHANGE:** Transtheoretical Model of Change conceptualizes the process of intentional behavior change

**PRE-CONTEMPLATION:**

**CONTEMPLATION:**

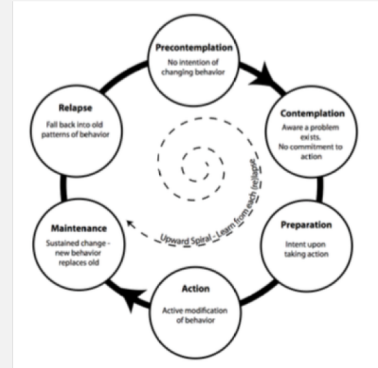
**PREPARATION:**

**ACTION:**

**MAINTENANCE:**

**REPLASE/LAPSE/SLIP:**

People Tend to Progress towards successful change through different stages (Prochaska, DiClemente, Norcross, 1992).



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## IDEAL COMMUNICATIONS PRE-CONTEMPLATION

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Characteristic	Technique
Person is not considering change, is unable or unwilling to change.	Validate Lack of Readiness. Establish rapport, build trust. Empathy. Open-ended Questions. Reflective Listening. Encourage Re-evaluation of current behaviour.
"What Problem? I do not have a problem"	Legitimize the Cons. Address Benefits of Change. Explore Barriers to Change. Personalize the risk. Elicit Significant Emotion.
Hallmark: Resistance	Shift attention to costs of status quo and the benefits of change.  Raise Doubts/Concerns.

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## IDEAL COMMUNICATIONS CONTEMPLATION

Characteristic	Technique
Acknowledgement of the Problem.	Open ended questions. Reflective Statements. Normalize Ambivalence.
Thinking about changing does not equal commitment to quit problematic behaviour.	Legitimize Dilemma. Explore client's reason for change (value). Summarize Pros and Cons.
Any commitments have not been made so far. Not considering change within the next month.	Use probing questions to amplify pros of change and consequences of client's behaviour and valued goals. Risk/Reward Analysis.
Hallmark: Ambivalence – sitting on the fence.	Elicit Clients' self-motivational statement of intent to change. Instill hope that change is possible and identify positive outcomes.

## IDEAL COMMUNICATIONS PREPARATION

Characteristic	Technique
Has made a decision to change.	Open ended questions. Reaffirm commitment to change. Generate change strategies and plan. Clarify their goals.
Is committed to and planning a change in the near future but is still considering what to do. Planning to act within one month.	Anticipate barriers and plans actions. Reinforce plan as experiment. Provide alternative information if client asks. Identify resources.
Hallmark: Steps towards change – Testing the waters.	Assess the strengths of the commitment. Help them articulate commitment and problem solve. Encourage small steps.

## IDEAL COMMUNICATIONS ACTION

Characteristic	Technique
Is actively implementing a plan for change.	Collaborate to evaluate plan. Engage client in treatment. Support a realistic view of change through small steps.
Has not yet reached a stable state. Practicing new behaviour for 3-6 months.	Help client identify rewards of new behaviors. Help find new reinforcers of positive change. Acknowledge feelings of loss.
Hallmark: Modifies the behavior/overt efforts.	Help client identify what worked and why, or what didn't and why. What are high-risk situations. Help client understand relapses are inherent to change. Frame plan as flexible and negotiable.

## IDEAL COMMUNICATIONS MAINTENANCE

Characteristic	Technique
Achievement of initial goals. Continued commitment to sustaining new behavior.	Process and support behaviour changes. Renew reasons for change. Reinforce success.
Need to work on monitoring and maintaining gains. Post six months. Until previous behavior no longer desirable option or urges for it.	Help them attribute success to own efforts. Review long-term goals. Plan for follow-up supports.
Need to follow the strategies to prevent relapse.	Help identify risk situations. Identify relapse prevention strategies and engage in these strategies. Discuss coping with relapse.



## IDEAL COMMUNICATIONS RELAPSE/LAPSE/SLIP

Characteristic	Technique
Experience of a recurrence of symptoms. Resuming old behaviors.	Help them to re-enter the change cycle. Maintain supportive contact.
Need to cope with consequences.	Relapse as a learning experience. Evaluate the trigger for relapse. Reassess motivation and barriers.
Decision what to do next.	Assistance in finding alternative coping strategies.

