

JENA H. CASTRO-CASBON PRESENTS

Everything You Want to Know About Private Practice

(But Never Learned in Grad School)

My 5-Step Framework to Start a
Successful Private Practice

"The only way to get the freedom,
flexibility and income you need is by
starting a private practice."

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



START YOUR PRIVATE
PRACTICE

INDEPENDENTCLINICIAN.COM

You're in the right place if...

- You're an SLP 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 life.

This class is NOT for you if...

- You aren't interested in being a successful private practitioner or are just looking for free CEUs (I am not a CEU provider – sorry)
- 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 System after the 60-minute class.

My promise to you...

- I will give you as much value as humanly possible in this FREE 60-minute training
- Nothing I teach is based on theory
- 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
- You'll treat me and the other attendees with respect
- 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 Make When Starting Private Practices

Mistake #1:

Believing that you have to wait until you're "ready" to start your private practice

There is NO perfect time to start a practice. If you keep waiting for the "right time" or until you're "ready," you'll never start.

Mistake 2:

Believing that starting a private practice is too risky.

There are simple ways to minimize your personal, legal and financial risk.

Mistake 3:

Believing that you have to wait til late in your career to start your private practice

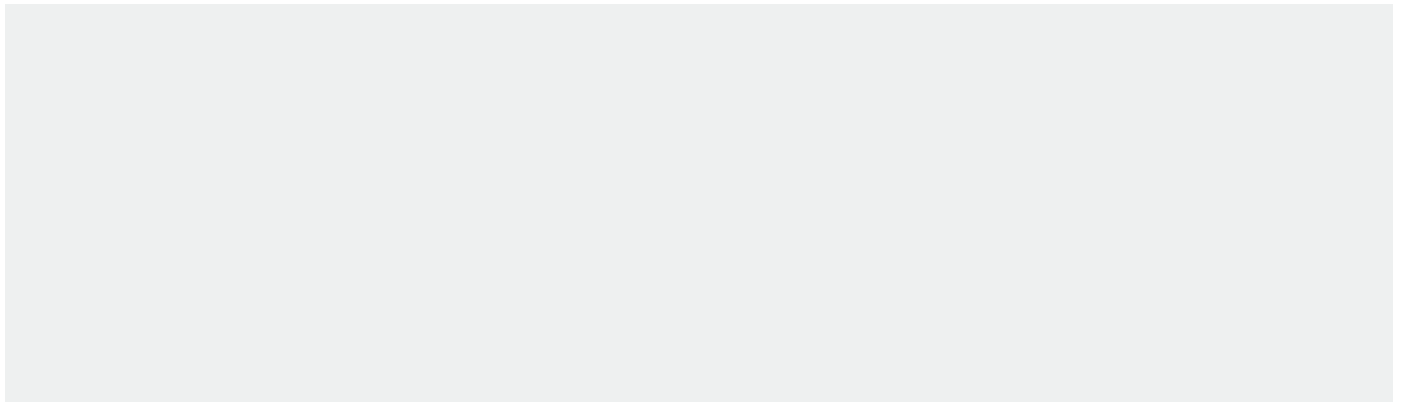
Become an expert because of your private practice. Don't wait to become an expert to start one.

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.

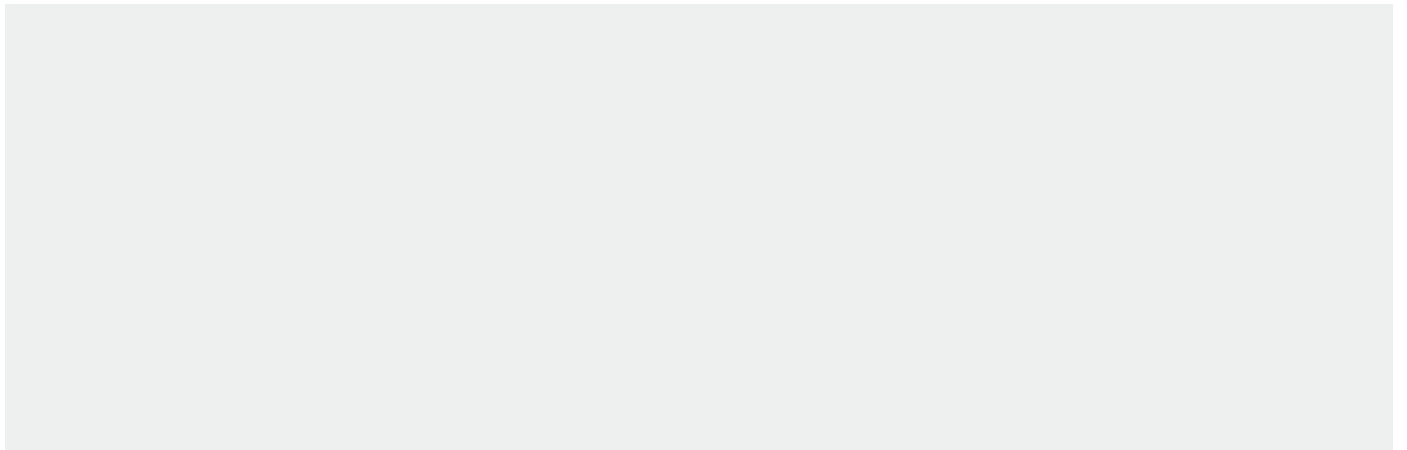
Notes:



