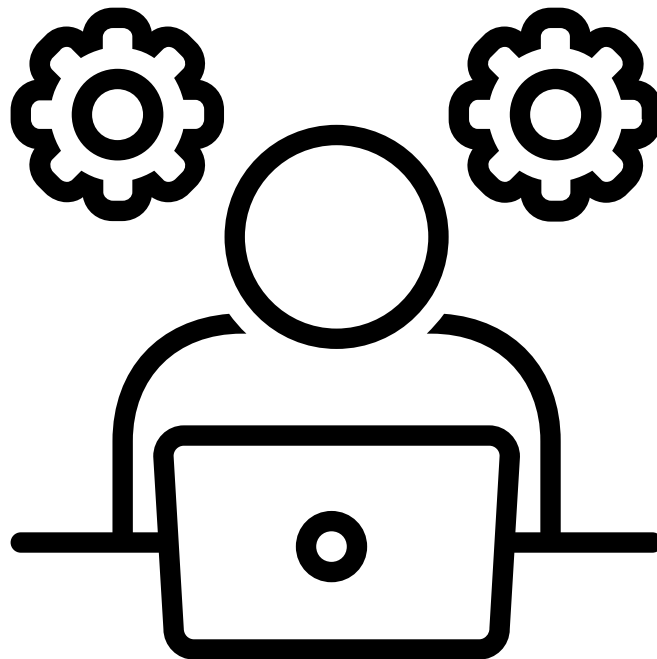
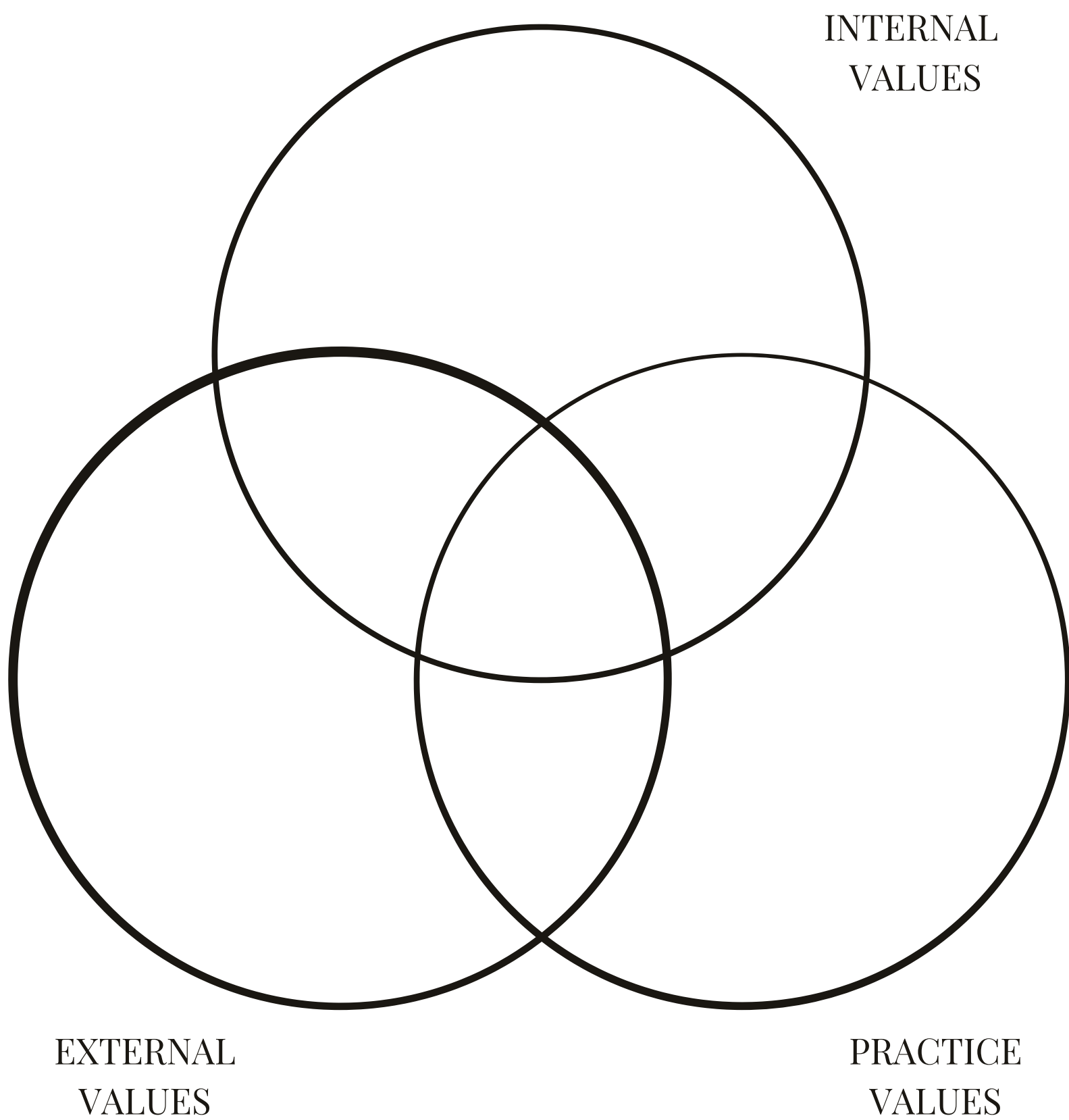


