



Welcome!

The webinar will begin shortly...

Note: Your microphone is muted, and your camera is turned off. During the program, please use your device's speaker settings to adjust the sound level.

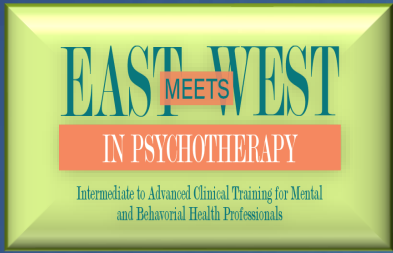
How to Build Your Dream Practice:

**Proven Mindsets & Strategies for Mental Health
Professionals in Independent Solo or Group Practice**

Dave Verhaagen, PhD, ABPP

Founder, Southeast Psych Nashville & Charlotte

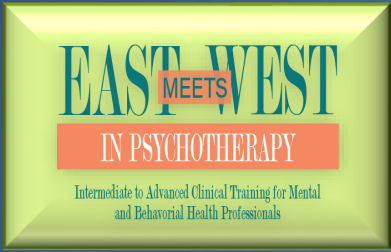




Our Objectives

You will be able to describe...

- The seven keys to developing their ideal practice.
- How to specifically shape their culture.
- How to connect their core values to their culture.



Our Objectives

You will be able to describe...

- The importance of developing your market niche.
- How to connect with other professionals.
- Three ways to improve their presentations.

Four Possible Audiences

**No
Thanks!**

**Start a
Solo?**

**Join a
Group?**

**Start a
Group?**

My Journey to Private Practice

- ▶ Internship
- ▶ Post-doc
- ▶ Joined practice
- ▶ Forced to start my own practice
- ▶ Growth
- ▶ Expansion



SOUTHEAST PSYCH
N A S H V I L L E

Why Private Practice?

- ▶ Lifestyle
- ▶ Higher income
- ▶ “Ideal client”



Why Not Private Practice?

- ▶ Risky
- ▶ Lonely (in solo practice)
- ▶ Demanding (if owning)
- ▶ Lack of skill or knowledge
- ▶ Discomfort with money



Questions Before Joining a Practice

- ▶ Reputation
- ▶ W2 or 1099
- ▶ Financial arrangement
- ▶ What you get
- ▶ What's expected of you



Want to Start a Business?

- ▶ You must think of yourself as a business person.
- ▶ You must have a lot of bandwidth to do everything you must do to achieve liftoff.
- ▶ You must have dedicated time to run the business.
- ▶ You must surround yourself with people who know things you don't know.



You Must Be Willing and Able to...

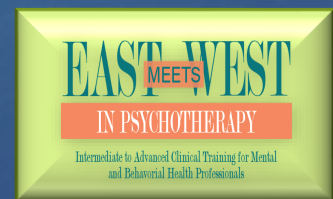
- ▶ Recruit and hire
- ▶ Market – including presentations
- ▶ Manage people and processes
- ▶ Set up systems and infrastructure



The Seven Keys



1. Create an intentional culture
2. Think abundance, not scarcity
3. Develop a niche
4. Serve your community
5. Market relationally
6. Give excellent presentations
7. Innovate constantly



Create an Intentional Culture

- Two Young Fish
- Culture is either intentionally or unintentionally created.
- Get clear on your **core values**, then use that as the lens through which you make decisions – hiring, spending, marketing, website, staff development—everything!



Our Core Values

F – Fun

I – Innovation

R – Relationships

E - Excellence



FIRE



SOUTHEAST PSYCH
N A S H V I L L E

[ABOUT US](#)

[SERVICES](#)

[OUR TEAM](#)

[MEDIA](#)

[GETTING STARTED](#)

[ONLINE PORTAL](#)

[CONTACT](#)



Release your inner rockstar

[Get Started](#)



Think Abundance, Not Scarcity

1 in 5 people needs our services (Do the math)

The issue is awareness, not demand

An abundance mindset is rare

You become less anxious and more collaborative



Develop a Niche

A generalist practice seems intuitive, but...

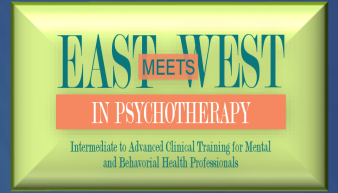
A niche practice can be more successful in the long run

For a group, different clinicians can have different niches

Stand out as distinctive 



Be a Purple Cow



1. Imagine seeing a purple cow among a herd of brown cows.
2. The brown cows are boring.
3. A purple cow is remarkable. She stands out.
4. Ask “Why not?” Do what is “just not done.”

