



Getting Started

# The Building Blocks of a Profitable Practice

Here you will find a brief selection of some of Dr. Chloe's favorite advice for practice building. This booklet is designed to give you a brief overview of Dr. Chloe's approach to attracting, booking, and retaining high functioning clients.

by Dr. Chloe Carmichael Ph.D.  
Clinical Psychologist

The Building Blocks of a Profitable Practice

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"This video series is incredibly meaty and full of good information. It's like you have a good friend who is telling you everything you need to know about how to get clients and have a successful practice. It's a solid course, plus it's fun to watch!"

— Dr. Judith Zackson, PhD  
Group Practice Owner

# Introduction

Hello,

Thanks for reading my free e-booklet on how to build a profitable private practice with high functioning people! Here you will find a brief selection of some of my favorite tips for practice building. As you may know, I started my practice **six years ago** and I'm proud to say that around the third year I crossed the **million dollar mark** in annual revenue. I did this of course with the help of a wonderful team of therapists working under my direction. The therapists who work for me are fantastic. I know that they also appreciate me, specifically that I'm able to bring them a steady stream of new clients to see.

This booklet is designed to give you a brief overview of my approach to **attracting, booking, and retaining high functioning clients**. For in-depth information, camaraderie, more support, and plenty of step by step instruction with optional homework, I hope you will sign up for my fun and easy **online courses**, which I'm delighted to say have received rave reviews from clinicians as well as recognition by the **American Psychological Association**. Thanks again for reading my e-booklet. As a **former college professor**, I pride myself on delivering quality information in a straightforward and applicable manner. ProfitablePractices offers a comprehensive guide full of the materials you need to succeed. I hope this marks the beginning of a mutually fulfilling relationship where you find success using the tools, information, and encouragement I provide to help you succeed in private practice!

Yours Truly,  
Dr. Chloe Carmichael Ph.D.



Credibility is important.  
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# Write a Pitch

Develop a winning elevator pitch specific to high functioning clients, get feedback on it, and be able to recite it in your sleep.

We all have our unique therapeutic strengths. What are yours? Are you able to describe how you help people in clear, layman's terms? Many therapists develop a habit of describing their approach to therapy or the types of clients they treat in such **heavy clinical terms that the average person either can't understand or actually doesn't want to identify with those terms**. Therapists often develop this habit in graduate school, where they're trying to show professors how they have mastered the literature by using as much clinical and scholarly terminology as possible. While this is useful in graduate school, and even an important part of professional and scholarly development, **it is actually not what we want to do when trying to attract clients**.

Think about it: If you needed a plumber to fix your kitchen sink, would you want a long explanation about pipe hoses, flappers, and flush valves? No, you'd want him to explain he would "make the drain work by fixing the pipes". Some clients may want more detail, **but start by making things simple**

**and straightforward**; provide the extensive clinical terms only if they're genuinely appropriate for the client's situation. Continuing with the plumber analogy, would you want a plumber who spoke in a sober manner about the million and one things wrong with your pipes? No, you'd want the plumber who made it sound like **a manageable problem that many people have experienced before and that he knew how to fix**. Of course, therapy is very different from plumbing— but marketing studies show that generally speaking, **consumers want a professional who makes them feel like their problem is manageable**.

Therapeutically, this is important too: if you're dealing with **high functioning people**, they need to know that you recognize them as **intelligent, capable people who have simply encountered a curve ball in life that you're going to help them manage**. Framing issues like self-esteem, dating difficulties, and even career insecurities as normal and expectable issues that many high



# Write a Pitch (continued)

functioning people have had before will generally help make the potential client comfortable to **book with you**, and **build the therapeutic alliance** in that first “is this a good fit?” session because it affirms that **these are manageable goals that you’re confident therapy can help.**

## Action Plan:

Create a sixty-second “elevator pitch” that you will use to describe your skills and what type of clients you see (or want to see). Yes, that’s right– sixty seconds! This is NOT a term paper where more length shows more thought; this is a short statement you can share whenever you need to provide a succinct explanation of who you are and what you do.

Practice your elevator pitch every day for 30 days till it rolls off your tongue. Share it with friends, family, and colleagues to get feedback. You may be surprised by some of the questions and reactions you get- all of this is helpful feedback for you to refine and target your elevator pitch till it’s short, interesting, relatable, and informative– all the things that high functioning clients like!