## COMMON MISTAKE #4

### **COMMON MISTAKE #4: Lack of clarity and understanding about who you are and what you do – 3 SECOND RULE**

- **Name of practice too creative\*\*\*\***
  - Your own name and credentials
  - Business name – Make very clear.
- **Name of service too creative**
  - Clarity is key – can have different levels
- **No clear description of what you do or how you help people**
  - Create clear message with your ideal clients own language, words and descriptions.  
People should know what your do in 3 seconds of landing on your page

## IDEAL COMMUNICATIONS CRYSTAL CLEAR MESSAGE

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**A. Creating a clear message:** Take the information you compiled in your Service Plan for your ideal client, their problems and their desire outcome.

- You have the language and the words your ideal clients use
- You have the descriptions of what they are struggling with
- You have the solutions they are looking for in their own words

Use this information to create a one sentence description of what you do..

Hi, I'm -----, a ----- and I help people -----.

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## IDEAL COMMUNICATIONS WEBSITE CONTENT

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1. **Main Page:** Primary summary of who you are and what you do **3 SECOND RULE**
2. **About:** Your story so you can begin to build the **know/like/trust** factors
3. **Services:** What you do and what they can expect as an outcome (**WIIFM**)
4. **Free:** Give them one of the solutions to their problem (**Opt In**) in exchange for their email address and ask to continue provided them with more information. Think of the stages of change. Continue to email more help. This is Email Marketing.
5. **Contact:** Your phone number and/or email address
6. **Blog/Podcast/YouTube Channel:** Publish materials with information about your ideal clients current problem and desired solutions. Or "**Media**"

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## IDEAL COMMUNICATIONS EMAIL MARKETING

- **Pull Marketing:** Non-intrusive methods – long-term model. Draw people. Ask about them, hear their story, share your passion then offer support.
- **Educating:** Educate people about the issue you help them with, be passionate about it, offer free entry level information (**NOT TOO MUCH**) and then tell people how you can help them if they want more help. Help move along stage of change.
- **Relationships:** Build relationships and care about the people you are educating. Through email marketing.
- **Push Marketing:** Promote products by pushing on to people
- **Cold calling organizations:** Telling orgs you don't know about your services.
- **Card dropping:** Only telling people about your services and giving them your

## IDEAL COMMUNICATIONS ATTRACTING WEBSITE VISITORS

### B. My ideal plan and budget to communicate my services includes:

- **FREE:** Write articles or guest posts for platforms that have the readers you want to connect with.
- **FREE:** Be a guest on podcasts that your audience listens to
- **FREE:** Write blogs and post on social media
- **PAID:** Google ads or Facebook ads. Search Engine Optimization (SEO) services. Ad Mail where your ideal client seeks information.
- **PAID:** Therapist marketing platforms. Ads to organizations that have your audience.

## IDEAL COMMUNICATIONS SOCIAL MEDIA

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### **B. My ideal plan and budget to communicate my services includes:**

- Choose one platform and use it well before expanding.
- What social media platform is most used by your ideal client.
- Create content to help move ideal clients into the Action stage of change
- One larger piece of content (article, post, podcast) can be broken into smaller pieces for different types of social media posts.
- Link your social media to your longer content that contains an opt in or way to gather email address.
- Social Media Schedulers [Hootsuite](#) or [Buffer](#)

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## IDEAL COMMUNICATIONS BRANDING

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### **C. My ideal brand (website, fonts, colors, logos, business cards, brochures, email templates, newsletter templates) is:**

- Prove your market and service before investing big \$\$\$ into branding.
- Keep your brandings as straightforward as possible.
- DIY is your friend In the early days ([Canva](#), [VistaPrint](#), Website Templates)
- Pay someone to design it for you:
  - Pros: They do it and save you time
  - Cons: If you don't know how to make changes, it will cost you each time you grow your services or want to update it.

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## IDEAL COMMUNICATIONS SYSTEMS FOR EMAIL MARKETING

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### **D. My system for ongoing communications and email marketing includes:**

How will you collect the email address of the people who go to your site so you can provide them with free information and ongoing information?

