



MARKETING MASTERCLASS

RECESSION PROOF YOUR PRACTICE

SURVIVE AND THRIVE IN ANY ECONOMY



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Lesson #1 How to Start The Conversation that Matters Most

Discover what is and isn't working in your private practice

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Welcome to Lesson #1 of the Masterclass: Recession Proof Your Practice

We built our practices during the Great Recession. Challenges refine us. They make us better, stronger.

Never could we have imagined that therapists across the globe would collectively transition to virtual services in a matter of weeks. But it has happened. Therapists have advocated for better access coverage from insurance companies, telehealth regulations to be adjusted to provide care to clients, and more. Already we are seeing positives from this difficult time.

And then therapists start to hear the word Recession and they start to panic. What does a recession mean for me and my practice goals? We have GOOD news! You can sustain and even grow in a private practice. In fact, healthcare is one of the least impacted professions during a recession.

We have had over a hundred thousand therapists go through our free trainings since 2010. We have helped many therapists through great losses, natural disasters, economic hardships and more.

We know how to do this. We started brand-new private pay practices during The Great Recession. So we developed the Masterclass: Recession Proof Your Practice which includes 4 trainings, downloads, and a private community for support.

Each lesson takes you through steps to establish better marketing and business practices to use now in your practices and to help you pivot to be more visible in a world that needs you more than ever.

Everything we will be teaching you comes from the core of our rave review, multiple time sell-out [Business School Bootcamp for Therapists](#). We have a lot of insight into what is working right now for private practices and we can't wait to share it with you.



All the best,

Kelly + Miranda

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STEP #1 : Identify Your Stage

- ❑ **Haven't Started Yet:** Do you know how excited we are to have you in our Masterclass? This speaks volumes about your desire to serve and market ethically. We will give you easy, actionable steps that you can do NOW.
- ❑ **Private Practice That Is Growing:** This is the perfect time for you to be a part of this Masterclass. You will want to spend extra time on Lesson 2 - it's where you will find some of the easiest changes to make in your marketing right now.
- ❑ **Successful Private Practice but Struggling With the Pandemic and concerns about the economy:** You know what has worked before, but now you need to know what to pivot - without overhauling your entire marketing plan. Through each lesson we will help you see where you do and you do not need to pivot your plan to keep your business strong and growing.

STEP #2 : The Conversation

You know what makes the biggest difference in marketing outcomes in a private practice? It boils down to the therapist understanding how they help and what is unique about their therapeutic approach. It all starts with an outcomes conversation with your clients. Below is the script for you to modify for your client sessions this week.

If you haven't started your practice yet or you don't have clients booked this week, we want you to journal what clients have told you about their experience of therapy with you.

*As you ask these questions, this isn't an interview. It is a dialogue of shared experience. Please share your thoughts and concerns, too. Imagine how much trust can be built when you are honest about your experience as well.

*Note if you are working with kids, be sure to take some time to have these conversations with the parents- as those are the people who are making the decision to start or stop therapy. It is imperative to understand and engage them to get the kiddo what they need.

Outcomes Conversation Script

Hey (client name) before we get started with our session today, I wanted to set aside a few minutes to check in with you about your therapy experience. I know this is different from how we typically start a session but I value our work together and I want to be sure you are getting out of it what you need. Having this conversation will help me be a better therapist for you and will give you an opportunity to reflect on how far you have come since we started working together. Plus, just even this is a great way to practice having vulnerable and honest conversations. Does that work for you?

Great, I am going to take notes while we talk:

- What did your daily life look like immediately prior to starting therapy?
- What was the last straw when you decided to reach out to a therapist and what did you type into Google when you started looking?
- When you first came into therapy, do you remember what it felt like to call a therapist?
- Do you remember what in particular you were expecting and hoping for when you found me and came into your first session?
- What do you recall feeling during and immediately after that first session?
- What has changed for you since you have been in therapy?
- What has it been like to come to therapy and to be in this room together?
- What has been the most helpful part of therapy?
- What has been your least favorite part of therapy and why?
- Is there something you wish we could change about your therapy?

- Has there been a time when you've tried to tell me something and I missed it or you didn't feel fully heard?
- Is there something I can do better to help you?
- Looking forward, what would need to change for you to know that you were ready to graduate?

I really appreciate you sharing your experience with me. This is something I will want to follow up on every few months and of course whenever you have feedback or concerns as well. Does that work for you?

STEP #2b: Updates:

Right now life is looking really different for the clients you are seeing, and for the clients that you want calling your office. So, there is some additional information to collect that will have a huge impact clinically AND that will allow you to customize your marketing message and plan. You may have asked some of these questions before, so you may just need to note this information, check-in about what has changed over the past few weeks, or check-in a few new areas.

- What does a typical day look like for you right now?
- What are your biggest pandemic and recession related concerns?
- Where are you getting your news and information right now?
- What social media platforms are you using and how much time are you spending on each of them per day?
- Where are you getting your laughs from right now?
- What do you need more of in your life right now?
- What are you most looking forward to once physical distancing is over?

STEP #3: Integration

Below we want you to share what you learned about yourself as a clinician. Write down some of the things that your clients shared with you about their experience as well. We will be using this information in Lesson 2.

STEP #4: Connect

1. What words did clients use to describe the work you do?
2. Did you learn anything new or get any new words to describe your work?
3. How do you feel clinically after doing this exercise?

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Are you new to our community? Click [here](#) to create your free membership and get auto-approved for the community. **Write down your login information here:**

(Once you are logged in, click on [this link](#) to go straight to the spot to connect).