

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

PRACTICE OF THE PRACTICE

A Start-up Guide to Launching a Counseling Private Practice



BY JOSEPH R SANOK SANOK COUNSELING PLLC ©2012 87 PAGES

“I want to share with you the lessons I have learned, tools I use, and how I went from knowing nothing about business to doing a decent job at it. I still have a lot to learn. I hope this will be a guide that shows you some of the essential tools in business and technology to effectively run a counseling private practice.”

“My hope is that the tools and techniques I’ve gathered will save you time and money. Most importantly, it will help you be more effective with your clients and give you more time with your friends and family.”

~ Joseph R Sanok from PRACTICE OF THE PRACTICE

BOOK DESCRIPTION (from Amazon)

We didn't learn about business, marketing, and technology in our counseling graduate school. This book fills in the holes to make it easy to launch a counseling private practice. Chapters like: You Must Get Good at These Three Things, Marketing, and Running a Business will help you launch today! This isn't a book filled with fluff, it is bursting with practice information, using current technology, and proven to work.

This book is written by a counselor for counselors. Whether you have an established counseling private practice or are new to the field this book is essential to taking your private practice to the next level.

NOTE INTRODUCTION

Joe Sanok is one of the most premier private practice coaches in the business! This book is filled with practical ideas and steps you need to take to launch and grow your practice.

Of all the great books I have read, this book is definitely on my must-read list for anyone entering private practice!!



Get your copy today by clicking here: [PRACTICE OF THE PRACTICE](#)

GET YOUR MASTER'S OF P.M.B.

"We're going to cover the three things you have to master. Remember, the world is changing quickly so you need to master these things: Professionalism, Marketing, and running your Business!" - Joseph R Sanok from PRACTICE OF THE PRACTICE

Do you remember back in graduate school where all the classes were laid out neatly for you? You didn't need to figure out which courses to take that led to successfully completing your Master's program.

All you had to do was complete each one and voila! You had earned your Master's!

Here Joe Sanok outlines the three domains that you need to demonstrate mastery in to successfully launch and improve your practice!

Professionalism! Marketing! Running your Business!

What steps can you take today to help master each of these three domains?

HINT: You could read Practice of the Practice completely yourself as it covers in depth how to master each area! [Click here to order!](#)

STOP LOOKING AT THE HURDLES!

"Rather than look at hurdles, look at what you can start on. So often we fail before we start. Here are a few thoughts of what might be helpful: Take action on something this week. The sooner you master something, the sooner you can start reaping the rewards." - Joseph R Sanok from PRACTICE OF THE PRACTICE

The inner game of building a practice is always going on. Darkness seeks to get you to quit before you even start. One way it does this is by creating overwhelm for you.

If it gets you to focus on ALL of the hurdles you will then become overwhelmed and doubtful if you can even do this. So finding one area you can just start with and then the next and so on is the remedy!

Take some time and identify what you can start on today. Then seek to master that first and then move on to the next!

What can you start on today?

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JOE'S FORMULA FOR SUCCESS!

"I have made money every single year that I have been in private practice. Here are my concepts. You may have picked up on them throughout the e-book. I don't take on debt. I grow slow and steady with what is working, rather than looking for speed growth. New initiatives are well-planned and rarely cost me much money. I keep my costs low and use technology and learning to my advantage. I would rather sweat to make it happen, than pay for it. I love what I do. When I am working on an e-book, podcast, or other new endeavor, I love it. It feels like a hobby more than work." - Joseph R Sanok from PRACTICE OF THE PRACTICE

Great words of advice here! I completely agree with what Joe has written about here as I have built my practice with similar principles.

Don't take on debt!

Grow slow and steady with what is working!

Plan new endeavors well and with lower cost!

Keep costs low by using technology to your advantage!

Love what you do so it feels like a hobby and not work!

YOUR FOUNDATIONAL GPS!

"I care less about a business plan and more with where you are headed. A business plan can help you figure that out, but here are some questions to consider: What is your elevator speech? What do you do in 2-3 sentences? Who are you? Why did you get into counseling? Stay true to who you are! Everything flows out of that." - Joseph R Sanok from PRACTICE OF THE PRACTICE

Business plans are great to have, however they can be very elaborate and time consuming to complete. What may be more important than this detailed plan is to know where YOU want to go with your practice! Design the business as it fits for you.

Take some time now to right out your elevator speech. Be able to tell others what you do in 2-3 sentences. Have that purpose and identity statement handy everyday so you know who you are and why you are doing this.

These items provide you with a foundational GPS that guides you to the finish line!!

BUILD YOUR PROFESSIONAL FENCES

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"I began learning to set up fences around my abilities. I determined what I could and couldn't do professionally. Within a private practice you can always do more." - Joseph R Sanok from PRACTICE OF THE PRACTICE

So important to understand! If you want to create a practice that fits for you then you must identify your professional fences. If not, then you risk building a full practice of clients and tasks you do not like and will burn out quickly!

So, what are you willing to do? What are you not willing to do? Then stick to it!!

MASTERING QUICKLY = FASTER \$

"Master = Faster \$. The quicker you master these things, the faster you can start making the money you deserve, while still serving your clients a plate full of awesome therapy."

Staying focused and finding ways to master what it takes to successfully run a practice as quickly as you can allows you to create the practice you deserve.

Being a member of Master Private Practice is one of the ways you can get that mastery faster! So be sure to schedule time to learn and apply Master Ideas!!

ABOUT AUTHOR OF "PRACTICE OF THE PRACTICE"



JOE SANOK

Joseph R. Sanok helps private practitioners to find innovative ways to start, grow, and scale a private practice. For resources go to: <https://practiceoftheppractice.lpages.co/pop-resources/>

Joe owns [Mental Wellness Counseling](#) and consults with [Practice of the Practice](#).

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Joe is a TEDx speaker, writer, and has the #1 podcast for private practices called [Practice of the Practice Podcast](#). He's been featured in Forbes, Huffington Post, and Entrepreneur on Fire.

He does one-on-one consulting, Mastermind Groups, and other approaches to start, grow, and scale a practice: Interested in working with Joe? [Click here!](#)

ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](#) 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>