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How to Succeed In Private Practice

With Martin Hogg



MartinHogg.co.uk

www.bacp.co.uk

Agenda

9:30 Welcome and Introduction to Session 1
10:15 Live Q&A
10:30 BREAK
10.45 Session 2
11:30 Live Q&A
11:45 BREAK
12:00 Session 3
12:45 Live Q&A
13:15 END

The main aims of the PDD are to

- Increase confidence in working safely in private practice
- Identify the skills, legal and compliance issues in private practice
- Create a unique offer for your private practice
- Use practical examples to demonstrate how to operate a successful private practice
- Discover ways to find clients for your private practice

By the end of the PDD, participants will

- Be aware of the legal, compliance and safety issues relating to private practice
- Discover the key elements of the eight private practice positioning factors
- Identify the steps to take to create your unique offering
- Have a better understanding of how to get clients for your private practice

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Session 1
Building a Solid Foundation



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We asked- Why do you choose to pay for Counselling?

- Time- to fit a busy lifestyle
- Type of counselling – beyond NHS TT
- Number of sessions
- Privacy
- No waiting list
- Convenience of location
- Variety of delivery methods
- Flexibility
- The perception that it's better if you pay
- Select a specialist

We asked- What are the main reasons you choose to work in Private Practice



71% FLEXIBILITY AROUND OTHER COMMITMENTS



62% I CAN CHOOSE HOW MANY AND WHICH HOURS I WORK



52% I CAN OFFER AS MANY SESSIONS AS NEEDED/WANTED BY THE CLIENT



42% I CAN CHOOSE THE COUNSELLING APPROACH I USE

We asked- What are the main challenges of working in Private Practice?



45% ISOLATION OF WORKING ALONE



38% TOO FEW CLIENTS



33% I AM WORKING UNSOCIAL HOURS



31% LOW INCOME

Could Private Practice be Right for Me?



Solid Foundations Checklist

- ✓Insurances
- ✓GDPR/ICO
- ✓Taxation
- ✓Sole Trader/Company
- ✓Safety Plan
- ✓Online Privacy
- ✓Contracting
- ✓Supervision
- ✓Risk Assessment
- ✓Self-Care
- ✓Mindset
- ✓Clinical Will

Questions?

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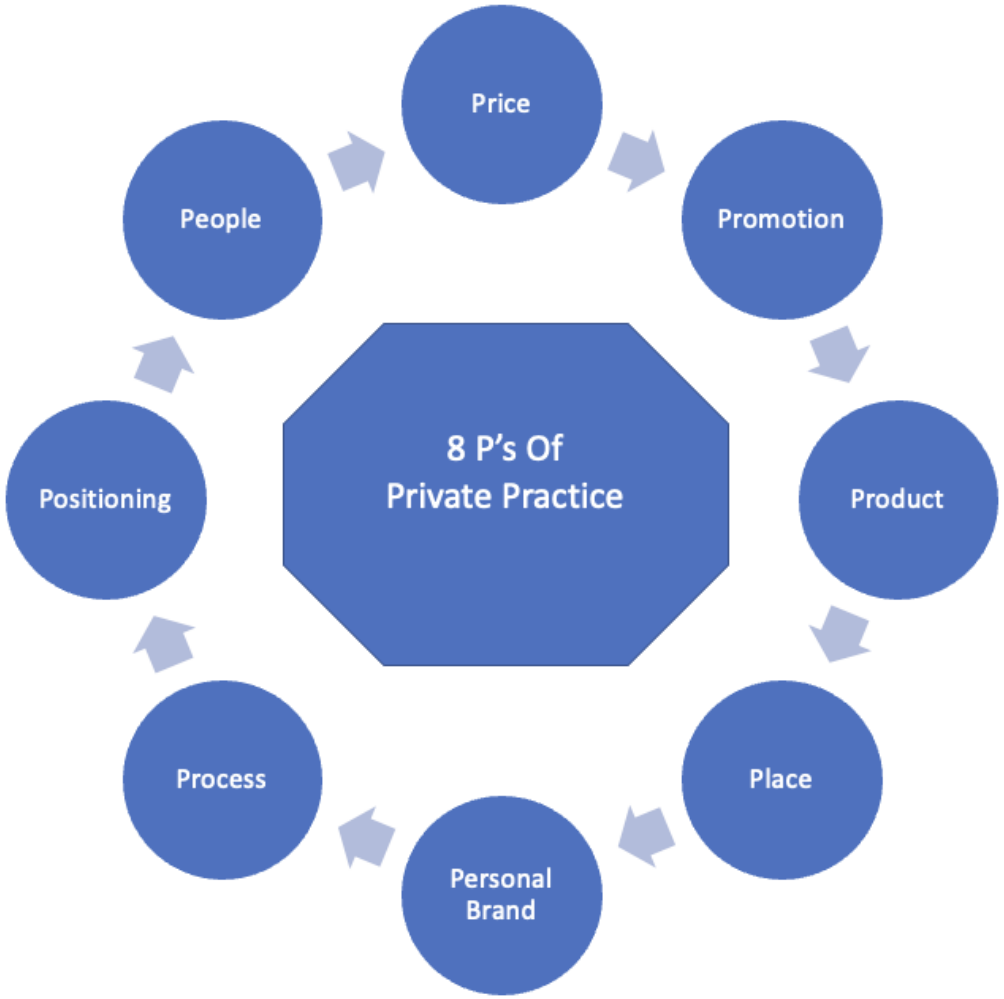
Session 2
Creating Your Own Unique Private Practice Offer