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:

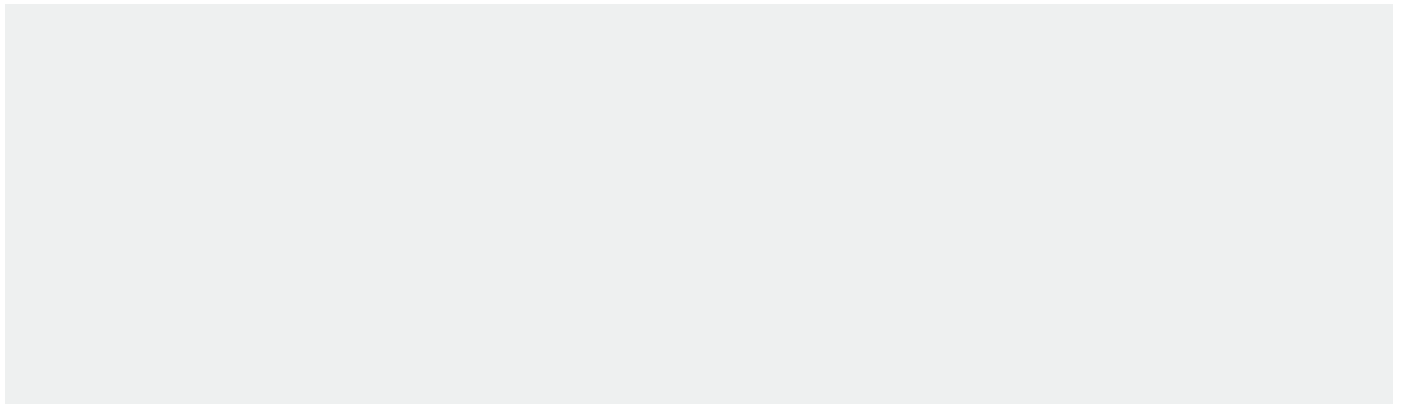


5-Step Framework to Start a Successful Private Practice

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.

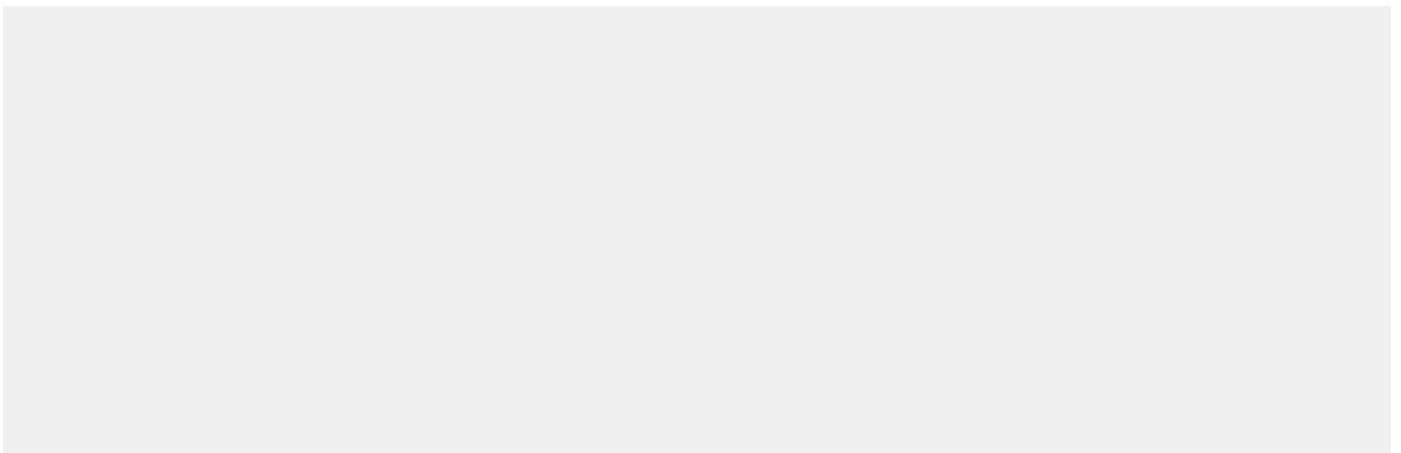
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Step #4: Get in Private Practice

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 =\$

Biggest Takeaways

Where To Find Jena

- Facebook Group – SLP Private Practice Beginners
- Instagram – @IndependentClinician
- Podcast – Private Practice Success Stories Podcast
- Support – support@independentclinician.com

"Successful private practices
don't just build themselves."

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