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# Starting Your Own Counseling Practice

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Project Addiction Counselor, How to Create and Sustain A Private Practice  
The Private Practice Field Guide  
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The Profitable Private Practice  
Starting Your Private Practice  
Starting a Successful Practice in Clinical Psychology and Counseling  
Twelve Months To Your Ideal Private Practice a Workbook  
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ACA Ethical Standards Casebook  
Cognitive Behavior Therapies  
Clicking with Clients  
Addiction Private Practice  
Be a Wealthy Therapist  
Ready, Set, Treat!  
This Business of Therapy  
This Is Marketing  
Building Your Ideal Private Practice 2nd Edition  
Setting Up and Running a Therapy Business  
Building Your Ideal Private Practice: A Guide for Therapists and Other Healing Professionals  
Best Practice  
The Making of a Therapist  
The Profitable Private Practice  
How to Survive and Thrive as a Therapist  
Private Practice Made Simple  
Getting Started in Private Practice  
Counselor Self-Care  
The Counselor and the Law  
How to Thrive in Counseling Private Practice  
The Complete Guide to Private Practice for Licensed Mental Health Professionals

## COLBY WILLIS

*Project Addiction Counselor, How to Create and Sustain A Private Practice*  
Independently Published

This workbook offers a strategic programme that should help professionals expand their practice. Based on the author's book, "Building Your Ideal Practice", the text incorporates fresh ideas, new skill sets, favourite exercises and generous advice.

### **The Private Practice Field Guide**

WestBow Press

Step by step, detailed instructions how to be certified, get office space, marketing, billing, appearance, rapport, legal protection...All the details, big and small. A lucrative, fulfilling career without a degree and very little start-up money. Private counseling: It's about time.

Welcome to the Reblution W. W. Norton & Company

All the tips and tools you need to build a successful mental health practice from the ground up Many mental health professionals currently working for group practices, hospitals, and private or government agencies have both the skills and the drive to become solo practitioners. But how and where do you begin? *Getting Started in Private Practice* is a reliable reference that offers the comprehensive information and armchair motivation you need to establish and build your own practice from the ground up. User-friendly and full of helpful tips, this handy book provides you with tools and techniques for starting and maintaining a thriving private practice, including information on: \* Discovering your ideal practice \* Creating a business plan \* Financing

your start-up \* Setting fees \* Setting up shop and measuring results \* Minimizing risk \* Managing managed care \*

Marketing your practice \* Generating referrals \* Utilizing additional print, Web, and organizational resources From major concerns such as ethics and liability to day-to-day matters like selecting stationery and business cards, *Getting Started in Private Practice* puts the best solutions at your fingertips. Whether you're a recent graduate or a seasoned pro, this invaluable resource will help you minimize the uncertainty of establishing a solo practice while maximizing the rewards.

**Private Practice Essentials** Springer Publishing Company

This is a must have book if you are considering venturing out into the world of private practice or if you are needing some pointers about specific areas of practice from an experienced clinician. Kerry Heath has compiled years of experience and expertise into one place for mental health professionals to access a step-by-step guide of starting a private practice. This book contains everything from how to get started, marketing tips, billing, documentation, insurance credentialing and examples of business forms needed to run your practice.

*Getting Started in Private Practice*  
Createspace Independent Publishing Platform

"This practical guide is ideal both for teaching future members of the profession about their ethical responsibilities and for reinforcing ethical competence among current professionals. We strongly recommend this book." Jeffrey E. Barnett, PsyD, ABPP  
W. Brad Johnson, PhD Loyola University Maryland United States Naval Academy  
Coauthors, *Ethics Desk Reference for Counselors*, 2nd Edition "Herlihy and

Corey's text boosts the reader's ethical understanding leaps and bounds above mere reading of the ACA Code of Ethics. With multifaceted case study examples and an integrated approach to tackling ethical dilemmas, this book is a must-read for students, counselors, counselor educators, and supervisors." Shannon Hodges, PhD Michael Knight Niagara University Graduate Student, Niagara University ACA Ethics Revision Task Force Member The seventh edition of this top-selling text provides a comprehensive resource for understanding the 2014 ACA Code of Ethics and applying its principles to daily practice. Each individual standard of the Code is presented with an explanatory case vignette, and a Study and Discussion Guide is provided at the beginning of each major section of the Code to stimulate thought and discussion. Common ethical concerns, with instructive case studies, are then explored in individual chapters. Topics addressed include client rights and informed consent, social justice and counseling across cultures, confidentiality, counselor competence, working with minor clients, managing boundaries, client harm to self or others, counselor training and supervision, research and publication, and the intersection of ethics and law. Chapters new to this edition examine managing value conflicts and the issues surrounding new technology, social media, and online counseling. The Casebook also contains an Inventory of Attitudes and Beliefs About Ethical Issues to assist counselors in developing a personal ethical stance. \*Requests for digital versions from the ACA can be found on wiley.com. \*To request print copies, please visit the ACA website here. \*Reproduction requests for

