Worksheet :
Heating up your "Hunger for Business" Transitioning from Clinician to Business Owner Becoming a Clinical Entrepreneur

For Clinical Therapists

Purpose:

This worksheet is designed to help you recognize the shift from academic and clinical accomplishments to the skills needed for scaling a private practice. It aims to ignite urgency for business growth, while equipping you with actionable steps to build a thriving practice. This worksheet empowers you to recognize your value, learn necessary business skills, and create actionable plans for scaling for private practice.

Section 1: Recognizing the Shift in Mindset

Exercise 1: Celebrate Your Achievements

Take a moment to reflect on all the hard work it took to get where you are. Answer the following:

1. What are three accomplishments you're most proud of (e.g., earning your license, completing advanced training, helping specific clients succeed)?
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2. Why are these achievements significant to you as a therapist?

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How did these accomplishments prepare you for your role as a clinician? What lessons can you carry forward into growing your private practice?

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Exercise 2: Understanding the New Skills Required

Scaling your business requires more than clinical expertise. Answer the following:

1. What are the differences between being a clinician and a business owner? Example: Clinicians focus on client care; business owners focus on growth, marketing, and finances.
2. Which business skills do you feel confident in, and which ones do you need to learn? Example: Marketing, client acquisition, managing expenses, using technology, creating scalable systems.

Write one area of business management you'd like to focus on improving:

Section 2: Igniting an Urgency for Growth

Exercise 3: Visualizing Your Future Success

Picture what scaling your private practice could look like. Answer the following:

1. Imagine your ideal private practice. How many clients are you seeing per week? How do you feel about your work-life balance?
2. What financial or personal goals will this growth help you achieve?

What is at stake if you delay growing your practice? How might a lack of urgency hold you back from realizing your goals?

Exercise 4: Identifying Growth Opportunities

List potential ways to grow your practice, such as:

- Offering specialized services (e.g., couples therapy, trauma therapy).
- Creating group therapy programs or workshops.
- Developing digital products (e.g., online courses, e-books).
- Expanding your marketing efforts (e.g., leveraging social media).

Write down 3 growth opportunities that feel both exciting and achievable:

1.
2.
3.

Section 3: Developing an Action Plan for Business Growth

Exercise 5: Setting SMART Goals

Using the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound), set goals for your practice.

1. What is one specific goal you want to achieve to scale your business? Example: Increase monthly revenue by 20% within six months.
2. Break the goal into smaller steps. What can you do this week, this month, and this quarter to move closer to that goal?

SMART Goal: _____ Steps to Achieve It:

- Weekly Step: _____
- Monthly Step: _____
- Quarterly Step: _____

Exercise 6: Addressing Fears and Resistance

Scaling a business can bring up fears of failure or uncertainty. Answer the following:

1. What fears or limiting beliefs do you have about scaling your private practice? Example: "What if I can't handle more clients?" or "I'm not good at marketing."
2. How can you reframe these fears into opportunities for growth?

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What mindset shift do you need to embrace in order to feel confident in growing your business?

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Section 4: Resources for Continued Growth

Exercise 7: Creating a Learning Plan

Identify resources to build your business skills:

- Books, podcasts, and online courses on marketing, client acquisition, or business management.
- Networking groups or mentorship programs for private practice owners.

- Professional development opportunities like workshops or conferences.

Write down 3 resources or tools you will commit to using:

1.
2.
3.

Recommended Books and References

1. *Private Practice Essentials* by Holly Hunt – A practical guide to building and running a successful practice.
2. *Profit First* by Mike Michalowicz – A financial framework for business growth and sustainability.
3. *Building Your Ideal Private Practice* by Lynn Grodzki – Insights into transitioning from clinician to business owner.
4. *Atomic Habits* by James Clear – Strategies for building consistent habits to achieve business success.
5. *The Practice* by Seth Godin – A motivational guide to meaningful and scalable work.