Examples of Purple Cows

1. **Tom's Shoes** – Buy yourself a pair of shoes and they give a pair to someone in need.
2. **Krispy Kreme** – Watch the doughnuts being made.
3. **Dick's Last Resort** – The waiters make fun of you and disrespect you—on purpose!

Serve Your Community

Give Talks for Free

Consult with Other Professionals

Put Good Content Online



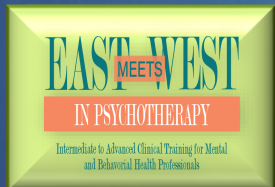
Serve Your Community

Partner with a Non-Profit

Sponsor Good Causes

Offer Pro Bono or Reduced Fee Services

Volunteer for Events



Market Relationally

Social media, paid ads, brochures, etc., may all build name recognition, but ...

Your best referral sources will be those you connect with personally

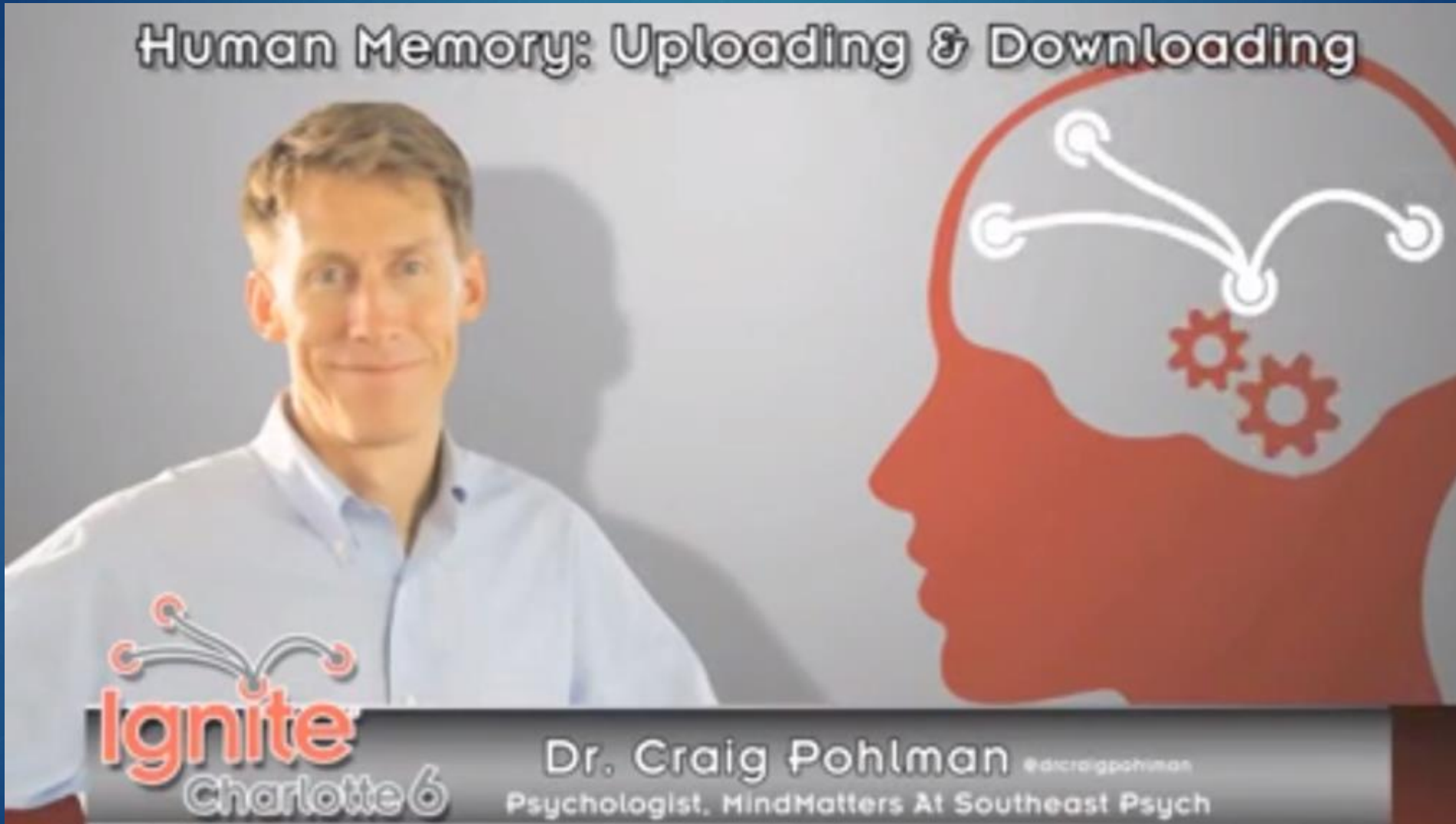
You need 3-5 consistent referral sources that love you

