

DEVELOPING AND MARKETING A SUCCESSFUL PRIVATE PRACTICE

Diana Carleton, Ed.D.,

Learn the basics for building your practice.

- Identify your target audience and niche.
- Design and implement a marketing strategy.
- Learn the basics of setting up your practice; office space, billing, forms, fee setting, taxes.
- Explore the pros and cons of self-pay VS managed care..
- Explore advantages of a solo or group practice.
- Explore the pros and cons of part time VS full time practice.
- Participate in coaching exercises for getting started.

This workshop will provide an overview of the critical elements for mental health professionals who want to expand their horizons and develop or improve a private practice. You will do a personal exploration for starting or improving your practice including a uniquely tailored business plan. There will be assignments to begin the work of getting started. Participants will have an opportunity to be coached and consult with other professionals in different stages of their practices.

Opportunities for ongoing consultation groups will be made available as follow up to continue the conversations. These follow up consultation groups will provide continuing inspiration and energy for the process of moving your practice forward.

Date & Times: 9 CEUs (includes 1 hr. pre-workshop assignment)

Friday: June 14, 2013 – 9am to 5pm

Location: Houston Galveston Institute, 3316 Mt. Vernon, Houston TX 77006

Fees: \$180, students-\$150, **Early registration** before June 1, \$160, students-\$120

Please send this information to other forward thinking mental health professionals.

REGISTRATION / QUESTIONS

PH: (713) 628-6761, dianacarleton@sbcglobal.net

Developing and Marketing a Successful Private Practice, 7-14-13

PLEASE PRINT INFORMATION

Name: _____ Phone: _____
Address: _____ Zip _____ Billing Zip: _____
Email: _____ MC _____ VISA _____ AMEX: _____ Disc. _____
Credit Card # _____ Exp. date: _____ Security Code: _____
Name on Card: _____ Charges: fee _____ CEUs _____
Signature: _____
OR Check # _____ (checks made out to "Diana Carleton")

Fax or email completed form to Diana Carleton, FX (713) 528-2618

dianacarleton@sbcglobal.net PH: (713) 628-6761