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The Eight P´s of Private Practice?



We asked- Why do you choose to pay for Counselling?

Promotion- we will cover this in Session 3

Price
Set a clear price and offer concessions where appropriate

Mention price on your materials/profiles/web

Reassuringly expensive or cheap and nasty- consider somewhere in the middle

Product
Consider your Niche

Product offering- online/face to face/short term/longer term/ type of counselling eg. CBT, Gestalt etc.

We asked- Why do you choose to pay for Counselling?

Place
Where will you deliver your services?

Home? – keep it neutral, parking, directions, entry-exit, safety,

Hire a room- what's on offer locally

Personal Brand
Picture of you on the website and profiles/ leaflets

Brand by colour, slogan, your hobbies etc.

Process
How will they contact you, when will you get back to them?

How did you hear about me? (to assess what's working in promotions)

We asked- Why do you choose to pay for Counselling?

Positioning
Personal Brand- where does it sit in the ‘market’

Where your offer sits- price and feel, intangibles

You are not selling counselling, you are selling what it can do for people

People
Who is involved?

How much of your personality do you bring into the cousnelling room and communication

Privacy v visibility a consideration



Anne Nyachae

bacp Registered Member 39021 MBACP

Registered Member MBACP

Phone number
07588624892

Website
https://www.cascadetherapy.co.uk/

Contact Anne

Your name

Your email address

Your phone number

Your message

Therapist - BIRMINGHAM | **Therapist - London**

Therapist - BIRMINGHAM

BIRMINGHAM B9
07588624892
http://www.cascadetherapy.co.uk/

Contact Anne for session rate.

€ Concessionary rates

Availability

Currently working online via Zoom or Microsoft Teams.

About me and my therapy practice

Perhaps you have been feeling stuck, stressed-out, or distant in your relationships. You may be suffering anxiety, anger, addiction, loss or depression. If any of these, or something in your past or present, is interfering with your peace of mind I can help. I am a highly experienced psychotherapist offering caring and confidential talking therapy. Normally I work face-to-face from offices in London (Mayfair), and Birmingham (Digbeth). Currently, due to COVID-19, all services are online.

I am trained as a Gestalt and Humanistic psychotherapist, which means I will be working with you holistically, and in a way that recognises your uniqueness and lived

Cascade Therapy

PSYCHOTHERAPY • COUNSELLING • COACHING





Rima Sidhpara

bacp Registered Member
25464
MBACP (Accred)

Registered Member MBACP (Accredited)

Languages spoken: Gujarati

Phone number
07930279246/ Practice No- 0116 4161626

Website
https://www.rhcp.org.uk/

Contact Rima

Your name

Your email address

Your phone number

Supervisor - LEICESTER | **Trainer - Leicester** | **Therapist - LEICESTER**

Supervisor - LEICESTER

LEICESTER LE1
07930279246

Contact Rima for session rate.

About me and my therapy practice

Want a safe space to explore, be creative, process and grow as a practitioner?

I am trained at Masters level in Psychotherapy and have over 10 years clinical experience. I am a Director of a thriving private practice (Rutland House Counselling and Psychotherapy Ltd) and feel passionate about helping therapists develop and engage in ethical ground breaking clinical practice.

rhcp
Rutland House
Counselling & Psychotherapy

Tel: 0116 416 1626

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COVID-19

In response to the current crisis, we are offering online solutions for Therapy.

