



“I HATE Insurance Companies!!”

Conceptualizing Clinical Practice...to Develop Successful Private Practice w/o 3PPer Dependence

Conceptualize and Articulate WHO and WHAT you are as a therapist (the “PRODUCT**”) to
Discover and Articulate WHAT and HOW to
Develop (“**SELL**”) a Successful Private Practice (“**BUSINESS**”)**

Trainer: Ronald Mah, M.A., Ph.D., L.M.F. T.

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No "secrets." No Hype. No glossy brochure. Building successful private practice comes from a foundation of integrity and clinical clarity.

****Feedback from participants****

- "...making marketing 'do-able'... exploring many different techniques. The most beneficial aspect was hearing how to think about and pick out the '2nd order' reasons for behavior and how to work with them... and how to give clients hope and assurance for change..."
- "Ronald Mah's brilliant honesty vis a vis his own clinical gestalt. Inclusive in this is his energy, expert languaging, staying on topic, & responsiveness. He is so professionally and humanely real."

This workshop (limited to a small group of participants- up to 12 clinicians), will work interactively with therapists to begin conceptualization of their own clinical practices for articulation in their subsequent marketing processes. Writing articles, getting published, networking, presenting workshops, and getting onto managed-care provider panels (Note* many clinicians find manage-care limitations very frustrating and prefer to avoid such relationships) make up the **second** step of a four-step process to develop a successful private practice. Only if you're able to clearly conceptualize your clinical practices would you be able articulate what those practices are (this is your **product**). And, then you can be not only a good therapist but also, a successful financially viable private practice **business**.

Do you know what you are "selling?" Marketing or selling yourself is about articulating to potential clients what to do, why you do it, and what makes it work for them. "Who" you are marketing is clear (you are marketing your name, yourself), while "what" you are marketing is distinctly different. Private practice hopefuls may publish articles, present workshops, and network adequately and they may adequately present their names to potential clients, while inadequately presenting anything in particular that is distinguishing, provocative, applicable, or possibly effective to motivate those potential clients to give them a call for therapy. The workshop will teach how to market yourself in a practical manner that resonates with the needs of potential clients.

Do you close the "sale?" In addition to conceptualization prior to marketing, the development process of a successful private practice is not complete without both turning those potential clients who call as a result of marketing into the initial counseling or therapy session and turning the initial session(s) into a commitment to ongoing counseling or therapy. This workshop will address the complete process from conceptualization to stable clients and client sessions, and thus stable private practice income flow.

The workshop will include:

- ❖ **Step One: Conceptualizing Clinical Practice**--(self-definition as a therapist)
- ❖ **Step Two: Marketing Private Practice**--(reaching prospective clients)
- ❖ **Step Three: Selling Therapy**--(turning potential clients into appointments)
- ❖ **Step Four: Consolidating Therapy**--(turning appointments into clients)
- The eleven questions that prompt effective conceptualization of your private practice.
- Guidance how to specifically conceptualize for each client population group that the therapist wishes to serve.
- Guidance how to conceptualize and articulate for specific presenting issues.
- The goals necessary to achieve in the phone call.
- The goals necessary to achieve in the first session(s).
- Conceptualization and designing an attractive and effective workshop or article for presentation and for marketing.
- Interactive work with participants to conceptualize clinical practices for marketing.
- Interactive work with participants to articulate an appropriate "sales pitch" for each potential client and his/her specific presenting issue to prompt the scheduling of the initial session.
- Interactive work with participants to "close the sale" in the first session(s) to turn potential clients into committed clients.

INSTRUCTOR: Ronald Mah, M.A., Ph.D., L.M.F.T., CEU provider #PCE3298 The workshop presenter has a successful private practice (including many adolescents and young children, families and couples). He is also a credentialed elementary and secondary teacher. He has taught, directed, and owned child development centers. He is on the Board of Directors of both the California Association of Marriage & Family Therapists (CAMFT) and the California Kindergarten Association (CKA). He has extensive clinical experience with children and teenagers, including clinically supervising therapists in an inner city high school teen clinic. He has trained about youth to various human services and counseling agencies over the years. He also has two very positive and powerful teenage/ young adult children who have successfully passed through adolescence with a minimum of unnecessary drama! Ronald has teacher and parent education presentations available on dvds at www.FixedEarthFilms.com; he is also the author of "Difficult Behavior in Early Childhood, Positive Discipline for Pre-K-3 Classrooms and Beyond," Corwin Press, 2006, "The One-Minute Temper Tantrum Solution, Strategies for Responding to Children's Challenging Behaviors," Corwin Press, 2008, and "Getting Beyond Bullying and Exclusion, PreK-5, Empowering Children in Inclusive Classrooms," Corwin Press, 2009.

Course meets the qualifications for continuing education for MFT's and LCSW's as required by the California Board of Behavioral Sciences.