

JENA CASTRO-CASBON PRESENTS

How to Start a Private Practice

Full-Time or "On The Side"



My 5-Step Framework to Start a Successful Private Practice

"Private practice is *the only way* to get the freedom, flexibility, fulfillment and financial independence you desire *and deserve*."

- Jena H. Castro-Casbon, MS CCC-SLP

Start YOUR
PRIVATE PRACTICE

INDEPENDENTCLINICIAN.COM

You're in the right place if...

- You're an SLP or OT who wants to start a private practice either full-time or on the side" and you're NOT SURE what the steps are
- You're interested in starting a private practice but you're WORRIED making a MISTAKE
- You are frustrated in your current position and you want more control over your schedule, your income and your clinical care.

This training is NOT for you if...

- You already have a private practice
- You're not interested in private practice
- You plan on watching this entire FREE presentation, then get upset when I give you the opportunity to invest in the Start Your Private Practice Program after the 60-minute class.

My promise to you...

- I will give you as much value as humanly possible in this free training
- You'll learn more about private practice in the next 60 minutes than you ever learned in graduate school

In return, I ask...

- That you'll keep an open mind about the new information that you'll learn today
- When you realize that private practice is the opportunity you're looking for, you'll take action and commit to starting with the resources I present to you today

3 Mistakes SLPs & OTs Make When Starting Private Practices

Mistake #1:

Believing that you have to quit your job to start your private practice.

Most private practitioners start "on the side" of their jobs to minimize financial risks and keep their steady pay/ benefits until they're ready.

Mistake 2:

Believing that you need to waiting 15-20+ years and become an expert to start.

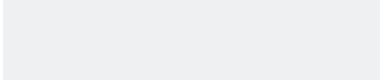
If you have enough knowledge and skills to bring something to the table, you can start now and become an expert as you build your practice.

Mistake 3:

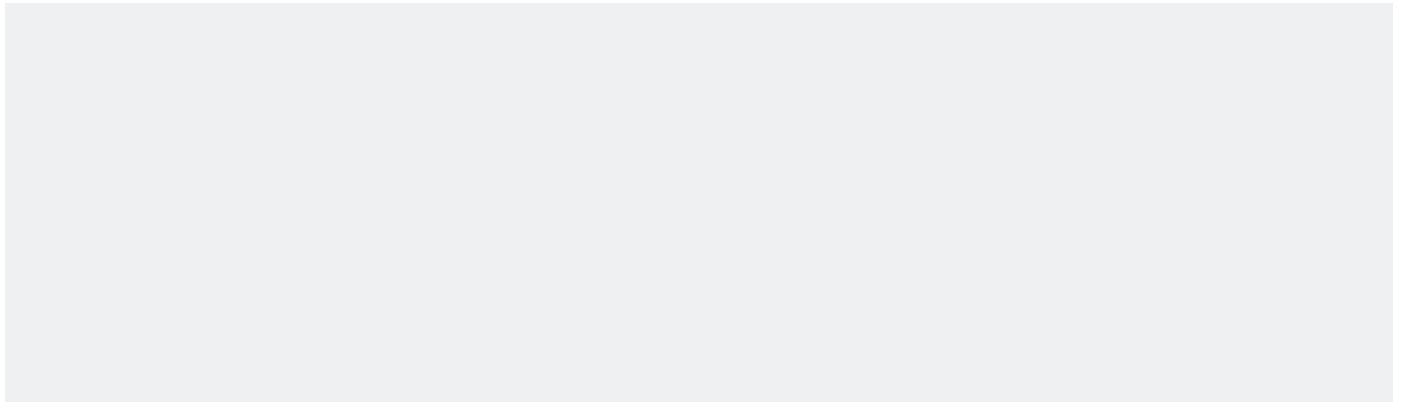
Believing that you need \$5,000 to \$10,000 or more to start a private practice.