THE NUTS AND BOLTS OF STARTING AND OPERATING A PRIVATE PRACTICE

presented at the 2023 TLPCA Summit



Dr. Christopher J. Quarto, PhD, PLLC
Rose Crouch, LPC-MHSP, NCC



EXTERNAL
VALUES

INTERNAL
VALUES

PRACTICE
VALUES

Cultivating a mindset of abundance and generosity

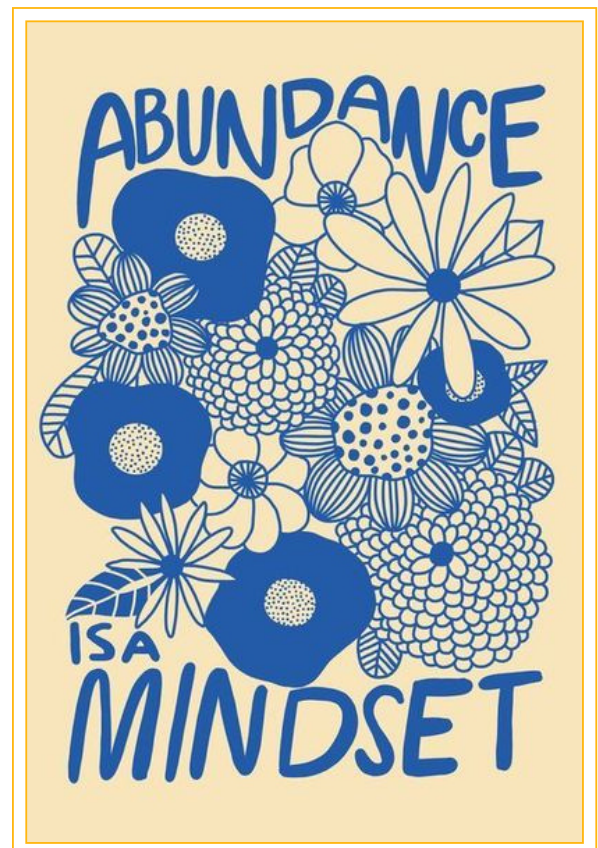
Notice your narratives. What's the fear-based story you're telling yourself about running your dream practice? Try re-writing that script.

ex: The market is too saturated; if I charge too much \$ I won't get any clients...

--> I live in a place with people who value therapy and I have unique strengths to offer.

--> I deserve to be paid well for my skills.

What are your biggest goals and wildest dreams for your life? What could you do and who could you be when you have a successful practice?



CLIENT JOURNEY EXERCISE

You are your client's guide from the time they're looking for a therapist to the time they finish therapy.