### FEELING STRESSED OR OVERWHELMED?

Dr. Chloe knows that all of this information can be a lot to take in, which is why she offers a 10 Video Module Subscription with additional resources that make this whole process a lot easier! When you join ProfitablePractices, you gain access to the Alumni Listserv where you can ask questions to fellow members and gain a sense of community.

[CLICK HERE TO GET STARTED NOW](#)

# Write a Pitch (continued)

WOULD YOU LIKE TO PRACTICE YOUR PITCH WITH DR. CHLOE CARMICHAEL AND GET HER INDIVIDUALIZED INPUT ON YOUR PITCH?

Did you know that when you join Profitable Practices you get a **FREE** 30-minute consultation with Dr. Chloe Carmichael, who has appeared on **FOX, CBS, VH1, Huffington Post, and an extensive list of other national media**? You can use your 30-minute consultation to go over your pitch with her! You'll also get access to her video modules where she shares tips that have helped her personally to grow her **from a brand new therapist fresh out of graduate school to the owner of a million dollar business**. You've invested so much money and time in grad school- make sure you don't forget to **take the key class** that will help you put all that knowledge to good use by getting clients in your private practice!



# Set the Stage

## Create a WINNING professional space for high functioning clients!

If you're like most therapists starting a private practice, you want to work with **high functioning, professional** clients who can pay private fees. **Does your space support this type of work?**

Think of your space as extended body language. Just like you wouldn't greet clients in your sweatpants and a stained shirt, you should not greet clients in an environment with scuff marks on the walls, a plant that has (any!) brown leaves, a desk that's overflowing, an empty tissue box, etc. What about the hallways leading to your office, if you're in a larger building? Are those walls clean and painted? Are there cobwebs or a dirty residue in any of the air vents; or any "subtle" (read: not really subtle) scuff/dust/dirt marks on the window sills? Could your door benefit from some WD-40 if it squeaks? Hopefully the points above are 100% basic for you. If they're not, then practice good self care by hiring a good housekeeper or at least setting aside a dedicated time to tidy up each day, whether you think your office needs it or not.

Now, **let's go beyond the basics above**. Consider the colors and fabrics in your office. Are the colors coordinated, including with the colors used on your website so that new clients who have only visited your website feel a sense of continuity when they visit your office? Are the fabrics high quality? **Sophisticated and professional clients should not feel as if they're taking a "step down"** when they step from their workplace into yours. In order for you to set a tone that you are the **expert in social signals, your own social signals (such as your office space) must project your expertise**. What about the art on your wall? I see many therapists make the mistake of choosing art that is really weird

or even outright depressing! Choose something tasteful and that expresses yourself- it can be vibrant or understated, modern or classic, original or not- whatever you like- but please make sure it isn't depressing, dusty, or unsuitable for your space in any way. Get feedback from friends and colleagues on these choices to **make sure you're setting the stage for success**. Speaking of your art, when is the last time you dusted it? I mean actually got up there on the couch so you could dust it all over? Believe me, high functioning people notice these details, **and these details do unconsciously communicate traits like professionalism and conscientiousness**.

Do you have **several lamps** to create a calm mood (**many studies have shown people open up more in slightly dimmer light unless it's a "bright lights interrogation" situation**), or are you using overhead fluorescent lights? Are your tissues encased in a tasteful holder, or did you just plop a box

Want an easier way to learn tips from Dr. Chloe?



# Set the Stage (continued)

of Kleenex on the table and call it a day? Do your pillows sag as if they've been leaned upon by a thousand people? **Do you change them by season, or at least annually?** Do you have an absolutely well stocked supply of pens and paper pads, in case clients want to make notes? **Are those pens and paper branded with your name and contact information?**

Don't miss these relatively easy opportunities to brand your space and silently communicate your professionalism. Once you have your space the way you want it, **consider having it professionally pho-**



**tographed** when you have a photographer come to take a photo of you (yes, you should have a professional photograph of yourself for your online profiles and website!). Even if it's just your hobbyist brother-in-law, get a nice photo of your space so you can share it online. There's something called a "buyer's journey" in marketing literature where potential customers visit your website and being able to **see your space** helps many consumers to **build trust and feel comfortable booking an appointment.**

Your professional space is an important piece of your professional identity, and **you're in the business of helping people navigate social signals**— so the time you spend on your own space and the signals it sends is always worthwhile. And of course there is **your video therapy session setup** as well! Dr. Chloe has published in US World News about how to choose an online therapist, as well as other media on the subject. She is happy to help therapists select the right social signals for success whether in your physical or online office.