### **CRM: Customer Relationship Management software**

Basic: ([Mail Chimp](#))

Advanced: [Active Campaign](#), [Infusionsoft/KEAP](#)

Research your needs. Start with most basic. Often changing platforms. Keep backups of your email list on CSV files.

## IDEAL COMMUNICATIONS RESOURCES

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### **E. The resources and supports I need for my ideal communications plan are:**

Marketing Platform: (website development/website hosting)

Contact/Communication: Email/Phone

Platform for advertising: FB, Google Ads, Ad Mail, Local

Branding: Graphics/Design/Printing

Customer Relationship Management: Email Marketing

## PILLAR SIX IDEAL GROWTH PLAN

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### Ideal Growth Plan:

- A. My systems for my services are well integrated and help my business grow without my direct attention include:
- B. I feel organized and strategically meet my short and long term goals by using my resources (time/money/energy/words) the following ways:
- C. My method for introducing and testing new services to ensure I am growing my practice to the level I want it to be includes:
- D. My system to regularly assess my short and long-term value-based goals includes the following:
- E. The supports and resources I need for ongoing growth include:

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## IDEAL GROWTH PLAN SYSTEMS AND AUTOMATION

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### A. The systems I will use to integrated and help my business grow without my direct attention include:

**Automation and Systems** will help you free your time and energy to tasks that only you can do.

- [PennyPipe](#) for Automation of bookkeeping/taxes
- EMRs/Booking Platforms – Intake forms, payments, booking, email reminders, receipts
- CRMs – Collect email addresses, give free opt in, schedule follow up emails.Virtual Assistant (VA)?
- Social Media Schedulers [Hootsuite](#) or [Buffer](#)
- [Zapier](#) to link online systems
- Customer services, email automation or scheduling

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## IDEAL GROWTH PLAN BEST USE OF RESOURCES

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**B. I feel organized and strategically meet my short and long term goals by using my resources (time/money/energy/words) the following ways:**

**Time:** How are you optimizing your time/schedule

**Money:** How are you optimizing or tracking your budgets and ROIs

**Energy:** How are you structuring your day/weeks so your energy is sustained

**Words:** What words do you share with your clients and supports to show your gratitude? How to feel like you're practicing from Abundance?

**How often will you check in to see if you are using these resources optimally?**

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## PRIVATE PRACTICE BLISS™ GROWTH METHOD

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**Implement:** Pilot one program or service at a time – beta round

**Track Metrics:** how many people register, total revenue

**Track ROI:** how much you spend on marketing and cost to deliver

**Review Viability:** Total Revenue – Total Cost determines viability. Is this service currently viable – does it bring in enough revenue after costs? Do you enjoy providing it?

**Revise/Discard:** **Revise, Tweak, Discard, Add/Try** aspects of your service, your costs, your marketing strategy or discard service

**Intensive** focus vs. **Scattered** focus.

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## EXAMPLE OF PRIVATE PRACTICE BLISS™ GROWTH METHOD

**Service to introduce:** Caring Safely 6 module live online course. FB Group. Beta round. Low investment/registration fee. Target Market – Female SWers, NA, Ages 26-39

**Track Metrics:** How many people registered in total gave total customer value.

**Track ROIs:** Cost of marketing (Facebook Ads) and cost to deliver.

**Review Viability:** Subtract total cost from total revenue and determined viable. Proved the market and delivery format was viable and that **I enjoyed it.**

**Revise/Discard:** **Keep:** 6 modules, weekly, online format with FB group. Ads for free webinar.

**Tweak:** pre-record training videos and give two extra weeks for implementation. Target Market

**Discard:** Some of the low cost systems

**Add/Try:** New CRM for more automation. Expanded to professional program. Ads for paid program to Facebook Page and Ad Mail where my ideal clients were. Expanded Target Market.

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## IDEAL GROWTH PLAN GROWTH METHOD

**C. My method for introducing and testing new services to ensure I am growing my practice to the level I want it to be includes:**

**Implement:** Pilot one program or service at a time – beta round

**Track Metrics:** how many people register, total revenue

**Track ROI:** how much you spend on each marketing investment to obtain one customer

**Review Viability:** Is this service currently viable – does it bring in enough revenue after costs? Do you enjoy providing it?

