Worksheet :

Taking Your Niche on the Road Developing Your Pivot Plan for Starting or Growing Your Private Practice

For Clinical Therapists

This worksheet will guide therapists in creating a clear and actionable pivot plan to start or grow their private practice. It focuses on self-reflection, strategic planning, and building momentum for growth. Additionally, it encourages investing in yourself by joining the Empowerment Way Program and connecting through social media to gain professional support and inspiration.

Section 1: Reflecting on the Need to Pivot

Exercise 1: Identifying the Catalyst

Think about why you're considering a pivot in your career. Answer the following:

1. What challenges are you facing in your current professional setting?
2. Why do you feel it's time to start or grow your private practice?
3. What potential benefits do you see in making this change?

Write down 3 reasons for pivoting to private practice:

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2.
3.

Describe a moment when you felt inspired to move toward private practice. What made it stand out?

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Section 2: Designing Your Pivot Plan

Exercise 2: Clarifying Your Vision

Take time to envision your ideal private practice.

1. What population do you want to serve?
2. What types of therapy or services will you offer?
3. What does your work-life balance look like in this vision?

Write a short description of your private practice vision:

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Exercise 3: Setting Goals

Using the SMART framework, set clear goals for your pivot plan:

1. **Specific:** Define your goal (e.g., "Launch a private practice within 6 months").
2. **Measurable:** How will you track progress?
3. **Achievable:** Ensure the goal is realistic given your resources and time.
4. **Relevant:** Does the goal align with your long-term career aspirations?
5. **Time-bound:** Set deadlines to complete each step.

Goal: _____ Timeline: _____ Steps to Achieve It:

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

How does achieving this goal bring you closer to your ideal practice?

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Section 3: Building Momentum for Growth

Exercise 4: Addressing Obstacles with Action Steps

Think about potential roadblocks that might slow your pivot to private practice, such as financial constraints, skill gaps, or fear of failure.

1. What are the obstacles you anticipate?
2. What steps can you take to overcome them?

Obstacle: _____ Action Steps to Address It:

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What strengths and resources can you use to tackle these challenges head-on?

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Section 4: Igniting Urgency for Growth

Exercise 5: Creating Your Empowerment Map

Map out how you'll invest in yourself to accelerate your growth. Include areas like coaching, professional development, and networking.

1. What resources or programs can help you grow your business?
2. How can investing in yourself bring clarity and confidence?

Write down 3 ways to invest in your growth:

1. Join a coaching program (e.g., Empowerment Way Program).
2. Attend professional development workshops or webinars.
3. Build a network of supportive peers in private practice.

Why is now the right time to invest in yourself and take your practice to the next level?

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Section 5: Staying Connected and Empowered

Exercise 6: Joining Social Media Communities*

Write down steps to connect with others for inspiration and support:

1. Follow the Business Blueprint on social media https://www.facebook.com/groups/827082459041251
2. Join therapy-focused groups or forums for collaboration and ideas.
3. Participate in online discussions and share your insights.

List 3 social media or online communities to join:

1.
2.

3.

Resources for Action and Inspiration

Investing in the Empowerment Way Program

Take the next step by enrolling in the **The Empowered Therapist's Business Blueprint** to access tools, mentorship, and a community designed for therapists ready to scale their practices or just learn more about

Books to Inspire and Guide Your Pivot

1. *Private Practice Essentials* by Holly Hunt – A resource for setting up and growing your practice.
2. *Atomic Habits* by James Clear – Strategies for building effective habits to achieve success.
3. *The Practice* by Seth Godin – Lessons on meaningful work and professional growth.
4. *Profit First* by Mike Michalowicz – Insights into managing finances for a thriving business.