material from books published by ACA should be directed to [permissions@counseling.org](mailto:permissions@counseling.org).

*Multicultural Encounters* John Wiley & Sons

Would you like to: Make more money in your private practice? Attract more ideal clients? Generate a flow of quality referrals? Revitalize your existing practice? Have increased confidence as a business owner? In this book, psychotherapist and business coach Lynn Grodzki acts as your personal business coach and shows you how to build an ideal private practice—one that is both highly profitable and personally satisfying. Today, being a talented professional is not enough to ensure the success of your private practice; you also need to be an enthusiastic, talented businessperson. Grodzki's business strategies are effective and immediately useful for a wide range of private practitioners, including social workers, psychologists, psychiatrists, massage therapists, energy healers, life coaches, and chiropractors. Whether you are just starting out as an independent practitioner or looking to revitalize an existing practice, *Building Your Ideal Private Practice* provides a foundation for business and personal growth that will lead you to a new level of personal and financial enrichment. Presenting innovative business concepts in a format specifically adapted for the therapeutic profession, this book guides professionals at all stages of their careers. Bringing together years of experience and the key elements from her *Private Practice Success Program* with an easy and accessible writing style, Grodzki's book will help you not only build a successful practice outside managed care, but also ensure that your business reflects your true values and

talents.

The 3 Pillars of a Thriving Private Practice PESI Publishing & Media  
Best Practice

*Becoming a Therapist* Harmony

A fool-proof plan to launch your solo private practice with minimal financial investment or risk. We'll be in your back pocket the whole way through, cheering you on and advising you at each step. Our guide is intended for solo licensed clinicians, including (but not limited to) Mental Health Counselors, Social Workers, Occupational Therapists, Physical Therapists, Speech and Language Pathologists, Psychiatric Nurse Practitioners, Psychiatrists, Psychologists, and Dietitians. We are a Licensed Mental Health Counselor and a Licensed and Registered Occupational Therapist with almost 30 years of combined clinical experience, half of which has been spent running our solo practices. We have helped numerous clinicians start their own successful private practices, and are so excited to help you gain independence and achieve financial freedom.

Integrating the Expressive Arts into Counseling Practice Best Practice Are you a helping professional who has dreamed of ditching your agency gig to become your own boss? If you are a therapist and are considering making the leap to owning your own private practice, this handbook is a must-have. Other practice building books out there tend to focus on attracting your ideal clientele, and not on logistics like, "How do I register my business?" or, "How do I set up a secure email account?" "Best Practice" gets down to the nitty gritty of what you really need to know to run your business. From establishing your business entity, to building a website, to setting up an office and more, this handbook will be

your road map to creating your successful business. Step-by-step checklists and templates for creating forms are included to save you headaches, frustration, and precious time. The learning curve for business ownership is a steep one. "Best Practice" will take the guesswork out of practice start-up, so that you can focus on helping your clients. It outlines every real-world detail you will need to know throughout this exciting journey. How to Thrive in Counseling Private Practice Are you looking to start, build or grow a counseling private practice? Are you wanting to get off the ground, open your doors, or build a caseload of clients? Are you confused about networking, marketing, licensing, networking, billing or other practice management issues that you never even heard of when you were in grad school? Are you thinking about converting a successful solo practice into a larger group or agency? In this work, Dr. Anthony Centore (Licensed Counselor, Private Practice Consultant for the American Counseling Association, and CEO of Thriveworks) shares road-tested practice building strategies from his direct, extensive, experience growing a successful chain of mental health counseling practices. A must have resource for anyone getting started, or working to grow, a coaching or counseling practice. Getting Started in Private Practice When I started thinking about making the leap from working for someone else to owning my own mental health private practice several years ago, I was terrified. I was worried I would never make enough money, afraid to give up the "security" of a "stable" income, and anxious at the thought of having to find my own clients and convince them that I was the therapist for them. I needed a