## DOES THIS FEEL LIKE TOO MUCH INFORMATION?

Dr. Chloe offers an easier way to learn from her helpful tips. You can watch her 10 Video Modules full of easy to learn information and benefit from the other resources that ProfitablePractices provides!

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# Set the Stage (continued)

## Action Plan:

- Take a good hard look at your space. Make a list of anything that must be revised immediately, and get to work on it.
- Also make a list of things you will change or update as your budget allows.
- Invite 2-3 friends who are good at decorating to visit and beg them for their 100% unadulterated feedback. (If they say there's nothing they'd change, tell them to name at least one thing they'd add if they absolutely positively had to spend \$300 on improving the office somehow.)
- Keep the list of "future improvements" as inspiration for you to continue enriching your environment as your practice thrives and you continue attracting more sophisticated, professional clientele.
- If you see clients online, ask a friend to do a test appointment and share with you about how you're coming across. (Just like you present yourself differently on TV than you do in "real life", there are a few keys to making your video presence feel truly professional. The right details make you someone clients from all over the world will seek for online sessions, just like they do Dr. Chloe!)

You don't have to do it all in one day— just keep a list and work towards it step by step, just like you got through graduate school or any other complex accomplishments. Give yourself time, and work your way through the list as your practice grows more profitable.

Would you like to share photos of your space and get feedback?

Want to talk through ideas of where to get affordable yet truly tasteful decor? Or even just celebrate your victory by creating a beautiful sanctuary where your practice will thrive? Your desire for community is a healthy one— feed it! Join ProfitablePractices.net as a paid member for more tips, videos, support, insight, and community from Dr. Chloe Carmichael, who built her practice that grosses over \$1 Million Dollars in revenue per year! She's now ready to show you how she built her practice from scratch, right out of graduate school. If you book even one client who sees you even a handful of visits from taking her course, you'll likely cover your entire cost of the program!



This is Module 2 from Dr. Chloe's video series.

# Get Social

## Take full advantage of Social Media, Blogs, Newsletters, and other Media to promote your practice.

Are you taking full advantage of social media to promote your practice? Many therapists hold back on social media because it seems daunting- it certainly wasn't something we were taught in graduate school! Ditto for newsletters, blogging, and trying to leverage other media to share yourself and promote your practice. The beauty of digital media is that once you put it out there, it stays there forever, always available for anyone to read and be guided to your practice.

Action Plan #3 actually has about a half-dozen action steps you could take if you want to start using social media, newsletters, blogs, and even major media to promote your practice. When high functioning clients see you in the media, they view you as an expert who is polished and professional. This prompts them to contact you and potentially book with you. There are TONS of things you can do to promote your practice, and Dr. Chloe is here to walk you through step by step... you might even find that you're actually having FUN as you start getting noticed by the media, developing your own social media following, and booking up your own ProfitablePractice!



Dr. Chloe Carmichael talks about bipolar disorder on CBS!



"I just want to thank you for sharing all of this knowledge on building a private practice. I've never known a colleague that was so generous in sharing this type of specific information on how to really get a practice started, especially a strong profitable practice. In graduate school, this was just not something that was taught. I really appreciate all that you're sharing here!"

— Dr. Natasha Manning, PhD

# Get Social (continued)

## Action Plan:

- Choose at least one social media channel and create a professional profile for your practice there.
- Sign up for a free account at a newsletter service like Constant Contact or MailChimp, and start sending a newsletter at least every two months. Include your friends and family to start, and add ANYONE who seems even REMOTELY interested in your practice.
- When you give a free talk at the library on how to manage depression (yes, you should be giving talks!) ask if everyone there will sign up for your newsletter list.
- When you meet people at networking events and exchange cards, casually ask the person if it's ok to add them to your mailing list (very few people would say no- in fact this has never happened as far as I know).
- And remember that hypothetical talk at the library? Make sure you get a photo so you can include it when you write a blog about whatever you discussed.
- Treat media contacts like gold- identify a few bloggers or media people you admire and begin posting links to their work, and maybe contact them over social media to ask questions- if they respond over social media, then their followers will become aware of your profile too.
- Keep a list of topics to blog about, and write at least one per month. Make a social media calendar where you plan ahead with special posts for holidays, summer events, etc.

Social media may seem daunting, but the good news is that the reason it seems daunting is the same reason it's rife with opportunity: it's vast, there are tons of platforms, and there is literally something for everybody.



