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Building Your Private Practice



Interior Gardening
Psychological Services

Key tools for creating a successful and ethical practice



Today's Agenda

1 Important Considerations
Before Starting PP

2 Reality checks

3 Basics of Setting Up PP

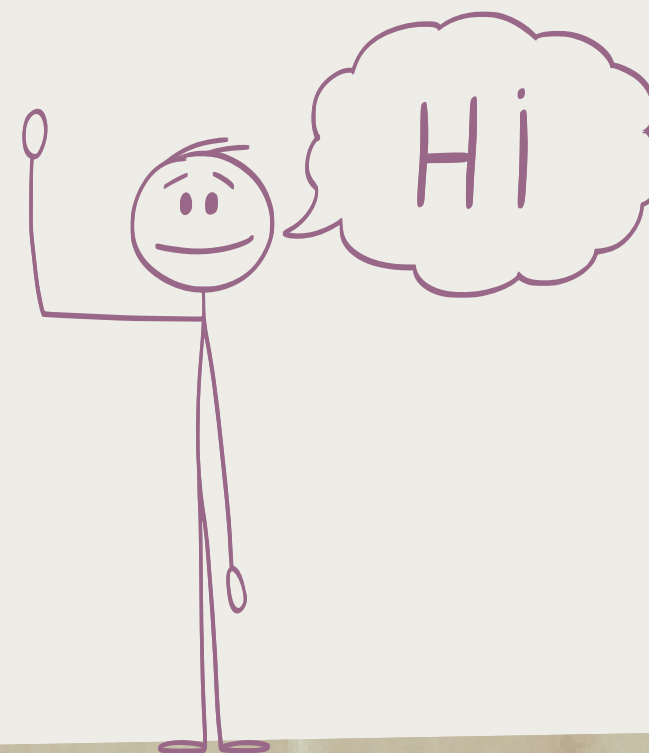
4 Q & A



A bit about me

I've been in Private Practice (as Interior Gardening) for the past 3 years and worked as a freelancer for 2 years before that.

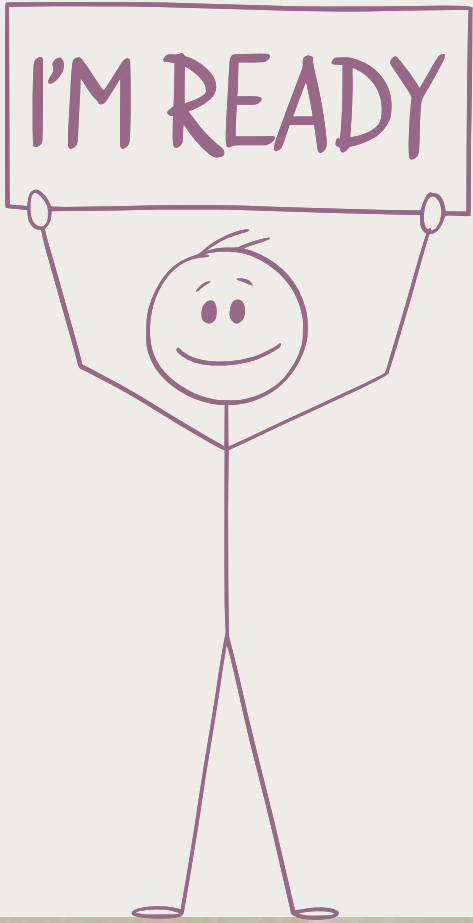
I've been interested in supporting other professionals in building their private practices, especially having struggled with a lack of business skills myself. I saw the need for practical entrepreneurial skills needed for therapists in India. I've been focused on offering PP skills through my workshops PP101 since last year.



Interior Gardening



Let's begin!



Important Considerations

Reminder - Private Practice is a business!

Straight after Masters or post some work exp?

Full time or part time?

Solo or group PP?

Therapy only or other services too?

Online/ offline or a combination?

Check in with you - are you ready to run a business?

How much time/effort do I want to put towards this?

