



Boost your income in 2016

By: Juan Santos

3 changes that can boost your private practice income in 2016

Before diving into this subject – I want you to promise yourself that you are going to do the work. Do not allow yourself to simply read the material and place it on the back burner for later.

I'm sure that you have on more than one occasion listened to an awesome podcast of Australia Counseling or read over material from The Smart Passive Income with Pat Flynn that screamed private practice. You more than likely during the process felt great enthusiasm and energy for the subject. You felt ready to make a change into your practice. Yet – you did not follow through.

Life got in the way.

You never went back to your notes and followed up on the needed changes.

This simple step in the process is what distinguishes successful changes from standard changes.

Today you are going to sit back digest the material and push the button for “action orientated self”.

5 changes that can boost your private practice income in 2016

Increase your rates

This one should be obvious – yet so many clinicians forget to do it. There really is no magic number as to how much you need to increase it by. Any change in the positive direction is a positive change. You can make more money at the end of the year by increasing your rates by 25 cents or 10 U.S dollars.

Many of you may feel that you are already at a high amount and do not want to scare potential clients away. Remember that you invested 4 years in undergraduate and another 2 or more years in graduate school. You invested thousands of hours into your expertise. You sat through too many to count conferences and presentations to better your knowledge. You invested and continue to invest hours upon hours of energy and money into your passion.

Is there a number for your value?

Reflect on your investment to your work as a way to help YOU feel comfortable with your fees.

Reach out to your Client & Referral list

Make an excel sheet of all your past/current clients and referral sources. Purchase some lovely cards and write each individual person a personal message.

Below are a templates:

For past clients you can write:

Hi _____ hoping that you are continuing to experience positive changes in your life. I simply wanted to reach out with warm wishes.

Sign your name and add a business card.

For referral sources:

Hoping that this letter reaches you well. I wanted to say thank you so much for supporting (practice name). I hope to continue to provide support to you and your referrals in the upcoming year. Please do not hesitate to call, email or text 😊

Sign your name and add a business card.

Give your referrals something to make their jobs easier

This strategy I have recently included in the past year. It has truly brought a strong return in referrals while strengthening the referral source relationship.

Think about who your ideal clients are and the likely referral sources.

Let's say that you work with African American children with Asperger.

Your referral source may be a pediatrician.

Create a PDF file that includes 5 or 10 important things for pediatricians to know when working with African American children with Asperger's. You can use your education to identify potential cultural barriers; parenting styles; or client needs. Overall, the goal is for your referral source to feel that the PDF file is of value to them when they are providing services to your ideal clients. The PDF file in addition will serve to further increase the pediatricians understanding for the population being served.

The great thing about this strategy is that you already know so much about your clients.

This strategy will provide you with the return of ranking higher on your referrals list. You will be seen as a professional of value. In addition, the pediatrician will be more likely to have your name at the top of their mind due to the relationship you have built.

Did you find the information helpful?



[Sign up for Santos Counseling FREE newsletter today by following the link](#)

Tell your friends about me & help our counseling community grow.