What do you deeply want for your clients? How will people experience transformation through their work with you?

Write out your client's story, from the first time they are thinking of reaching out for therapy to the time they finish therapy with you.

A few reflection questions:

What emotions are they having?

What are their fears about the process?

How can you calm those fears or offer solutions?

How can you specifically add value to their life?

How can you make them feel safe and seen?

How can you add humor, joy, or magic to their experience?

How are they going to feel when they finish working with you?

Checklist

Licensure/Legal

- apply for license (temp or full)
- Tax ID #
- NPI #
- choose business formation (SP, LLC etc)
- register business name with state
- file business as registered entity
- malpractice insurance

Niche/Branding

- name your practice
- identify ideal client
- client journey
- decide on colors, fonts, visuals for practice

Marketing

- Sign up for therapist directories
- Create website
- Create socials
- Join facebook groups and peer consult groups

Financial

- review personal budget
- create list of business expenses
- insurance vs self pay?
- set session fee
- open a business bank account

Administrative/Clinical

- rent office space (if you want in-person)
- set up email/fax/phone system
- set up EMR system
- create informed consent documents & intake forms

Business Resources

Books

Start With Why | Simon Sinek

The Big Leap | Gay Hendrix

Dare to Lead | Brene Brown

The Way of Integrity | Martha Beck

Set Boundaries, Find Peace | Nedra Tawwab

Mindset/Skillset/Building a Practice

Tiffany Roe Business School | @troebizschool

Danielle Swimm | @entrepreneurialtherapist

Josie Rosario | @thehealingstrategy

Allison Puryear | @abundance_practice_building

Storybrand | @storybrand

Zynnyme | @zynnyme

Social Media Tools

Flodesk | email list/newsletter marketing

Canva | content creation/branding

Planoly | content planning/scheduling/posting

Linktree | creates a list of links for people to connect with you from Instagram

Instagram | marketing/content

Substack | newsletter

Holdspace Creative | Squarespace website templates for therapists



- Brilliance
- Clever
- Decisiveness
- Expertise
- Foresight
- Insightful
- Intelligence
- Knowledge
- Learning
- Logic
- Vision
- Wisdom

- Acceptance
- Comfort
- Compassion
- Contentment
- Empathy
- Grace
- Gratitude
- Happiness
- Inspiring
- Joy
- Kindness
- Love
- Optimism
- Passion
- Poise
- Positivity
- Respect
- Sensitivity
- Serenity
- Thankful
- Thoughtful

- Accuracy
- Careful
- Certainty
- Cleanliness
- Consistency
- Control
- Justice
- Lawful
- Obedience
- Order
- Organization
- Security
- Stability
- Structure
- Thorough
- Timeliness
- Traditional

- Energy
- Fitness
- Health
- Vitality

- Affection
- Caring
- Charity
- Communication
- Community
- Contribution
- Cooperation
- Diversity
- Equality
- Family
- Fidelity
- Friendship
- Generosity
- Giving
- Loyalty
- Patriotism
- Selfless
- Service
- Sharing
- Stewardship
- Support
- Sustainability
- Teamwork
- Unity
- Welcoming

- Adaptability
- Balance
- Courtesy
- Devotion
- Faith
- Forgiveness
- Goodness
- Harmony
- Humility
- Inner Harmony
- Maturity
- Meaning
- Moderation
- Patience
- Peace
- Purpose
- Spirituality
- Understanding

- Ambition
- Assertiveness
- Boldness
- Bravery
- Confidence
- Courage
- Dedication
- Discipline
- Fearless
- Restraint
- Rigor
- Self-reliance
- Strength
- Temperance
- Tolerance
- Toughness

- Alertness
- Attentive
- Awareness
- Beauty
- Calmness
- Clear
- Focus
- Silence
- Simplicity
- Solitude
- Tranquility