guide - a nuts and bolts "How To" manual to give me the step-by-step path from where I was to where I wanted to be. Unfortunately, I couldn't find one. Don't get me wrong, I found tons of information, and a few really great books that told me I could do, that they had faith in me, and to think positive. But I needed more. I wasn't able to find everything I needed to get started in one convenient, handy-dandy location, so I struggled to pick it up along the way. I made plenty of mistakes, some fairly expensive, some pretty embarrassing. That's why I wrote this book. To help you avoid all that and to have an easier time along your journey from where you are to where you want to be. Are you ready to leave your current position as employee-therapist and start your own practice? Have you been thinking about leaving the "safety" and "security" of corporate community mental health to strike out on your own, but can't get past the fear, anxiety, and stress of making the move? Do you want to take the practice you currently have and increase your caseload through more effective marketing? Is it time to take a good honest look at our business practices and streamline them in order to give yourself more time and income? If you answered "YES!" to any of these questions, I wrote this book for you.

*How to Not Always Be Working* John Wiley & Sons

"Once in a while a book comes along that is both unique and invaluable.... By reading and studying this work, practitioners can enrich the lives of their clients and their own effectiveness. [It] translates theory into practice and transforms mainstream counseling approaches into extremely useful devices for modifying the way clients and counselors function in therapy."

Samuel T. Gladding, PhD Department of Counseling, Wake Forest University (From the Foreword) While traditional "talk" therapies remain at the foundation of counseling, the use of expressive and creative arts in conjunction with these methods can often deepen the healing process as well as expedite diagnosis, treatment and prevention. Integrating the Expressive Arts into Counseling Practice is designed to provide readers with an understanding of the ways in which expressive arts counseling techniques can be productively integrated into the leading counseling modalities. Accessible to students and practitioners alike, it presents field-tested expressive arts interventions within the context of the most commonly taught theoretical orientations, including Cognitive-Behavioral Therapy, Solution-Focused Brief Therapy, Gestalt Theory, Adlerian Theory, Choice Theory, Existential Theory, Feminist Theory, Person-Centered Theory, Narrative Therapy, and Integrative Theory. These chapters include the work of over 40 contributors, including expert practitioners and faculty, who offer detailed descriptions of their own successful expressive arts interventions.

**Key Features** Presents over 50 expressive art interventions in an easy, step-by-step format Describes interventions within a framework of 10 commonly used treatment modalities Explains the connection between theory and intervention Includes art, writing, drama, music, movement, dance, puppetry, and sandplay activities. Discusses appropriate populations, settings, and diagnoses with which to use each intervention

**Ethics Desk Reference for Counselors** W. W. Norton & Company Private Practice Essentials is an

innovative, practical guide and workbook for creating business and clinical success in your counseling and therapy practice. You'll be guided through numerous exercises that provide a solid and personalized plan with realistic and attainable goals. It's like having a professional business consultant right at your fingertips. 75+ reproducible worksheets, forms and exercises \* Networking & Marketing Strategies \* Tips to Improve Financial Success \* Budgeting Tools \* Clinical Intake and Business Forms \* Business Plan Templates \* Diversification Strategies

**The Profitable Private Practice** New Harbinger Publications

A much-anticipated second edition to this classic practice-building text. *Building Your Ideal Private Practice*, a best-seller in its genre, is now fully revised after its original publication in 2000. Much has changed for therapists in private practice over the past fifteen years, including the widespread encroachment by insurance and managed care into the marketplace, the density of new therapists as over 600,000 therapists nation-wide try to stay viable, and the role of the Internet in marketing services. The revision of *Building Your Ideal Private Practice* is a comprehensive guide, updated with six new chapters and targeted for therapists at all stages of private practice development. It covers the essential how-to questions for those starting out in practice and explains the common pitfalls to avoid. For those already in practice, worried about profitability in an age of increasing competition, the author offers informed strategies such as the best way to create websites and other online marketing to find clients, and then goes further to explain how to retain the new breed of fickle clients who

shop for therapists online, but are hard to satisfy. Other new chapters support veteran therapists edging towards retirement, including how to sell a therapy business for a profit or whether to stay working solo or expand into a more lucrative group business model. The revision comprises a complete, easy to use and fascinating business plan that shows therapists not just what to do, but also who to be in order to succeed. It adds depth, up-to-date information and a wealth of strategies to the original book, often referred to as the "bible" for therapists in private practice. Like the original, the revision conveys the author's experience, optimism and warmth as she presents case examples, checklists and exercises to make the business advice come alive. Whether you have insurance-based or a fee-for-service practice, this book will help you thrive.

