



# Building Your Ideal Private Practice: A Guide for Therapists and Other Healing Professionals

By Lynn Grodzki

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## Building Your Ideal Private Practice: A Guide for Therapists and Other Healing Professionals By Lynn Grodzki

**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.

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### Editorial Review

#### Review

“Grodzki helps us create a blueprint for a successful practice, regardless of the stage of our career. . . . For those who read the first edition of this book, this second edition includes six new chapters as well as various updates to cover issues that have emerged over the last fifteen years. . . . [A]pproachable and engaging. She incorporates personal experiences as well as anecdotes from her workshops and private consulting, and she offers helpful exercises. . . . [A] well-written and useful book.” (PsychCentral)

“This book is filled with useful information and it is extremely well written. I recommend it for any therapist starting a private practice.” (The Milton H. Erickson Foundation Newsletter)

“I found *Building Your Ideal Private Practice* an inspiring, relevant, intelligent, and practical resource that had me excited about what I can do with my own private practice. . . . Unlike some other ‘set up your business’ books I have read, this guide speaks to therapists in their own language . . . . I would like to see this as compulsory reading for every graduating professional in our field?helping new clinicians avoid unnecessary confusion, pain, and even financial loss through the recognition that they are as much business people as they are healing professionals.” (The Neuropsychotherapist)

“With its personal preface, instructions, examples, anecdotes, exercises, tips, pre- and post-test, and other resources, this edition of *Building Your Ideal Private Practice* is relevant, timely, and helpful. As Grodzki mentions, it would be an effective tool for psychologists, counselors, life coaches, and other ‘therapists.’” (Somatic Psychotherapy Today)

#### About the Author

Lynn Grodzki, LCSW, MCC, is a psychotherapist in full-time private practice, a former business executive, and one of the leading business coaches in the US for small business owners. She specializes in working with change-agents: therapists, coaches, healers, and other service-oriented consultants who help others make change in their lives. Through her workshops and writing, she has become a pioneer in the field of practice-building, helping non-business-oriented professionals develop their private practices. With Lynn’s guidance, thousands of professionals now operate small businesses that offer them a high degree of integrity as well as enhanced financial success. Lynn lives and works in Silver Spring, Maryland and can be reached by email at: [lynn@privatepracticesuccess.com](mailto:lynn@privatepracticesuccess.com).

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**Macie Tiffany:**

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