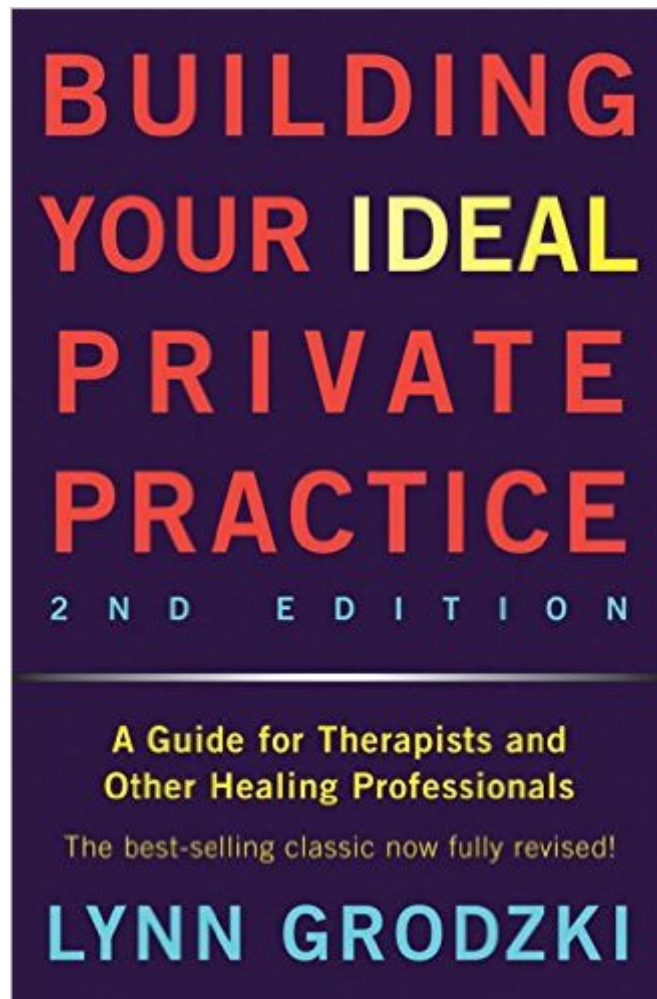


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# Building Your Ideal Private Practice: A Guide For Therapists And Other Healing Professionals



## Synopsis

A much-anticipated second edition to this classic practice-building text. *Building Your Ideal Private Practice*, a best-seller in its genre, is now fully revised after its original publication in 2000. Much has changed for therapists in private practice over the past fifteen years, including the widespread encroachment by insurance and managed care into the marketplace, the density of new therapists as over 600,000 therapists nation-wide try to stay viable, and the role of the Internet in marketing services. The revision of *Building Your Ideal Private Practice* is a comprehensive guide, updated with six new chapters and targeted for therapists at all stages of private practice development. It covers the essential how-to questions for those starting out in practice and explains the common pitfalls to avoid. For those already in practice, worried about profitability in an age of increasing competition, the author offers informed strategies such as the best way to create websites and other online marketing to find clients, and then goes further to explain how to retain the new breed of fickle clients who shop for therapists online, but are hard to satisfy. Other new chapters support veteran therapists edging towards retirement, including how to sell a therapy business for a profit or whether to stay working solo or expand into a more lucrative group business model. The revision comprises a complete, easy to use and fascinating business plan that shows therapists not just what to do, but also who to be in order to succeed. It adds depth, up-to-date information and a wealth of strategies to the original book, often referred to as the "bible" for therapists in private practice. Like the original, the revision conveys the author's experience, optimism and warmth as she presents case examples, checklists and exercises to make the business advice come alive. Whether you have insurance-based or a fee-for-service practice, this book will help you thrive.