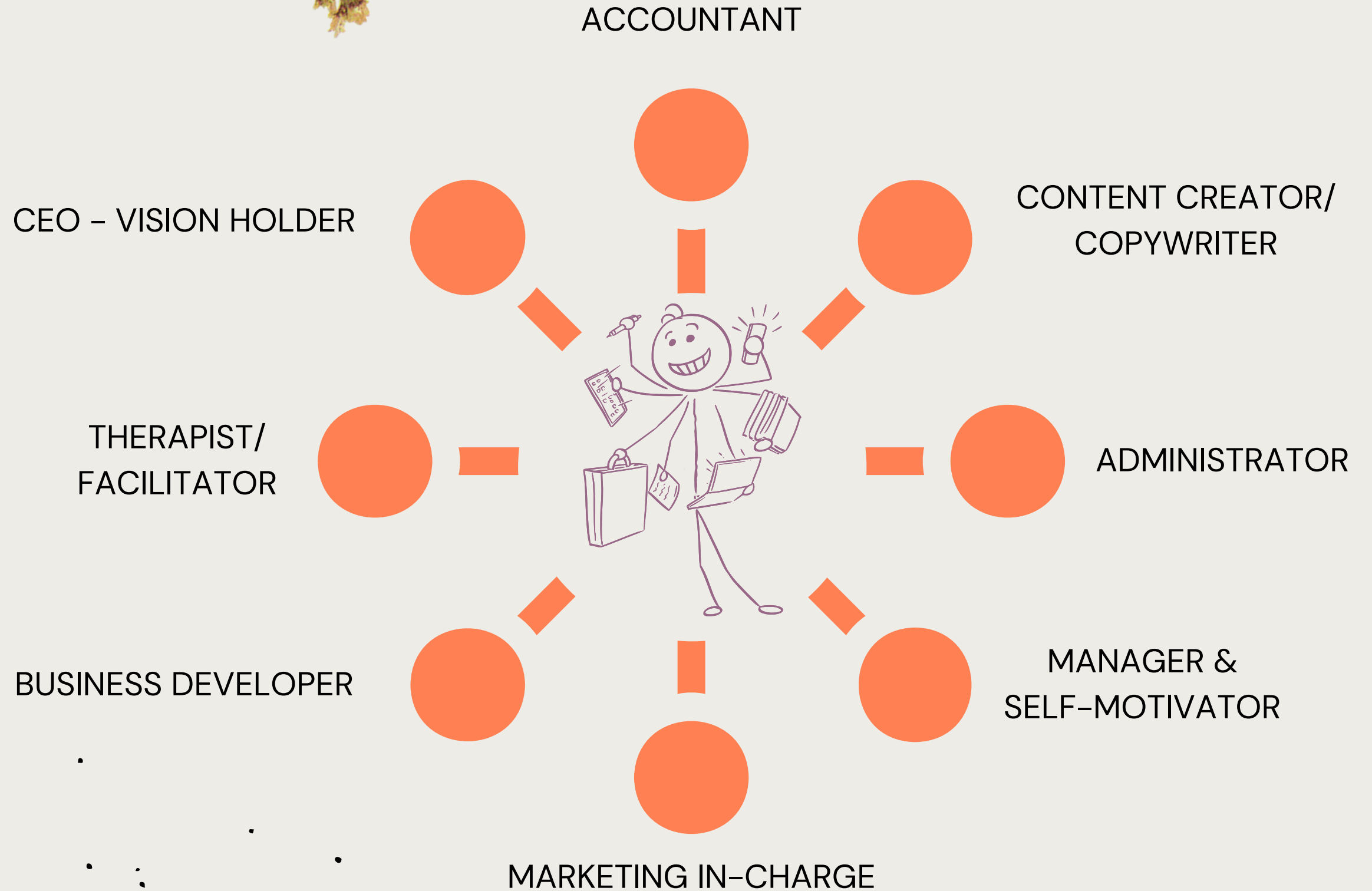


Roles You Take On

PP – group or solo – will require you to take on multiple roles.