- Enjoyment
- Enthusiasm
- Excitement
- Fun
- Humor
- Playfulness
- Surprise

- Freedom
- Independence
- Individuality

- Capable
- Competence
- Efficiency
- Excellence
- Experience
- Hard Work
- Leadership
- Motivation
- Productivity
- Professionalism
- Quality
- Results-oriented
- Self-development
- Skillfulness
- Speed

- Accountability
- Authenticity
- Commitment
- Dependability
- Dignity
- Ethical
- Fairness
- Honesty
- Honor
- Integrity
- Responsibility
- Self-respect
- Sincerity
- Transparency
- Trustworthy

Personality Traits for Private Practice Exercise

Directions: Below are personality traits (i.e., “factors”) that are part of the 16 Personality Factor (16PF) test as well as their associated descriptors. For each factor, estimate if you lean more toward the low range, high range or if you are somewhere in the middle. If you can’t think of where you fall then just leave it blank. *Most people lean closer to low and/or high ranges on three or four factors.* There are no desirable or undesirable factors/descriptors. Next, identify core traits that could enhance or detract from your role as a private practitioner.

Factor	Low-range Descriptor	Do you lean more toward the low range, high range or somewhere in the middle? (Write an “X” in the box below which indicates where you might fall in relation to the personality factor)	High-range Descriptor
SAMPLE FACTOR 1	Reserved	X	Outgoing
SAMPLE FACTOR 2	Concrete	X	Abstract
Warmth	Reserved		Outgoing
Reasoning	Concrete		Abstract
Emotional stability	High-strung		Calm
Dominance	Forceful		Submissive
Liveliness	Restrained		Spontaneous
Rule-consciousness	Non-conforming		Conforming
Social boldness	Shy		Uninhibited
Sensitiveness	Tough-minded		Tender-hearted
Vigilance	Trusting		Suspicious
Abstractedness	Practical		Imaginative
Privateness	Open		Discreet
Apprehension	Confident		Worried
Openness to change	Prefer the familiar		Open to change
Self-reliance	Dependent		Self-sufficient
Perfectionism	Controlled		Undisciplined
Tension	Relaxed		Tense

Descriptions of low range	Primary scales	Descriptions of high range
Reserved, Impersonal, Distant	Warmth (A)	Warm-hearted, Caring, Attention to others
Concrete, Lower mental capacity	Reasoning (B)	Abstract, Bright, Fast-learner
Reactive, Affected by feelings	Emotional stability (C)	Emotionally stable, Adaptive, Mature
Deferential, Cooperative, Avoids conflict	Dominance (E)	Dominant, Forceful, Assertive
Serious, Restrained, Careful	Liveliness (F)	Enthusiastic, Animated, Spontaneous
Expedient, Nonconforming	Rule consciousness (G)	Rule-conscious, Dutiful
Shy, Timid, Threat sensitive	Social boldness (H)	Socially bold, Venturesome, Thick-skinned
Tough, Objective, Unsentimental	Sensitivity (I)	Sensitive, Aesthetic, Tender-minded
Trusting, Unsuspecting, Accepting	Vigilance (L)	Vigilant, Suspicious, Skeptical, Wary
Practical, Grounded, Down-to-Earth	Abstractedness (M)	Abstracted, Imaginative, Idea-oriented
Forthright, Genuine, Artless	Privateness (N)	Private, Discreet, Non-disclosing
Self-assured, Unworried, Complacent	Apprehension (O)	Apprehensive, Self-doubting, Worried
Traditional, Attached to familiar	Openness to change (Q1)	Open to change, Experimenting
Group-orientated, Affiliative	Self-reliance (Q2)	Self-reliant, Solitary, Individualistic
Tolerates disorder, Unexacting, Flexible	Perfectionism (Q3)	Perfectionistic, Organized, Self-disciplined
Relaxed, Placid, Patient	Tension (Q4)	Tense, High energy, Driven

Examples of Traits/Qualities that May Enhance or Detract from Roles as Private Practitioners