Arrange your online consultation now

WHY go private

No waiting list

Flexible appointment times / slots

Choice of frequency



Christopher O'Malley

bacp | Registered Member
10129
MBACP (Accred)

Registered Member MBACP (Accredited)

Phone number
07795 382192

Website
http://gestaltbirmingham.co.uk/

Contact Christopher

Your name

Your email address

Your phone number

Your message

Therapist - BIRMINGHAM | **Supervisor - BIRMINGHAM**

Therapist - BIRMINGHAM

BIRMINGHAM B14
07795 382192

Contact Christopher for session rate.

- Flexible hours available
- Concessionary rates

About me and my therapy practice

I'm a highly-qualified and widely-experienced psychotherapist, accredited counsellor and supervisor with over 15 years experience. I've worked privately, for the NHS and for a University. I offer a professional, friendly, safe and effective service. I offer long and short-term therapy and personal development work to individuals and work with all issues that arise in the course of life, from low self-esteem, anger-management, bereavement/loss or behavioural/ relationship issues to anxiety/depression or specific disorders. My holistic Gestalt approach means that I welcome you in your wholeness; your thoughts, emotions, sexuality and spirituality. With my ability to listen at depth, my sensitivity to feelings, cultural differences and individual preferences, my aim is to help you in developing enough support and insight and to find and make the choices that, on your own, have been elusive or impossible. My wider interests and professional experience include teaching and studying, music, meditation, exercise and reading. I consider myself a tolerant person with a sense of humour and a balanced viewpoint. Please note that my B14 address is an optional alternative applying only to Supervisees.

What I can help with

Abuse, Depression, Disability, Eating disorders, Health related issues, Infertility, Loss, Obsessions, OCD, Personal development, Phobias, Post-traumatic stress, Pregnancy related issues, Redundancy, Relationships, Self-esteem, Service veterans, Sexual identity, Sexuality, Spirituality, Stress, Trauma, Work related issues



Gestalt Birmingham

Psychotherapy & Counselling Supervision and Training

Welcome to Gestalt Birmingham, where we offer counselling, psychotherapy, supervision and training in central Birmingham and Kings Heath, with a commitment to a highly professional and



Lesley Ludlow

bacp Registered Member
5302
MBACP (Snr Accred)

Registered Member MBACP (Senior Accredited)

Phone number
020 8916 9623/07826115368

Contact Lesley

Your name

Your email address

Your phone number

Your message

Therapist - CROYDON | **Supervisor - Croydon**

Therapist - CROYDON

CROYDON CR0
020 8916 9623/07826115368
http://www.counselling-in-croydon.co.uk/

Sessions from £70.00

Flexible hours available

About me and my therapy practice

I have been in private practice in the Croydon area for over 20 years offering counselling to individuals and couples.

Sometimes in life, events happen that can leave us unable to cope. Maybe waking up in the morning can feel like you have a mountain to climb just to get through the day. Maybe you are dealing with anxiety, depression, loss, financial issues, relationship difficulties or stress at work. All of these issues can be hard to manage on your own at times and if you work with me I will help you understand the issues and together we will find a way to help you manage them.

I work in an exploratory way, guided by psychodynamic theory. What that means is that I will gather information about your childhood, your present day issues and relationships and look at the links between these areas, as well as how you relate to me. My work isn't like CBT so I don't provide homework. The way to explain it I guess is a bit like an onion. We will slowly peel off the layers to reveal the source of the difficulties

counselling in croydon

Lesley Ludlow MBACP Snr Accred.
Counsellor
BACP Member No. 530608

Telephone 0208 916 9623
Mobile 07826 115368
Email lesley.ludlow@counselling-in-croydon.co.uk
Twitter LesleyLudlow36

Counselling in Southway, Shirley, Croydon, Surrey, CR0 8RP

Counselling in Croydon

My name is Lesley Ludlow and I am a BACP Senior Accredited Counsellor based in Shirley, providing private counselling to clients in the Croydon area since 2001.



Sometimes, in life, we can reach a stage where we feel isolated and unable to cope. Maybe an event triggered this like a death of a close friend or family member, break up of a marriage, illness or a trauma and we find ourselves in a place that is difficult to get out of without help.

