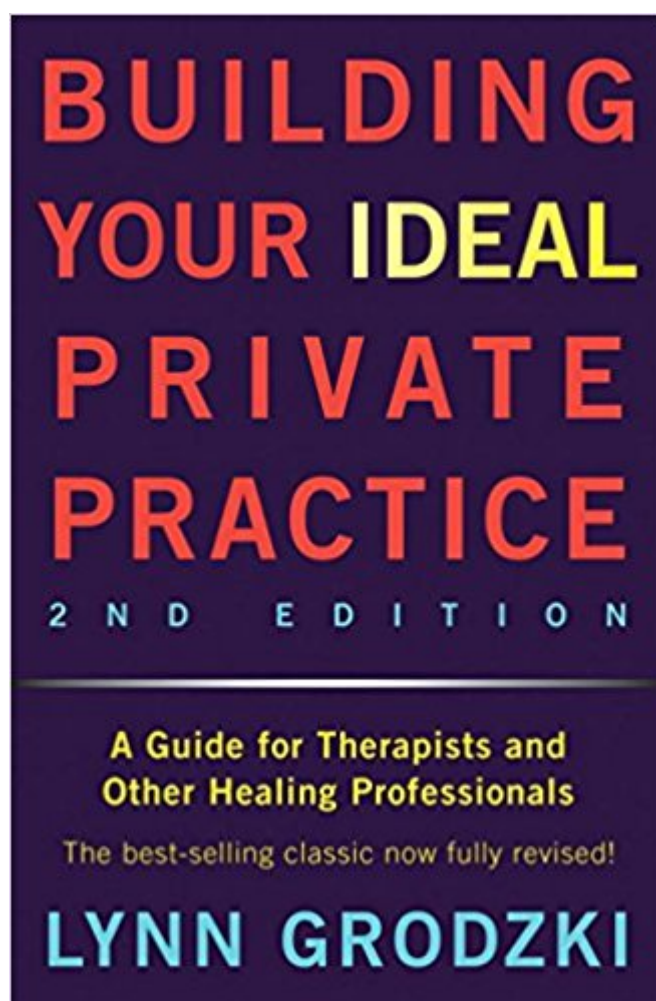


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# Building Your Ideal Private Practice: A Guide For Therapists And Other Healing Professionals



## 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.

## Book Information

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## Customer Reviews

"Grodzki helps us create a blueprint for a successful practice, regardless of the stage of our career. . . . For those who read the first edition of this book, this second edition includes six new chapters as well as various updates to cover issues that have emerged over the last fifteen years. . . . [A]pproachable and engaging. She incorporates personal experiences as well as anecdotes from her workshops and private consulting, and she offers helpful exercises. . . . [A] well-written and useful book."

• - PsychCentral "This book is filled with useful information and it is extremely well written. I recommend it for any therapist starting a private practice."

• - The Milton H. Erickson Foundation Newsletter "I found Building Your Ideal Private Practice an inspiring, relevant, intelligent, and practical resource that had me excited about what I can do with my own private practice. . . . Unlike some other "set up your business" books I have read, this guide speaks to therapists in their own language . . . . I would like to see this as compulsory reading for every graduating professional in our field" helping new clinicians avoid unnecessary confusion, pain, and even financial loss through the recognition that they are as much business people as they are healing professionals."

• - The Neuropsychotherapist "With its personal preface, instructions, examples, anecdotes, exercises, tips, pre- and post-test, and other resources, this edition of Building Your Ideal Private Practice is relevant, timely, and helpful. As Grodzki mentions, it would be an effective tool for psychologists, counselors, life coaches, and other therapists."

• - Somatic Psychotherapy Today

Lynn Grodzki, LCSW, MCC, is a psychotherapist in full-time private practice, a former business executive, and one of the leading business coaches in the US for small business owners. She specializes in working with change-agents: therapists, coaches, healers, and other service-oriented consultants who help others make change in their lives. Through her workshops and writing, she has become a pioneer in the field of practice-building, helping non-business-oriented professionals develop their private practices. With Lynn's guidance, thousands of professionals now operate small businesses that offer them a high degree of integrity as well as enhanced financial

success. Lynn lives and works in Silver Spring, Maryland and can be reached by email at: [lynn@privatepracticesuccess.com](mailto:lynn@privatepracticesuccess.com).

Just finished this book and it is a **MUST** for therapists in private practice. I'm new to private practice and found much of the "meat" in marketing and getting referrals, but it also addresses veteran providers.

I am finding this book very helpful. As an intelligent, newly licensed therapist, I had some of the obvious basics in place (a nice website, good business cards, etc) but I had absolutely no experience in the world of small business and marketing. I found Lynn's attitude about marketing very refreshing and relieving (e.g. don't do anything that stresses you out too much, because you're unlikely to draw in customers if you come off as stressed-out - makes sense!). If you are comfortable and secure with the idea of small business building and marketing, you may want something more general or standard (e.g. Duct Tape Marketing). But if you find yourself feeling well outside of your comfort zone with the standard therapist marketing advice (e.g. put together a presentation and deliver it at your local community center, go to chamber of commerce meetings to network), you are likely to find something you can do in Lynn's book. I did. Her ideas on how to build a clear, positive direction and attitude, were really helpful for me as it helped me identify the anxieties getting in my way and build my confidence in the area of building my business.

I'm about 2 years away from making the move to an independent practice and as I plan is looking for resources to prepare. So far, this book is fast becoming one of my greatest finds. I'm practicing some of the activities she includes and bookmarking others, but I am so very grateful for her well-researched, thoughtful guide.

I recommend this book for someone just going into private practice. It doesn't have all the answers and it is 15 years old. However, Ms. Grodzki has sound advice. I started my private practice knowing next to nothing about marketing practices and it's been an instructive book. The mental health field has changed even more since 2000, the year her book was published. I live in a poor state and being insured is pretty important if you want mental health care. Ms. Grodzki doesn't address the trials and tribulations of dealing with insurance companies. Her focus is on the cash paying client. That being said, it's still an informative, reassuring (for this marketing/business virgin) and positive read.

I'm in the process of building a private practice as a mental health therapist, and Lynn's information, ideas, and encouragement have been invaluable along the way. I love her real-life examples from other therapists which help make the ideas more concrete and accessible, and she is practical and insightful about the challenges faced in this process. Whenever I'm feeling discouraged, a few chapters of Lynn's book are enough to get me motivated to try something new or keep my chin up. It feels like I'm talking to a great mentor!

This book guides you to re-evaluate your practice and shift it to the direction you see fit. Very good tips!

Was hoping to get more ideas for counselors looking to start their private practice from scratch. Definitely gives u a lot to consider. Overall I'm glad I read it.

I have not yet finished the book, but I've found it very helpful so far, especially because I am just starting out in private practice.

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