This requires playing the long game



Give Excellent Presentations

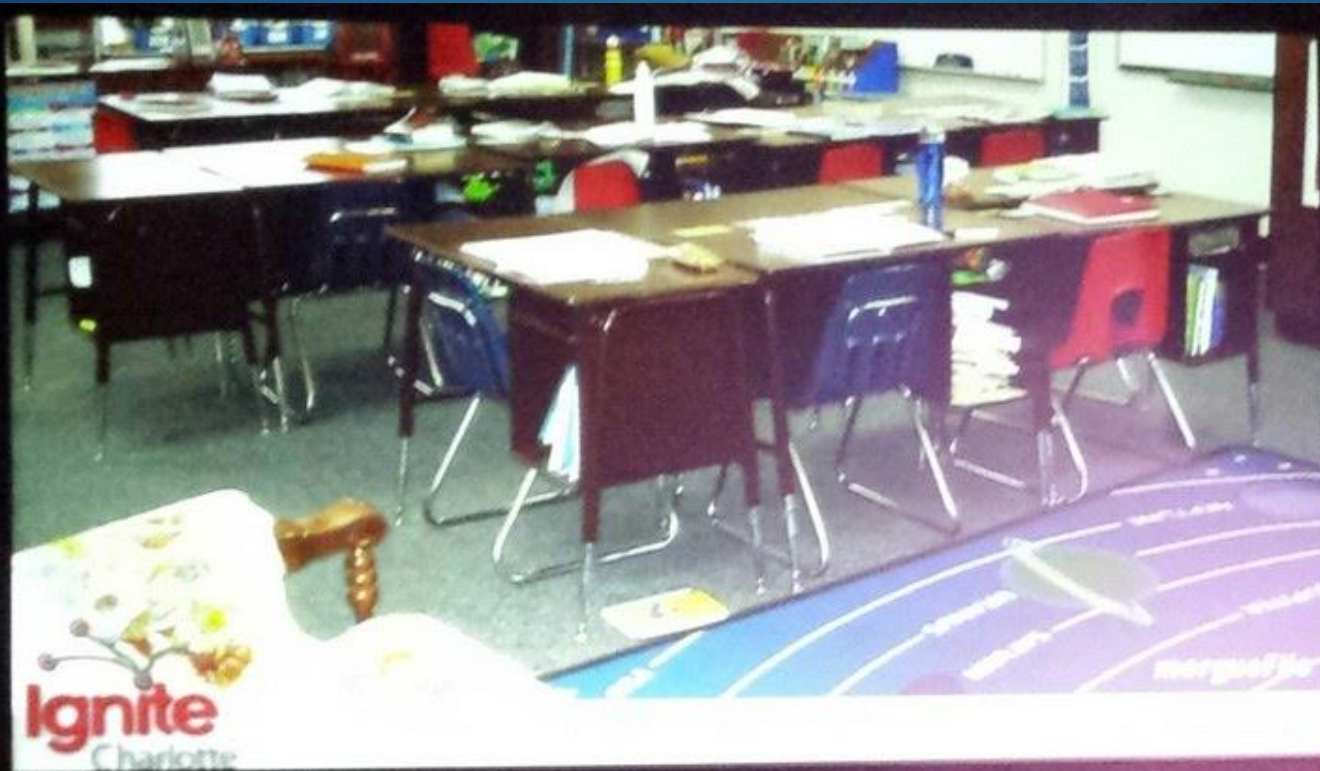
Human Memory: Uploading & Downloading



Ignite
Charlotte 6

Dr. Craig Pohlman @dcraigpohlman
Psychologist, MindMatters At Southeast Psych





Ignite
Charlotte



“At a funeral, the average person would rather be in the casket than giving the eulogy.”

