Diversifying Your Private Practice

Whether you only want to see clients individually in an office or would love 3-5 different ways to work with people, it is up to you how you support your own energy level, sustained passion for your work, and balanced income streams. There isn't a right way that fits everyone their entire career, but there is a way that supports you in doing the work you love at the stage you are at in this moment. Consider the lists below as inspiration to help find your balance.

Who Do You Want to See?

- Individuals
    - Simplest in some ways, one point of view, can always have other people come to sessions. You are focused on your client, their perspectives, what they are working on, and 1 person's growth, healing, or changes.
- Couples
    - New dynamics to balance that many people find interesting. Specific training to understand couples therapy is important because of the dynamics and making sure you don't fall into trying to do individual therapy with both people in session. More nuance, perspectives, and the ability to work within relationship in the moment.
- Families
    - Specific training needed, but people who love this work can make a huge impact on a family's life, the individuals in that family, and the relationships. There are many perspectives to deal with, therapist must be clear on their role, and balance of how many families a therapist can see will vary by therapist.
- Groups
    - Can be "easier" or "harder" depending on the therapists approach, the focus of the group, and whether a therapist finds groups energizing or draining.
    - Choices: Closed/Open. Set Length/Ongoing. Specific/General Focus. # of Participants. Length of Group. Therapy/Therapeutic
    - Cost can be more affordable for participants while more lucrative for therapist.

When deciding what you want to include in your practice, consider…

- Different Price Points (for you and your clients)
- What Your Community Needs
- Energy Level (theirs and yours) in Relation to Offerings
- Space Needed or Virtual Challenges
- Starting with something you feel comfortable with and adding other options later

How Do You Want to See Them?

- Virtually
    - Materials needed on both sides of the computer, private setting for you and them, art or product storage, plan B & C if technology doesn't work.
- In-Person
    - Providing a healthy space, cleaning of supplies, ventilation, privacy, location, size of space, accessibility, control over making space comfortable for you and clients.
- Traveling to Other Locations
    - Notes/Documentation (onsite or no?)
    - Who buys supplies and where are they stored
    - What do you need to include in the cost? Travel, gas, maintenance, time between locations or other work, etc.

Other Possibilities

Active Income

- Workshops (Live in-person or virtual)
- Support Groups (or non-therapy offerings)
- Coaching (Wellness, Entrepreneurial, etc.)
- Contracting
    - You as the contractor going to other facilities/agencies.
    - Hiring contractors or employees to work for you.
- Speaking Engagements

Passive Income

- Workshops (Self-Paced)
- Programs or Courses (Self-Paced)
- Books
- Worksheets
- Guides/Handbooks
- Video Learning
- Decks of "Cards" (Tarot, Topics, Inspiration)
- Coloring Books, Journals, Workbooks

Other Ways that can Lead to Income or Attracting New People

- Blogging or Unpaid Speaking Engagements
- Presenting at Conferences
- Wellness Fairs
- Sponsorship
- Hosting a Table at an Events