Enhances	Detracts
<ul style="list-style-type: none"> • Optimistic • Self-confident • Integrity • Trustworthy • Conscientious • Responsible • Consistent • Detail-oriented • Warm & caring • Desire to make connections • Balances relationship-focus with independence • Results-oriented • Authentic • Perceptive • Thirst for knowledge • Innovative / creative • Strives to excel • Enjoys challenges • Tolerates risk 	<ul style="list-style-type: none"> • “Glass half empty” • Lacks confidence • Fake/shallow • Lack of follow through / irresponsible / careless • Inconsistent • Lacks persistence • Rigid / lacks flexibility • “Me”-focused vs. “we” focused • Uninterested in establishing connections • More task-oriented than relationship-oriented • Overlooks important things. / details • Reticent/detached • Rash decision-making • Disorganized • Procrastination • Imperceptive • Unimaginative • Risk-averse
<p>What are two or three of my traits/qualities (i.e., “superpowers”) that will help me experience success as a private practitioner? How will these things help?</p> <p>What are two or three of traits/qualities that could detract from my success as a private practitioner? What changes do I need to make OR what supports or resources do I need to address these things?</p>	



Beth Tyson

Nov 18, 2021

3 min read

Why Transitions are Tough for Children Impacted by Trauma & What to Do About It

By Beth Tyson, MA - Childhood Trauma Consultant



Does your child refuse to leave the playground or other locations without a meltdown? Transitions between activities are tough for toddlers and preschoolers, but especially for those children who have experienced trauma

and loss.

Children who have experienced traumatic changes in their life like divorce or removal from parents will see ending enjoyable activities as yet another loss. At the same time, they are constantly assessing their level of security, and boundary-pushing is a quick way to determine how safe they are. For example, if you get angry and scare the child because they won't leave the playground, you reinforce the belief that they are not safe with you.

Gentle, conscious, and empathic parenting styles typically work best for children with trauma. Because childhood trauma breaks their trust at a foundational level and changes the way the brain responds to perceived threats, they need to test people repeatedly to develop the belief that they are safe. This behavior is adaptive and does not mean there is anything wrong with the child. On the contrary, it rightfully protects the child from a world that feels scary and uncertain to them.

While children who have a history of trauma need us to be loving, they also require us to be confident and firm about our decisions to feel secure. Boundary-pushing during transitions between activities is also a developmental learning experience for the child. Boundary-pushing teaches the child how much control she has and whether or not she can trust your word.

With any challenging behavior our children are asking the question, can I trust you? That is why it can be detrimental to give in and go too easy on a child when they push back on you. There's a sweet spot where the parent is both empathetic and strong for the child. As caregivers, we can be too soft with our boundaries because of our pity for the child. But, children need us to be firm and stick to our word to rebuild a sense of trust in the world around them.

Why transitions induce tantrums in children impacted by trauma:

1. Ending activities triggers feelings of loss when they've already lost so much.
2. Leaving can feel like giving up control, and they've learned having control is critical to staying safe.
3. It becomes an opportunity to test the caregiver's word.
4. It is an opportunity to create conflict and chaos, which is familiar in their life. For children, anything familiar feels safe, even if it's negative
5. It creates emotional distance between them and others. Emotional closeness can feel scary to children who experienced abuse and neglect by those supposed to love them.

It's important to remember that transitions are difficult for all young children, but you can learn skills to make the process an opportunity for connection instead of frustration.

To learn effective skills to help your child through transitions without meltdowns please read the full article I contributed to on Care.com.

If you appreciate what you've learned in this article, please join us in the Facebook group Emotiminds where I share more tips and resources for families impacted by trauma.

Other articles that might interest you:

[It's Time to Redefine Happiness for Children in 2022](#)

[How Our Emotional Wounds Sabotage Our Parenting & What To Do About It](#)

Subscribe to my newsletter



Beth Tyson, MA is a psychotherapist, childhood trauma consultant, and author of A Grandfamily for Sullivan. She has several years of experience as a mental health clinician and as a co-instructor in the graduate program for counseling psychology at Eastern University. Beth specializes in training organizations about how to prevent and heal trauma.