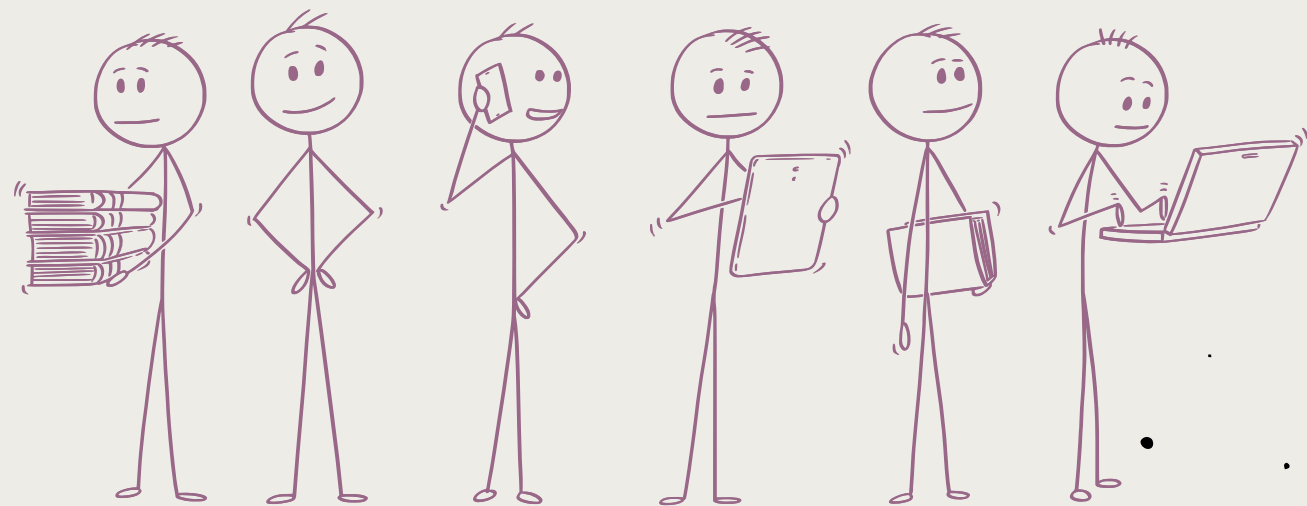
Pro tip – allocating dedicated time (in the week or month) to each role can prevent the exhaustion of constantly switching between roles.





Resigtering Your Practice

Depending on the kind of practice you have, here's the type of registration you may need.



1

Sole Proprietorship, online – no registration required. A current account can be started only on your name, not the brand name.

2

Sole Proprietorship, home office/leased office space – Shop Act License (official govt website). NOC required in case of Tennancy.

3

Partnership Firm or LLP – if there are 2 or more founders. Shop Act License required.

4

GST number – required if you earn over 20 lakhs per anum or provide inter-state services. May be useful if doing corporate work.

Find Your Niche!

