

CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

THE PRIVATE PRACTICE FIELD GUIDE



BY DANIEL FRANZ

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"I truly believe that having more therapists, social workers, counselors, and psychologists working in their own self-directed, successful, and authentic private practices will allow us, the helping professional community, to help more people, in a more positive and effective manner. More people receiving better quality mental health care, emotional support, and healing will improve the quality of the communities in which we live. By improving the communities we live in, we slowly help improve the quality of the world. Not only are we able to improve the quality of life for more people, but we are also able to further improve the quality of life for ourselves and our profession."

"The goal here is to provide you with all the nuts and bolts, all the details, all the behaviors, attitudes, and ideas you need, free of fluff and filler."

"This book is for those of you in the helping field ready to start a private practice, or improve the one you already operate." - Daniel Franz from THE PRIVATE PRACTICE FIELD GUIDE

BOOK DESCRIPTION (from Amazon)

When I started thinking about making the leap from working for someone else to owning my own mental health private practice several years ago, I was terrified. I was worried I would never make enough money, afraid to give up the "security" of a "stable" income, and anxious at the thought of having to find my own clients and convince them that I was the therapist for them. I needed a guide – a nuts and bolts "How To" manual to give me the step-by-step path from where I was to where I wanted to be. Unfortunately, I couldn't find one. Don't get me wrong, I found tons of information, and a few really great books that told me I could do, that they had faith in me, and to think positive. But I needed more. I wasn't able to find everything I needed to get started in one convenient, handy-dandy location, so I struggled to pick it up along the way. I made plenty of mistakes, some fairly expensive, some pretty embarrassing. That's why I wrote this book. To help you avoid all that and to have an easier time along your journey from where you are to where you want to be. Are you ready to leave your

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current position as employee-therapist and start your own practice? Have you been thinking about leaving the “safety” and “security” of corporate community mental health to strike out on your own, but can’t get past the fear, anxiety, and stress of making the move? Do you want to take the practice you currently have and increase your caseload through more effective marketing? Is it time to take a good honest look at our business practices and streamline them in order to give yourself more time and income? If you answered “YES!” to any of these questions, I wrote this book for you.

NOTE INTRODUCTION

I absolutely love this field guide for private practice. Daniel Franz has done a really great job of fulfilling his goal of creating a bare bones, nuts and bolts, no fluff, no rah-rah, to the point, this is what you need to do for success in private practice!

He seems to cover virtually everything from the fun to the scary! Outlining the steps and what you need to do on your practice journey!

Here are some of my biggest takeaways from this book. The book is filled with them, so I suggest you read the entire book for yourself as well! [Click here to order book!](#)

WHY PRIVATE PRACTICE?

“I think as helping professionals we are smart enough, and have worked hard enough to have earned the right to call the shots when it comes to our lives and careers. But we often turn that responsibility over to an agency or boss in exchange for the “security” of a regular biweekly paycheck – a concept that is becoming more and more difficult to believe in.”

“I’m not sure what success means for you, but for me it means making more than I did in an agency and working less time in the office, so that I have more time to spend with my family and the opportunity to work on projects I want to work on. Work less + earn more + increased family time + new ventures = success.

~ Daniel Franz from THE PRIVATE PRACTICE FIELD GUIDE

Why do you want to go into private practice? In other words, what is your WHY?

Having this ‘why’ is essential to understand and can be used to help you get through the ups and downs of building and sustaining a practice.

In a sense, your ‘why’ becomes your purpose!

Daniel Franz also points out what his definition of success in practice is all about: Work less + earn more + increased family time + new ventures = success.

What is your definition for success of in private practice?

Take some time to figure out your ‘why’ and your ‘success definition.’



FAILURE! LET'S NOT TALK ABOUT THAT...OR SHOULD WE!

“Failure is the universe’s way of saying “that probably wasn’t a good idea”, or “maybe it was a good idea with poor execution”. Either way, there’s something to learn from it. With each failure in life, there is a valuable lesson, or a ton of valuable lessons, to be learned. The bigger the failure, the more to learn. That is how it has played out in my life. Failure is not permanent, as long as you get back up after. The only permanent failure is not to try again. Failure, I salute you. Thank you for all you have done for me. That’s right, embrace it. Feel it. Taste it. Experience it with all your senses.” ~ Daniel Franz from THE PRIVATE PRACTICE FIELD GUIDE

Failure!!! Oh no!!! Many of us have developed the fear of failure.