**Starting Your Private Practice** W. W. Norton & Company

Revised and expanded for the digital age, this trusted guidebook and text helps novice psychotherapists of any orientation bridge the gap between coursework and clinical practice. It offers a window into what works and what doesn't work in interactions with patients, the ins and outs of the therapeutic relationship, and how to manage common clinical dilemmas. Featuring rich case examples, the book speaks directly to the questions, concerns, and insecurities of novice clinicians. Reproducible forms to aid in treatment planning can be downloaded and printed in a convenient 8 1/2" x 11" size. New to This Edition \*Reflects two decades of technological changes-- covers how to develop email and texting policies, navigate social media, use electronic medical records, and optimize



teletherapy. \*New chapters on professional development and on managing the impact of therapist life events (pregnancy and parental leave, vacations, medical issues). \*Instructive discussion of systemic racism, cultural humility, and implicit bias. \*Significantly revised chapter on substance use disorders, with a focus on motivational interviewing techniques.

\*Reproducible/downloadable Therapist Tools.

Starting a Successful Practice in Clinical Psychology and Counseling John Wiley & Sons

"They didn't teach me this sh\*t in graduate school" is a phrase myself and many other therapists who have opened their own private practice businesses have yelled out in frustration at one time or another. In my book, **THE PROFITABLE PRIVATE PRACTICE**, I have created a step-by-step guide that helps therapists through the process of starting a private practice, teaches them how to run it like a business and actually make money to live the lifestyle they want. This is the guide that I didn't have when I started out, but wish I did. My book will teach clinicians how to:-Start a thriving therapy business-Create a full caseload of ideal clients-Market your practice effectively, even if you are an introvert-Get credentialed on insurance panels-Utilize social media to grow your practice in the comfort of your PJs-Be HIPAA compliant without beating your head against the wall-Make money to support yourself and sustain the lifestyle you crave. Readers also have the opportunity to join my online community to continue receiving support, tips, tricks and resources.Thanks for supporting this campaign to publish **THE PROFITABLE PRIVATE PRACTICE**!What peoples are saying about **The Profitable Private**

**Practice.**"Melissa has put together the best advice for creating a profitable practice. We don't learn this in graduate school and Melissa has structured advice and tips to help you grow faster. We all need guides and coaches, and Melissa is clearly adding her voice to the conversation. I couldn't be more impressed!" --Joe Sanok, Private Practice Consultant and #1 Podcaster"If there's one thing I know, it's the power of working with people who truly know their craft. Melissa is one of those people. Not only does she share incredible, experience-based wisdom and thought-provoking ideas and concepts in this book, but she does so with an empathy that most don't possess. A true leader in her field, this book is going to help thousands of other like-minded professionals do what Melissa does daily: help people."--Chris Ducker, Best-Selling Author, Podcaster, and Entrepreneur "Melissa DaSilva is ON FIRE in her industry. If you have a private practice or plan on starting one, read this book. She discusses the ins-and-outs of running a therapy business that most people take years to learn. Take my advice, and read this book!" --John Lee Dumas, Founder and Host of the Podcast "Entrepreneurs on Fire""The Profitable Private Practice is an honest exploration of everything a therapist in private practice wishes they knew when starting a business. There are many pitfalls that therapists run into when starting and maintaining a private practice. Melissa tackles them all in this book! In my own experience, I wish I had such a thoughtful book that navigated me through the maze of business development in mental health. I'm so glad that therapists have Melissa's book as a valuable resource. I will be recommending this book to everyone."--

Ernesto Segismundo Jr., M.S. Licensed Marriage & Family Therapist (LMFT); Professor; Founder and Owner of [www.FYLMIT.com](http://www.FYLMIT.com)"Authentic and transparent, Melissa DaSilva delivers her step-by-step strategies for building a profitable private practice. Melissa is magical; her enthusiastic personality, relentless drive, unstoppable passion and 'There's Always a Way' attitude makes her THE PERSON to model after if you want to build a profitable private practice. I am consistently amazed at Melissa's optimism--when it appears all roads are closed, she finds a way! She never gives up. I highly recommend this book to anyone starting a private practice. Melissa shares her strategies and problem-solving skills to running a successful private practice." -Jax Anderson, The Psyko Therapist