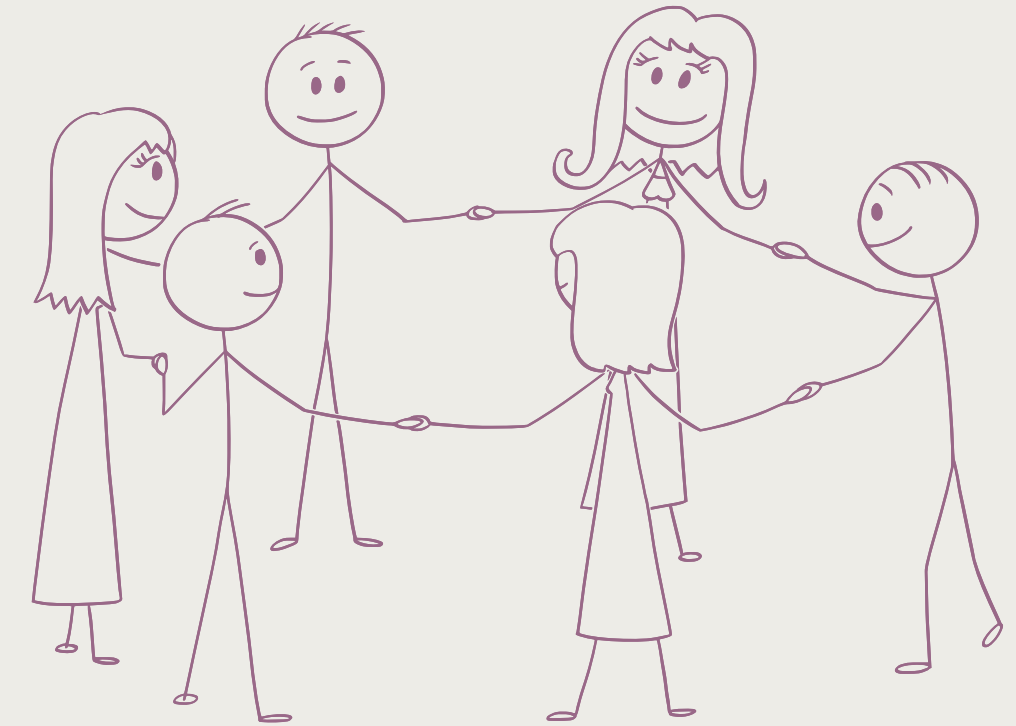
A client niche is crucial and helps set you apart as an expert with a specific population. This is likely to get you more clients who are willing to pay the full fee because you know what you're doing.

1. Identify the clients you have enjoyed working with. What concerns, backgrounds, identities, demographics connect them?
2. Start broader and narrow down to as specific a niche as you can, based on your interest, training, and capacities.
3. Ideally, try to settle on 2-3 niches.
4. This also informs your marketing strategy and online content – tell your clients exactly how your approach, training, perspective on therapy can support them in addressing their concerns.



Make your practice stand apart

A referral network is a necessity for any successful private practice! We grow by supporting other professionals we trust.



Collaborate, Collaborate, Collaborate!



Let's Do

The Math!

- 1 How much can/should you charge per session? How much would you like to charge for other services?
- 2 Remember to consider lesser average sessions for holiday times, and an increase during October (mental health month).
- 3 Schedule your holidays into your calendar year. This allows you to ensure you are getting much-needed rest!

- Start with your ideal salary
- How many hours of therapy/other work would you like to do in a week?
- How many vacation days do you want to take?
- Overhead costs – office rent, wifi, tech subscriptions, electricity, supervision, etc.

Decide this first

- Ideal income – INR 1,50,000 per month
- 20-hour chargeable workweek
- 48 weeks per year (1 month overall in breaks)
- Approximate overhead cost – INR 20,000 per month
- Total monthly earning – INR 1,70,000 per month

Figure your ideal numbers



The Breakdown

- 18,70,000 – per anum
- 18,79,000 / 48 weeks = 39,000
- 39,000 / 20 hours = 1950/hour

Spend some time understanding how many hours of session work and other services you want to offer. Charge accordingly.

Finding your
per/hour rate

- Consider a ratio for sliding scale clients if you're working with niches that cannot afford a full fee. For example, 2:5 or 1:3.
- Figure out how many pro-bono hours per quarter you would like to offer to organisations that cannot afford your fee.

Sliding Scale &
Pro-bono time



Alternative Revenue Options

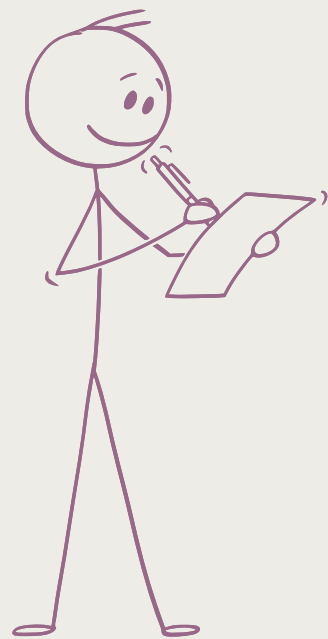
Alternative revenue options can be any services you offer related to Mental Health/Psychology that aren't therapy.