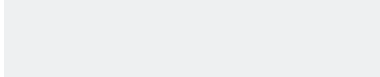
You can start a private practice for around \$150 and then reinvest your earnings into expensive items like assessments and clinic space.

5-Step Framework to Start a Successful Private Practice

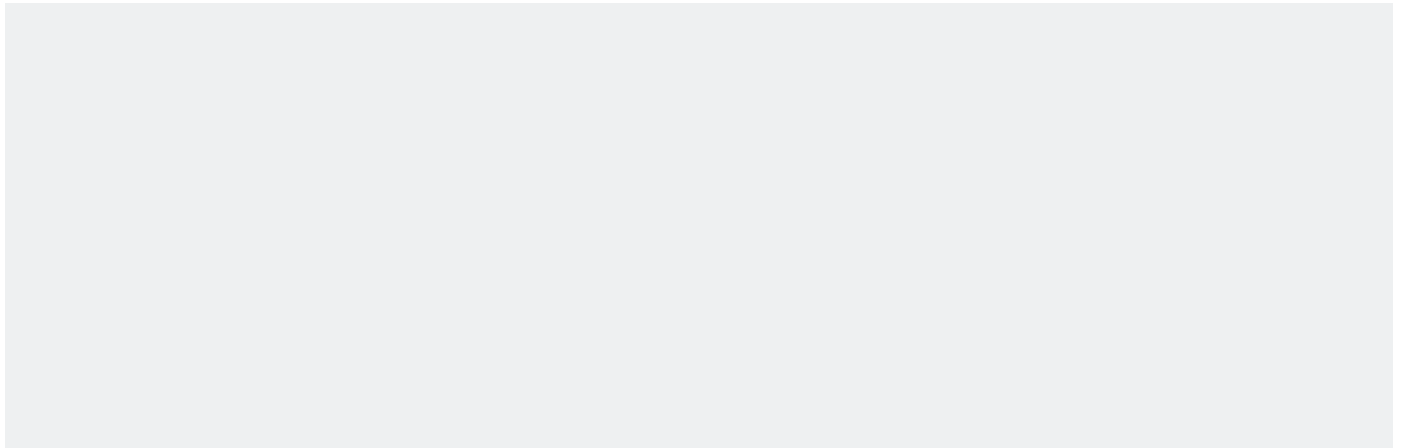
Step #1:  Your Private Practice
Decide who, when and where you'll see clients. You're the boss!
Create a private practice that works for YOU.

Notes:



Step #2:  Your Private Practice
Get your ducks in a row and protect yourself legally, personally and financially risks. It's not as risky as you think!

Notes:

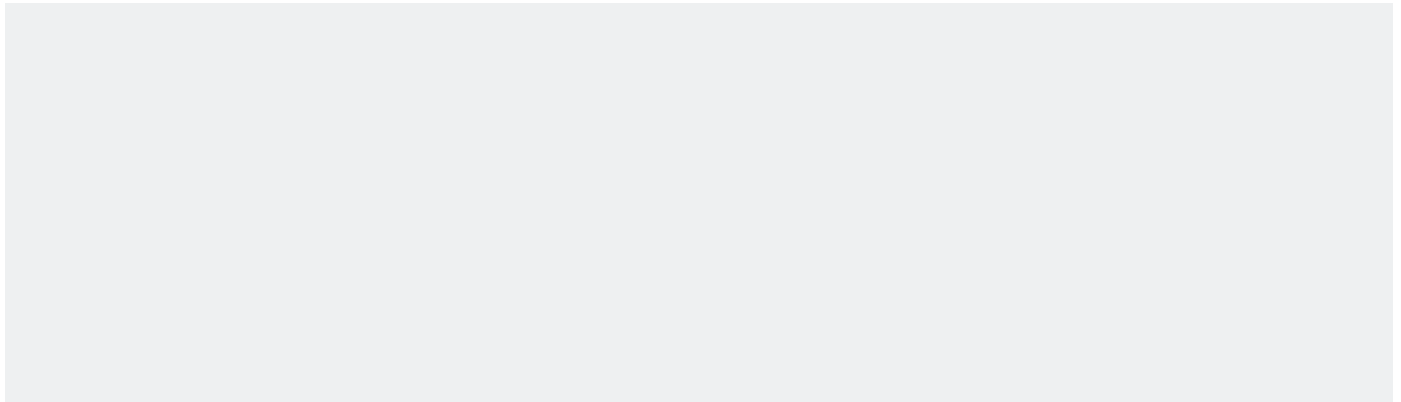


5-Step Framework to Start a Successful Private Practice

Step #3: Your Private Practice

Marketing isn't about flashy brochures or colorful logos, it's about helping clients and referral sources know if you're a good match.

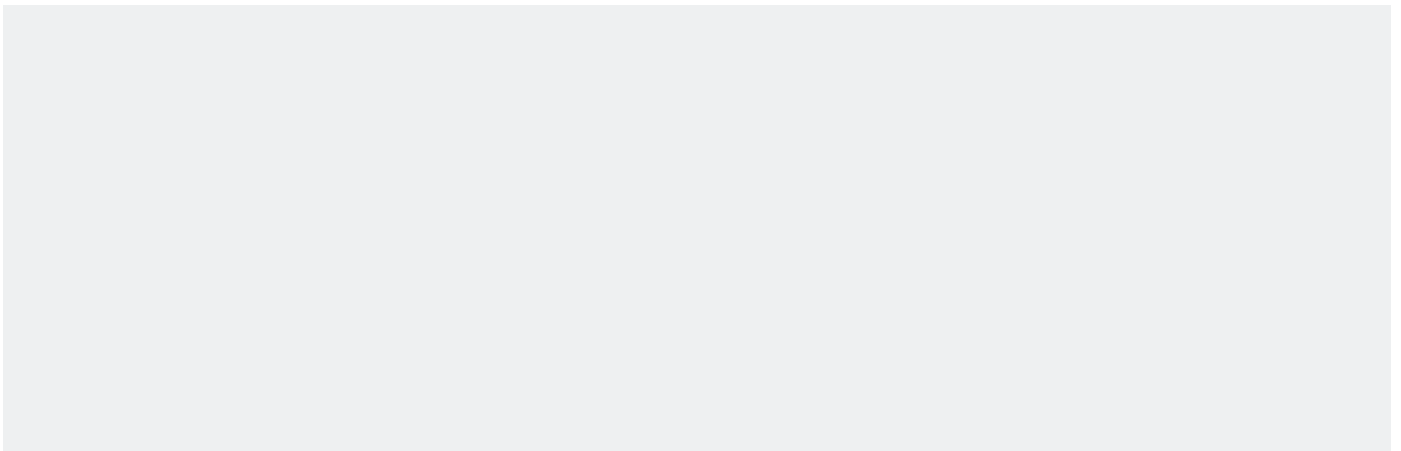
Notes:



Step #4: Get in Private Practice

Whether you choose to go the private pay or insurance route, in private practice, there is NO ceiling on your income.

Notes:



5-Step Framework to Start a Successful Private Practice

Step #5: In Private Practice

It's up to you to decide how big you want to grow. From taking more clients to hiring staff, renting clinic space and diversifying your income, the sky is the limit!

Notes:

Private Practice Income Worksheet:

Annual Income Goal: \$

of Clients Per Month x \$ Rate x 12 months =\$

of Clients Per Month x \$ Rate x 12 months =\$

of Clients Per Month x \$ Rate x 12 months =\$

of Clients Per Month x \$ Rate x 12 months =\$

WANT HELP TO START YOUR PRACTICE?

The Standard Program



Comprehensive Course with Ongoing Support

The Accelerator



JOIN THE START YOUR PRIVATE PRACTICE PROGRAM

The Start Your Private Practice Program is the best program for SLPs & OTs that shows you exactly how to start a profitable private practice step-by-step and offers ongoing support from a Team of Mentors as questions arise.

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