– Jerry Seinfeld



Where Ya Goin'?

Why?

Simplify

Connect

Practice





Always Start with Why

**PEOPLE DON'T BUY WHAT YOU DO,
THEY BUY WHY YOU DO IT.
-SIMON SINEK**



Before You Begin, Ask...

- ▶ Why do you care?
- ▶ Why should they care?



Tell Your Practice's Story

- ▶ The client is the hero. You are the guide.
- ▶ Start with a **problem** that you help them **solve** or...
- ▶ Start with a **need** that you help them **meet**.

Tell Your Practice's Story

- ▶ *Who, what, how, where:*
- ▶ “I help young men who are feel stuck in life develop personalized life plans that help them thrive.”
- ▶ **Who** (hero) – young men
- ▶ **What** (problem) – stuck in life
- ▶ **How** (solution) – develop personalized life plans
- ▶ **Where** (outcome) - thrive



**KEEP IT
SIMPLE**

Optimally...

One image

One idea

Few words



**KEEP
CALM
AND
SIMPLIFY**



Simplify More

Each slide...

1-3 keywords or phrases

One graphic, clean background

28-point font minimum

Ideally, one idea

PER SLIDE.

Connect

It's about relationship
and attunement.



Connect From the Start



3 Line Introduction:

Your name and affiliation

Your topic and structure

Your introductory hook

Connect with a Great Hook

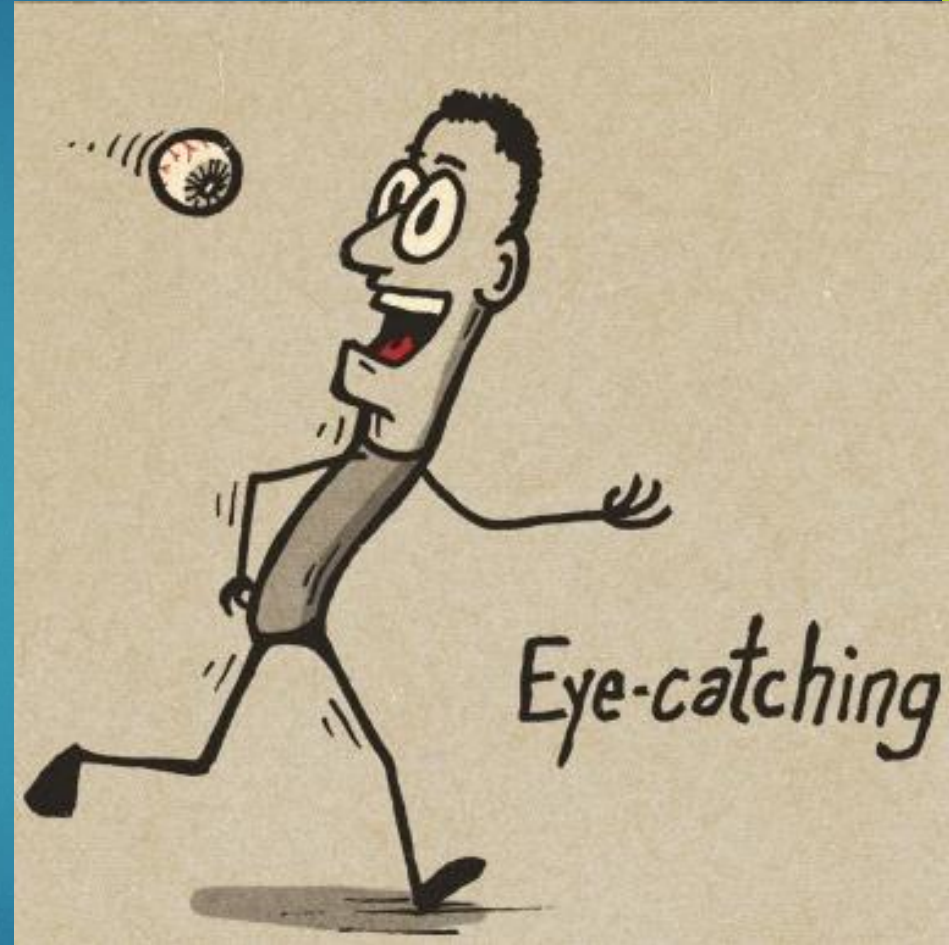
A short story

A fascinating question

A surprising fact

A striking quote

An eye-catching visual



Connect with Your Face



Eye contact
Expressiveness
Smile

Connect with Movement

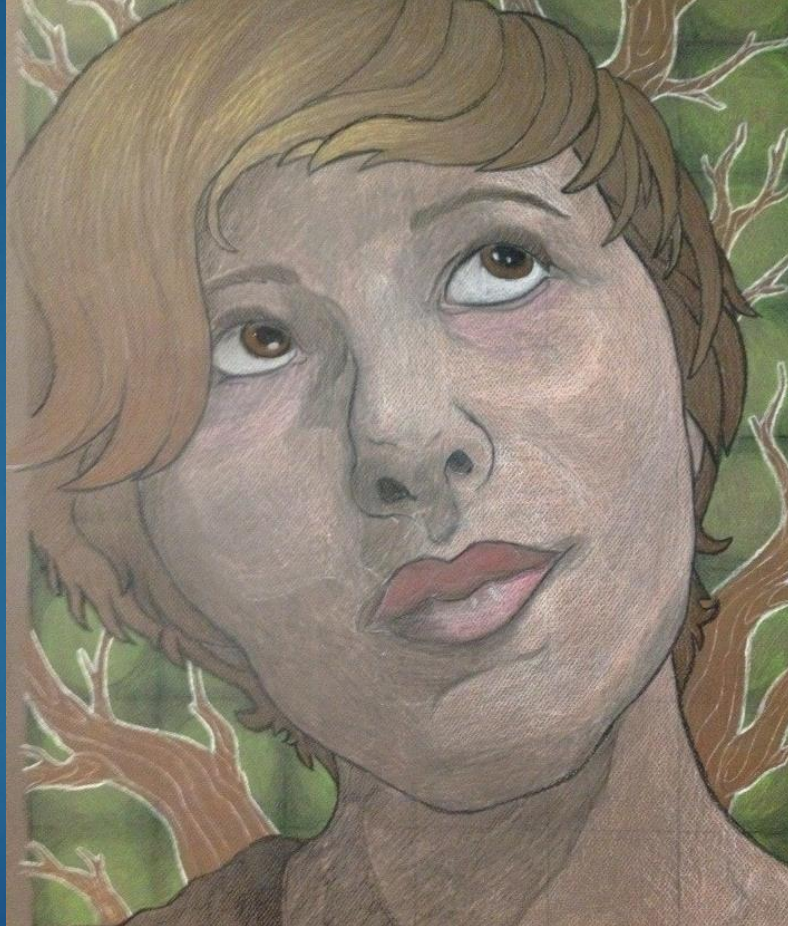
Move toward them