**Revise/Discard:** Revise, Tweak, Discard, Add/Try aspects of your service, your costs, your marketing strategy or discard service

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## QUESTION

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**Q. What if I want my first service to be workshops/public speaking and it doesn't bring in enough revenue to leave my full-time work?**

- Speaking and writing as a primary source of revenue requires a lot of pre-work before it can be viable form of primary income/revenue.
- Build up your expertise (publications, media, interviews, training, speaking events)
- Build up your platform (social media following, email list)
- Agent or speakers organization <https://www.speakers.ca/> <https://speakerhub.com/> <https://www.speakerscoalition.com/>
- Publish a book (self-publish or through publishing company)

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## IDEAL GROWTH PLAN ACHIEVE VALUE-BASED LIVING

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**D. My system to regularly assess my short and long-term value-based goals includes the following:**

- Reflect on what logistical details will help you live your values
- Can you increase the number of self-pay clients so you can let go of insurance?
- Can you reduce your expenses?
- Can you modify your location/hours to better suite your needs?
- Can you change your branding so you attract the type of clients you want to work with?
- Can you diversify your revenue streams so you're not only receiving fee-for-service?
- Can you specialize in an area and charge a premium for it?

• **TIP: Just because I can, doesn't mean I should**

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## IDEAL GROWTH PLAN SUPPORTS AND RESOURCES

WORKBOOK  
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### E. The supports and resources I have/need for ongoing growth include:

- Bookkeeping, taxes, paying bills – [PennyPipe](#) for Automation?
- EMRs/Booking Platforms – Intake forms, payments, booking, email reminders, receipts
- CRMs – Collect email addresses, give free opt in, schedule follow up emails
- Social Media Schedulers [Hootsuite](#) or [Buffer](#)
- [Zapier](#) to link online systems
- Customer services, email automation or scheduling – VA Support
- Schedule for checking in on best use of resources
- Growth Method

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## PRIVATE PRACTICE BLISS™ MAP

WORKBOOK  
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- Use your Private Practice Bliss Inventory™ and Workbooks to map out your path to each level of growth.
- Review your inventory and prioritize what is needed to achieve current and future goals
  - Revenue Goals (5 Figure, 6 Figure, Mid 6 Figure, 7 Figure)
  - Days/Hours of work
- You have a limited amount of resources, so regularly review number of goals.
  - Focus on one administrative goal and/or one practice/service goal at a time.
  - Do one thing very well instead of many things
  - 90 Day Plan

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## PRIVATE PRACTICE BLISS™ MAP EXAMPLE

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- **Just starting?** Focus on business structure, first service to pilot, administrative systems to process it, growth method for that service.
- **Looking to grow?** Growth method for next format of first specialization or new/expanded topic
- **Looking to scale?** Growth method for format that allows you to offer services/product to many people at once. Includes automation.

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## HOW TO HANDLE NEGATIVITY/UNSOLICITED SUPPORT

WORKBOOK  
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- **Reflect:** Did this person say/do this to hurt me? Does this person want me to be happy? Is this person impacted by my ability to earn income or my time/availability?
  - Try to get to the root cause of a loved ones Negative Nelly or Worried Wendy so you can address it. Create a plan together that you both agree to.
- **Reflect:** Does this person understand my industry and how it works? If not, then be cautious with how much weight you give this input
  - It's okay to turn down support if it's not in alignment with your vision for your business
  - You are the owner of this business. You take the risks and you get the wins. You know your ideal client and your industry. You decide.
- Get the support you need. Finding your tribe.

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## STRATEGIC PRODUCTIVITY OUTSOURCING WORK

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### Hiring support VS paying for automation:

In the early days it can be easier to pay more for a software service that can automate parts of your business for you than it is to hire support. Reflect on what would be most beneficial for you and if there is a technical way to automate it.

### Hiring support: Employee vs. Contractors

- **Employee:** They work for your company. Payroll, taxes, benefits, insurances, workplace legislation
- **Contractors:** They are self-employed and you pay an agreed upon fee. Can find at [Upwork](#) or [Fiver](#)
- Students/Interns
- Virtual Assistants – individual or part of a larger organization. Research what you are specifically looking for.

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## QUESTIONS

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