- Teaching independent courses or at schools/colleges
- Corporate wellbeing programs
- Personal growth workshops
- Professional development workshops
- Tie-ups with schools, colleges, NGOs, hospitals, etc.
- Content writing or social media management for other therapists
- Supervision for other therapists



Use your other
skills!

Scheduling Your Work



1

Fix your hours and days of work based on what works for you & stick to your time boundaries

2

Space out any tasks or commitments that tend to drain you. Give yourself time to regroup and do it well

3

Chunk and assign time (within each week/month) to each of the roles you have to play

4

Try to schedule at least 1 day a month to do a review of your internal systems and work out kinks



Online

Presence

Do you absolutely need an online presence? How do you choose a platform? What do you talk about?

Decide your audience – what platform are they likely to use?

Choose a platform – don't spread yourself thin

Get clear about your purpose for being on social media

Create regular content for your ideal client

Make it easy for them to find you – SEO

Be clear about how they can reach you and schedule an appointment

Personalize your content & show your face!



Pro tip – create a database of topics relevant to your ideal client/audience that you want to talk about on your social media.



Use Tech!

1

Investing in the right tech can save many personnel-hours of tedious work

2

Learning a few basic tech platforms can go a long way in making your PP self-sustaining

3

MS Excel is your friend!

- Wix
- Wordpress – good for blogs too
- Squarespace

- Wix
- Godaddy
- Hostinger

Website Creating & Hosting

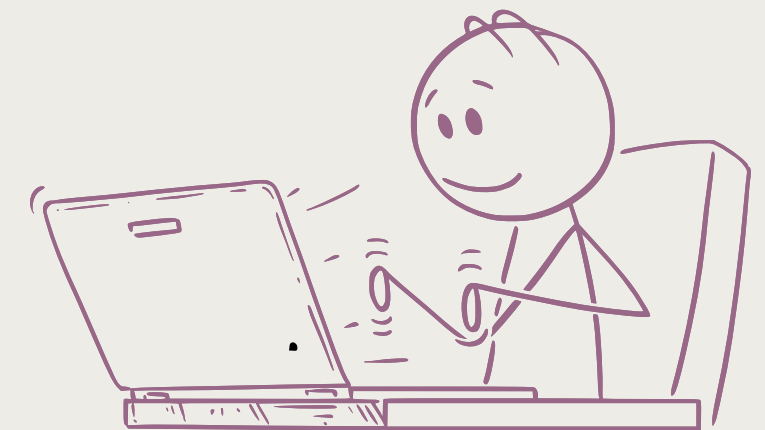
- Google Workspace – Calendar, Meet, Forms, Email, Drive, Classroom
- Calendly
- Microsoft Excel
- DocuSign / HelloSign
- Zoho Invoicing

Admin & Accounts

- Hootsuite or alternatives
- MailChimp
- Google My Business
- Campsite or Linktree

- Coolors
- Canva

Marketing & Design





Other considerations

Some topics to keep in mind as you take your Private Practice forward!



- 1 Creating your brand, logo (optional), and brand story
- 2 Waitlist, informed consent form, and intake processes
- 3 Protocols for client crises and a database of concern-specific referral organisations
- 4 Supervision – individual, group, or peer
- 5 Other professionals you should make connections with – Accountant, Lawyer, Graphic and Web Designers
- 6 Professional will and testament (especially if you're working solo)

Reality Checks

From personal learnings

- Setting up a successful Private Practice with a full caseload takes time.
- There will be weeks of no enquiries, cancelled workshops, and zero engagement on your posts. Keep focusing on why_you're_doing_this.
- Solo PP can be a lonely profession. Stay connected with other professionals.
- It's okay to say no to paid work that you don't want to do.
- The scary realization that you alone are responsible for your income.
- Alternative streams of revenue can be incredibly helpful financially, as well as creatively.
- It was totally worth it for me!



PHEW! That was a lot! Let's look at some of your questions & biggest takeaways!