Move intentionally

Gesture purposefully



Connect with Stories



Stories are your most powerful tool.

The more personal, the more powerful.



Practice

The best presenters practice—a lot!



Practice

Know exactly how you will start...
...and how you will finish.

“Why?”
Simplify
Connect
Practice



BIG FINISH

Tell what you will tell them, tell them, tell them what you told them!

Innovate Constantly

Never go on autopilot

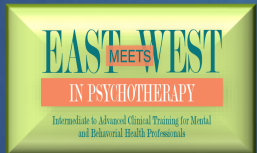
Always be thinking about how you can keep it fresh

Embrace change

What are the groups, camps, new services, new ways of communicating, new initiatives, etc. that I can infuse into my practice



Ask Me a Question



BONUS CONTENT



Support Staff Needs

Essential:

- Reception/checkout
- Finance (accounts receivable, accounts payable, etc)
- Intake Coordinator (for multi-clinician practices)

Other Options (bigger practices):

- Host/Greeter
- Office Manager
- HR (for hiring, compliance, etc)
- Groups coordinator
- Social Media/Marketer

Keeping Admin Staff Happy

- Connect them to the meaning of their work.
- Give bonuses for outstanding contribution.
- Give lots of regular praise.



Keeping Admin Staff Happy

- Plan fun social events.
- Have opportunities to get together during the week.
- Pay them a livable wage.



Clinician Needs

Consider a mentoring model.

Have regular case staffing and in-house trainings.

Be intentional about ways to stay socially connected.

Use GroupMe, Signal, Slack, etc., to stay connected.