Well, if we truly want to succeed in private practice we must get acquainted with failure!

Daniel Franz points out what many other successful individuals have noted about failure. That is...Once you failed you can either move towards safety, or push past the fear and move to growth!

It is through mistakes and failures that many successful individuals finally arrive at greatness. Learning to keep going after failures is what makes one successful.

Many successful individuals have noted the reason they were successful was because they could tolerate more failures than most people could. In other words, they endured and didn’t quit!

I love it...Embrace it...Feel it...Taste it...Experience it with all your senses...then learn from it...but most of all, DON’T QUIT!!!!

BUSINESS, MARKETING, AND EVERYTHING PERSONAL!

“My approach to building a private practice breaks down into three main categories: Business – The nuts and bolts. The dollar signs and decimals points – all those things they didn’t teach you in graduate school. I will teach you how to maintain your therapist identity while being a business person and how to authentically combine the two in a way that feels right to you.”

“Marketing – This is when you tell everyone what you are doing so that they send you clients. There are a quite a few ways to do this successfully, and just as many unsuccessful ways. In this section I will offer you a variety of ways to find your unique way of engaging in these necessary behaviors in a way that feels authentic to you. This section should have a ton of ideas you throw out and say, “Not for me!” and just enough that you can grasp, utilize, and make your own.”

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“Personal – You are starting a business. In this business, YOU are the primary product. You are the president and CEO and you are the trash person and head toilet cleaner, and everything in between. As the primary product, there are some ways you can polish and shine the production process, and the end result.”

~ Daniel Franz from THE PRIVATE PRACTICE FIELD GUIDE

Success in Private Practice according to Daniel Franz can be broken down into these three domains. Of which, he does a tremendous job of covering in this book!

Business know-how is essential. If you are going to operate a private practice, then you are running a business! That you must learn! Although it isn't as difficult as it seems.

If you learned how to conduct and operate a therapy session, then you too can learn how to conduct and operate a therapeutic operation. Session your focus is on helping the person(s) in the room. Business your focus is on helping the community or niche you have chosen to help!

Marketing is nothing but telling people what you do and how you can help them. Essentially, you have a solution to someone's struggles. Why wouldn't you find a way to let them know you have the solution and can help. Essentially, that is what marketing is all about!

Oh and don't forget about the personal, or YOU! That's right, YOU are the one who will be doing everything in your practice. Therefore, learning to master YOU is essential (self-mastery).

Ok! To be great at private practice, you must learn about Business, Marketing, and Self-Mastery.

MARKETING IS NOTHING BUT BUILDING RELATIONSHIPS!

“As I have read and researched business and marketing over the years, the BIG ideas have really remained the same, it's the details that change. One of those BIG ideas, one of the main concepts of running an effective and profitable business is the idea of CONNECTING with your customer, building rapport, and investing in a relationship with your customer. Connecting, building rapport, showing empathy, joining with our client; aren't these the BIG ideas we were taught, trained in, and completed research on all throughout our education?! Isn't that what we do on a daily basis in working with our clients? Are we not masters and doctors in rapport and connecting with our “customer”?” - Daniel Franz from THE PRIVATE PRACTICE FIELD GUIDE

What! Is Daniel Franz alluding that as therapists we were trained and are gifted at what it takes to be a marketer? ABSOLUTELY HE IS!!!!

Think about it...The best way to market a business is to CONNECT with your customer, build RAPPORT, and invest in a RELATIONSHIP with your customer!

What do we do all day? CONNECT, build RAPPORT, join (or build therapeutic RELATIONSHIP) with our clients!

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You see... We were built and trained to CONNECT, build RAPPORT, and develop RELATIONSHIPS with our clients and referral sources! That is MARKETING!