Research has shown that it helps to talk to someone neutral who is able to see your position from an unbiased viewpoint. Counselling is not about giving advice or telling you what to do — it is about sharing your situation with someone, in a safe, confidential environment, who can work with you to hopefully change the perspective from perhaps the troubled view that exists at the moment. It can help you look at the options you have available to allow you to be more in control of your



"We may run, walk, stumble, drive, or fly, but let us never



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Questions?

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Session 3
Discovering How To Get Clients For Your Private Practice



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Mindset Shift.

**“WE ARE NOT SELLING COUNSELLING.
WE ARE SELLING WHAT IT CAN DO FOR YOU”**

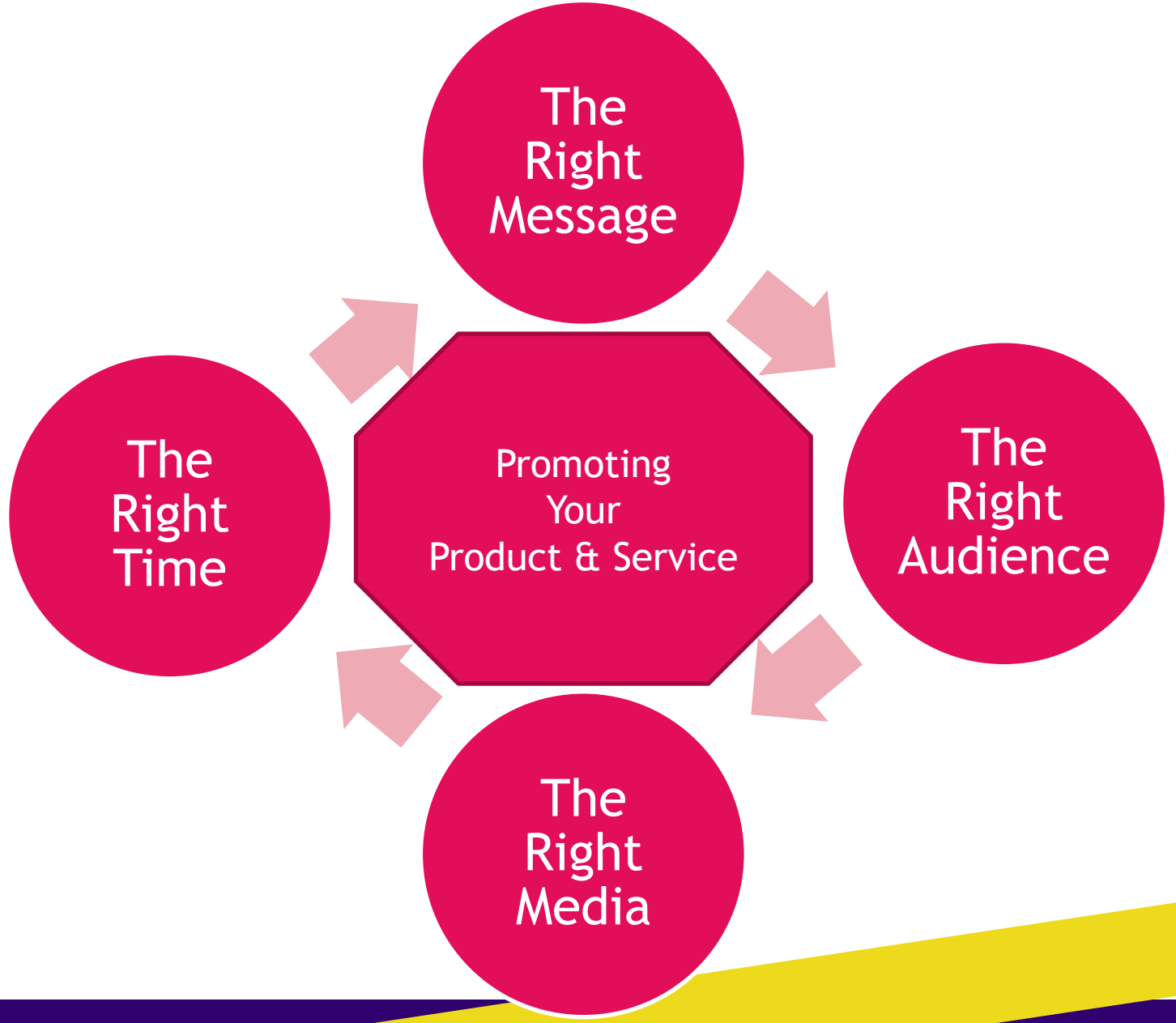
Starting Point.