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## Customer Reviews

The first 30 pages alone would have been enough to rank 10 stars! Just by reading this book I became optimistic about my practice and it began to fill. Each chapter gave me ideas I never thought of before. It helped me work smarter - with less effort, much more pleasure. By the time I finished this book I was trying to decide whether to raise my rates or start a waiting list, and I was seeing IDEAL clients, taking no HMO's, charging more than other psychiatrists in my area, and looking forward to going to work each day. This book blends business with integrity and taught me to value myself, my practice and my clients. I recommend it to ANYONE in the health care field. It made it so easy, and helped me to confront business aspects I hadn't been paying attention to. And she gives so many real life examples, it feels do-able. This book is worth a years' worth of high quality business consulting. I recommend it to any of my clients who have private practices from yoga instruction to massage therapists, and to all my friends in the psychotherapy field. I have never made so much money or felt so good about my practice in my life. She even makes talking to clients about money something I can now do in a way that feels both appropriate and respectful - to me and to them. What I have learned has already netted me literally thousands of dollars. I have never written a book review before, but I have to express my gratitude in some way, and this is my attempt to let others know that with the suggestions, tips and encouragement from this book, it is not only possible to make a living doing therapy, but to build an IDEAL practice without having to contract with any insurance companies. What a God-send of a book.

I am a clinical social worker, in private practice for quite a while. Last year without knowing why, my client count began to drop off. I got worried. A colleague in my peer supervision group swore by this book. (Her practice stays full all the time.) I think it is the most helpful book on practice-building and marketing for therapists I have ever read. The information in the book is really useful and solid. But more than that, the tone of the book is so calming and inspiring. The author clearly knows her topic, and she finds ways to explain exactly what steps you need to take to become more profitable and grow your practice. Unlike other non-therapist marketers, she understands the mind of a healing professional and the mental shifts in thinking that introverts like me need to go through in order to follow through on networking or getting more boundaries in place for my billing policy. On the back

of the book, one reviewer (who was a social worker of the year!) said the book should be the bible of every clinician. I agree. I keep it on my bedside table, and when I can't sleep because I am worried about my practice, I open up this book and feel inspired. Her new workbook is great as well.

This book gave me the vision to open my own private practice. It provided me with the necessary information to make me feel confident when I finally made the decision to begin building my own practice. It not only explained the business aspects but also described how to make me personally satisfied with what I was doing. I call this book my "Private Practice Bible" and I am sure you will too once you read it for yourself. Good luck with your dreams. This book helped me make mine come true.

For me, the ratio of inspirational clouds-and-shrouds to tangible substance is too high. Other books, I suppose, teach you the steps of establishing and building a practice. This one doesn't really; rather, it tries to inspire you to be a much more "abundant," powerful, entrepreneurial, well-connected, spiritual and hyperkinetic person -- a better person, in fact -- than you really are, by means of meditations, guided imagery, hierarchical lists of general business concepts, and case histories of miracle business cures. I suppose my problem is that I'm not susceptible to being inspired by other people's unbridled enthusiasm, and inspiration and enthusiasm, in several dozen permutations, is the main substance of this book. If YOU are so impressionable, the book may be great for you. Another problem, from my rather reactionary viewpoint, is that Ms. Grodzki wants to carry all psychotherapists along on the New Age bandwagon, happily yanking us out of the "pathology"-focused mindset and into the growth-and-self-actualization mindset. This may not be a fad, but I wish it were. I believe that, despite the therapist's enthusiasm for serenity, karmic bliss and a bright-eyed future orientation, hurting clients primarily want (or need) their hurts focused on. Ms. Grodzki would, I believe, see this orientation as a real lead balloon in the business plan. Bottom line, I feel that this book is written for the "inner Bill Gates" that Ms. Grodzki sees in her readers. In other words . . . by Ms. Grodzki, for Ms. Grodzki.

Lynn Grodzki offers two invaluable things in her book. One, was the ability to get me unstuck and out of my fear-based paralysis about the future of my practice and the future of the business of psychotherapy. She has done this through her unbridled enthusiasm and inspirational message that apparently comes directly from her own business experience. If someone has a very successful practice than I want to know their experience, hope, and strength. Her positive mind-set has helped

shake me out of a "victim" and "scarcity" mindset that was polluting my "off" hours,i.e. the hours when I didn't have clients in my practice.Secondly, she offers a ton of practical advice for a clinician like me. How to start thinking like a business person in addition to being a skilled clinician? Her book has gently led me forward, past my resistences, towards thinking much more intelligently and responsibly about the business end of my work.

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