The Building Blocks of a Profitable Practice

# Get Social (continued)

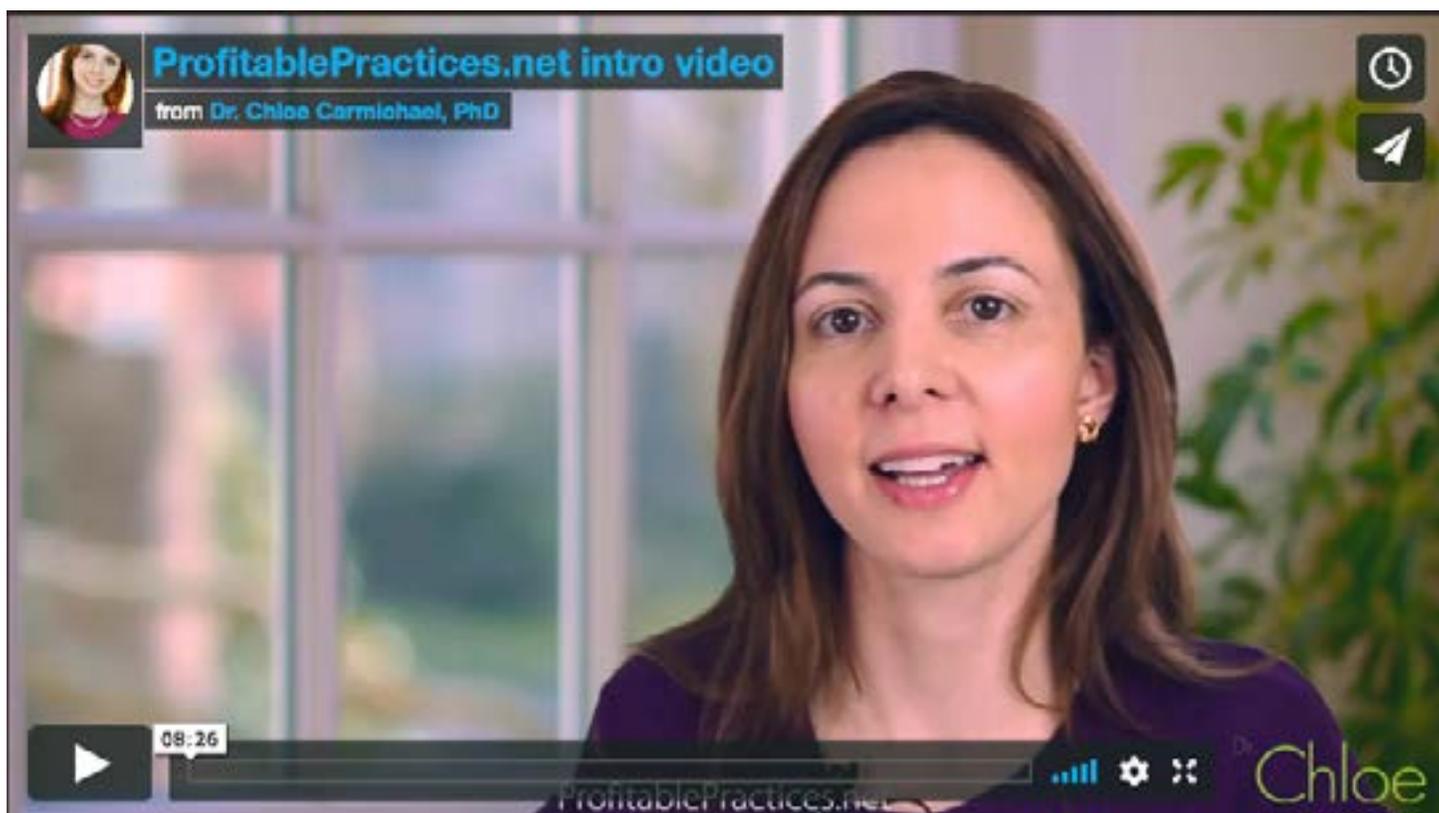
Dr. Chloe is featured regularly in major media. Her video modules can help you “get the word out” to increase your private pay bookings!



Thank you for reading these free tips by me. I hope to see you at the online course. It's a good way to invest in yourself and your career. Learn skills now so you won't spend another day wondering how to get clients. Your ProfitablePractice awaits!

# Conclusion

Thank you again for reading my e-booklet. I hope you found these free tips helpful and motivating. However, the advice doesn't have to stop here! I created a series of ten online video modules full of exciting and helpful tips for building a ProfitablePractice.



Get started today to learn  
“... what they don't teach you in graduate school.”