YOUR MINDSET ABOUT MONEY

“My only concern, the BIG thing that might hold you back is how you were trained to relate to MONEY. If you are going to run a business, you have to be comfortable with money. What does it mean for you to be paid well and how does that relate to your clients? This is one of the first important questions for you to answer as you begin the journey to your successful and authentic private practice. The bottom line is to start seeking out opportunities to improve your thinking about business, marketing, and sales. You must learn to think outside your naturally brilliant therapist mind and step outside your comfort zone, just like you ask your clients to do. What are your attitudes towards money?” - Daniel Franz from THE PRIVATE PRACTICE FIELD GUIDE

Daniel Franz is on to something here. Time and time again, therapists are consistently failing at private practice due to their relationship with money!

Asking for money. Asking for a fee worthy of our services. Seems to be a difficult task for many therapists. However, without bringing in money your private practice operation will not be able to stay afloat and many individuals you could've helped are now out!

I like what Daniel Franz states here when he asks us therapists to do what we ask our clients to do, and that is to step outside our comfort zones and begin to work on our relationship with money.

What are your attitudes towards money? Where do these attitudes come from? Do you need to some work around those attitudes? Don't let darkness rob you of your freedom because of an unhealthy attitude towards money!

SETTING YOUR BUSINESS HOURS = BOUNDARY SETTING

“The act of setting your hours is more than just a business practice, but it cuts to the very core of your personal professional boundaries. Clients who want to work with you will respect your boundaries, and, interestingly, those who could “only” see you at 9 P.M. on Friday will find a time that is consistent with your boundaries. Of course, this is also under the umbrella of “within the guidelines of the market forces.” Just as we occasionally coach our clients to allow flexibility in their lives, we must, too. If you are planning on primarily seeing school-age children, I don't think it is fair to ask them to consistently miss school time each week to come to session. They have to be seen after school but not too late as to keep them up past a reasonable bed time. That requires flexibility on the part of the therapist. What is the bottom line? Have boundaries but be flexible in your hours and scheduling.” - Daniel Franz, from THE PRIVATE PRACTICE FIELD GUIDE

Have you put any thought into when you plan to be open and seeing clients? Do you really want to work on weekends? Do you really want to work late in the evening? What hours of operation would fit the lifestyle you wish to lead in the future?

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It is very important for you to set up good therapy hours for your clients but don't forget about your feelings. Daniel Franz does a great job of connecting business hours with setting up good healthy boundaries for you!

Think about it, if you don't want to work on weekends then why are you doing that? Sometimes therapist fall into this trap chasing clients to fill their practice. However, they end up with a full, busy, and annoying practice that they are frustrated with.

Be sure to take the time realistically look at what kind of business hours you are comfortable with. Then, continue to stick to your boundaries! Just as we teach clients about healthy boundaries!!

YOUR WEBSITE IS YOUR GREATEST BUSINESS CARD

“Why is a website so critical? It is your living, breathing business card. Today, your website is a changeable, adaptable business card. It is an opportunity to continuously and strategically reconnect with your potential client or referral source. It also offers them a chance to find out more about you, more than just name, address, and phone number. You can update your website as often as you like; daily, weekly, monthly, or never. If you want to add something – a new service, or a product, and you want people to know about it, it can be up on your website quickly and inexpensively.” - Daniel Franz, from *THE PRIVATE PRACTICE FIELD GUIDE*

Having a website is absolutely critical to having a successful private practice. Here Daniel Franz does an absolutely great job of illustrating how your website is actually your greatest business card.

How do people find therapists now-a-days? Online!!! If you aren't there you will be passed up.

Oh, and how do people get to know, like, and trust a therapist before calling for an appointment? By checking out the therapist's website!

Your website becomes your greatest business card! Take a look at your website from the perspective of a client. Do you get a good feel about yourself? Can you understand what is being displayed? Does it entice you to call for an appointment? Are there numerous places to click to setup an appointment?

I can't stress this enough, having a great website is paramount to private practice success. Not sure what you are doing, then don't just sit around and wait for someone to help, take responsibility and create your own learning plan around this area!

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ABOUT AUTHOR OF THIS MASTER NOTE



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Chris Swenson is a true [Private Practice Warrior](http://imchrisswenson.com) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>