### **Twelve Months To Your Ideal Private Practice a Workbook** Amer

Psychological Assn

Self-care is critical for effective and ethical counseling practice and this inspirational book offers diverse, realistic perspectives on how to achieve work-life balance and personal wellness from graduate school through retirement. In addition to the authors' unique perspectives as professionals at different stages of their careers, guest contributors—ranging from graduate students, to new professionals, to seasoned counselors—share their experiences and thoughts about self-care, including what challenges them most. Both personal and conversational in tone, this book will help you to create your own practical self-care action plan through reflection on important issues, such as managing stress, establishing personal and professional boundaries, enhancing relationships, and finding meaning in life.

### *The Seven Principles for Making Marriage Work* Independently Published

The 5th edition of the Complete Guide to Private Practice. Totally revised and updated with the latest information on documentation, social media, record keeping, marketing and advertising, HIPAA, billing, public speaking, forms and more! The Complete Guide is continually updated to bring you the latest private practice information!

*Project Addiction Counselor* John Wiley & Sons

A complete guide to start and sustain your own private counseling practice. How and where to become certified How to establish an office (what to do, what not to do) How to market your services (includes templates and formats) How to offer versatile services for a full-time practice

### Launching Your Private Practice

HarperCollins

This Business of Therapy: A Practical Guide to Starting, Developing and Sustaining a Therapy Practice by Jude Fay In therapy training you learned how to work with clients. However, most training does not address the challenge of making a living from your work. The skills and experience needed to start, develop and sustain a therapy practice are different from those needed to sit with clients. In this book you will learn: The Six Pillars Of A Successful Therapy Practice: There are six main areas that you need to engage with in creating your therapy practice. This book explores these areas and introduces you to the framework that will help you to create a financially viable practice that you can sustain for your working life. For those starting a practice for the first time, the book includes A QUICK START GUIDE, which outlines the basic steps you need to take to get off the ground quickly. You



can then read and implement the detail of the six pillars at your own pace. For Existing Therapists: You will learn how to hone your business skills in ways that fit your values. You can create a practice that works for you. This book will introduce you to new ideas about the clients you'd like to have, the income you'd like to make, and the challenges and obstacles you might be meeting. The author, Jude Fay, is a practising counsellor and psychotherapist in Co Kildare, Ireland. She is also a Chartered Accountant. She brings her broad experience and practical good sense to the support of therapists who may love their client work but struggle with the business aspects of practice. Jude's philosophy is that helping clients does not need to be inconsistent with earning a living. Jude provides information and support to therapists through her blog at [www.thisbusinessoftherapy.com](http://www.thisbusinessoftherapy.com), a regular e-newsletter, workshops and in one to one work. Her work spans both the practical business aspects of therapy practice and the emotional and psychological issues that get in the way. You can contact Jude at [jude.fay@thisbusinessoftherapy.com](mailto:jude.fay@thisbusinessoftherapy.com)"

**ACA Ethical Standards Casebook**  
Penguin

Are you a helping professional who has dreamed of ditching your agency gig to become your own boss? If you are a therapist and are considering making the leap to owning your own private practice, this handbook is a must-have. Other practice building books out there tend to focus on attracting your ideal clientele, and not on logistics like, "How

do I register my business?" or, "How do I set up a secure email account?" "Best Practice" gets down to the nitty gritty of what you really need to know to run your business. From establishing your business entity, to building a website, to setting up an office and more, this handbook will be your road map to creating your successful business. Step-by-step checklists and templates for creating forms are included to save you headaches, frustration, and precious time. The learning curve for business ownership is a steep one. "Best Practice" will take the guesswork out of practice start-up, so that you can focus on helping your clients. It outlines every real-world detail you will need to know throughout this exciting journey.

Cognitive Behavior Therapies John Wiley & Sons

Contemplating starting a private practice? Owning your own business offers challenges and rewards. Starting your own business can feel overwhelming. Where do you start? *Launching Your Private Practice* guides the sole practitioner embarking on a career in private practice. This is a practical resource for the entrepreneurial-minded mental health professional. This manual simplifies the process of starting your business with personal experiences, tips, and step-by-step instructions. Topics covered in this manual include: \* How to set up shop with minimal investment \* Setting your fees \* Office management \* Helpful practice forms and letters \* Marketing and generating referrals \* Instructions, examples and personal experiences

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