- What is/are the problem/s you solve?

My name is Martin and I help people manage their anger so they can lead a happier, more fulfilling life.

Remember to be authentic

- Write to your audience
- Use the right 'engaging' voice
- When online remember ‘Once a message is out there, it's out there!’


The Right Message
The Right Time
Promoting Your Product & Service
The Right Audience
The Right Media

Two Approaches to messaging

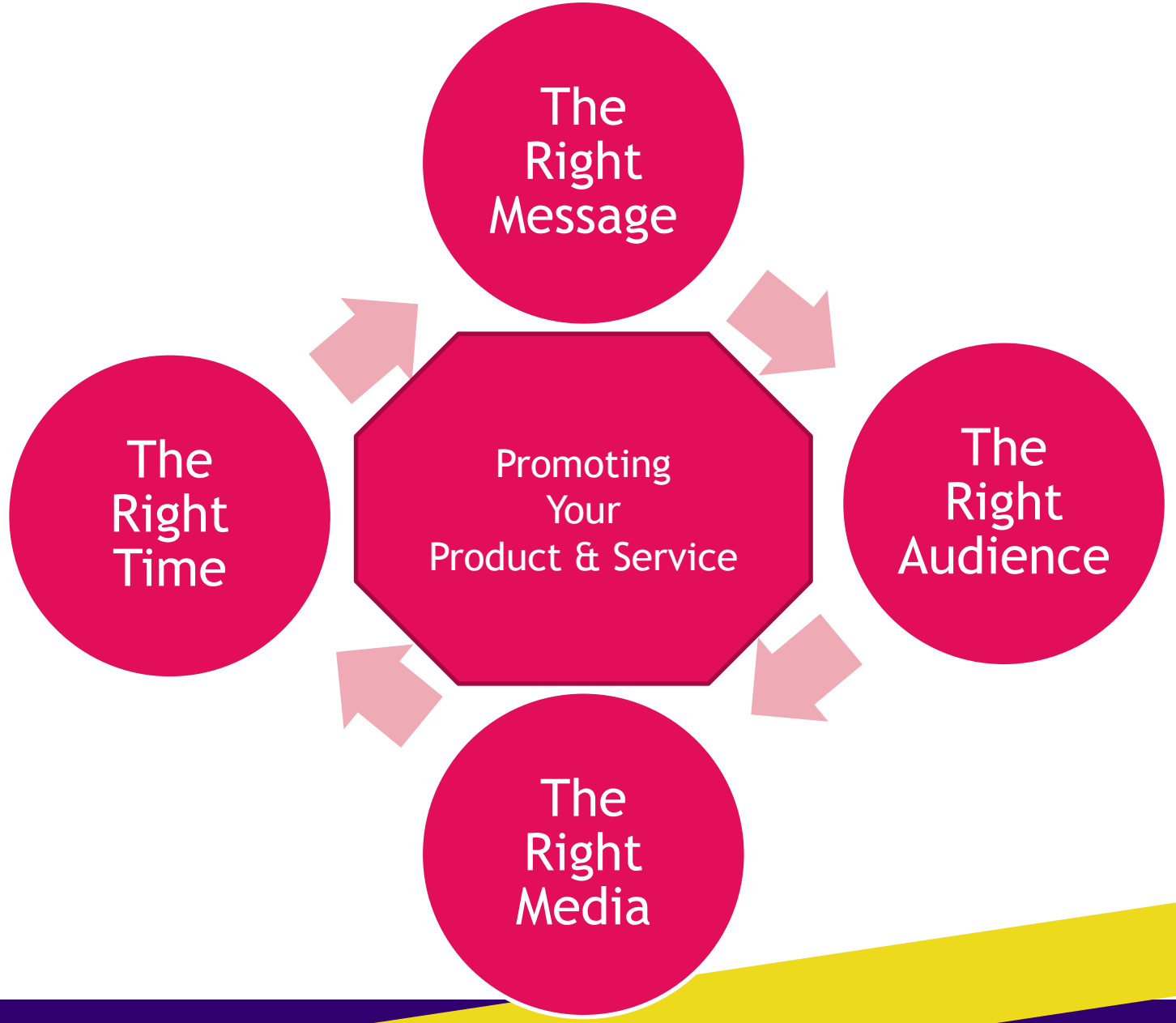
ATTENTION

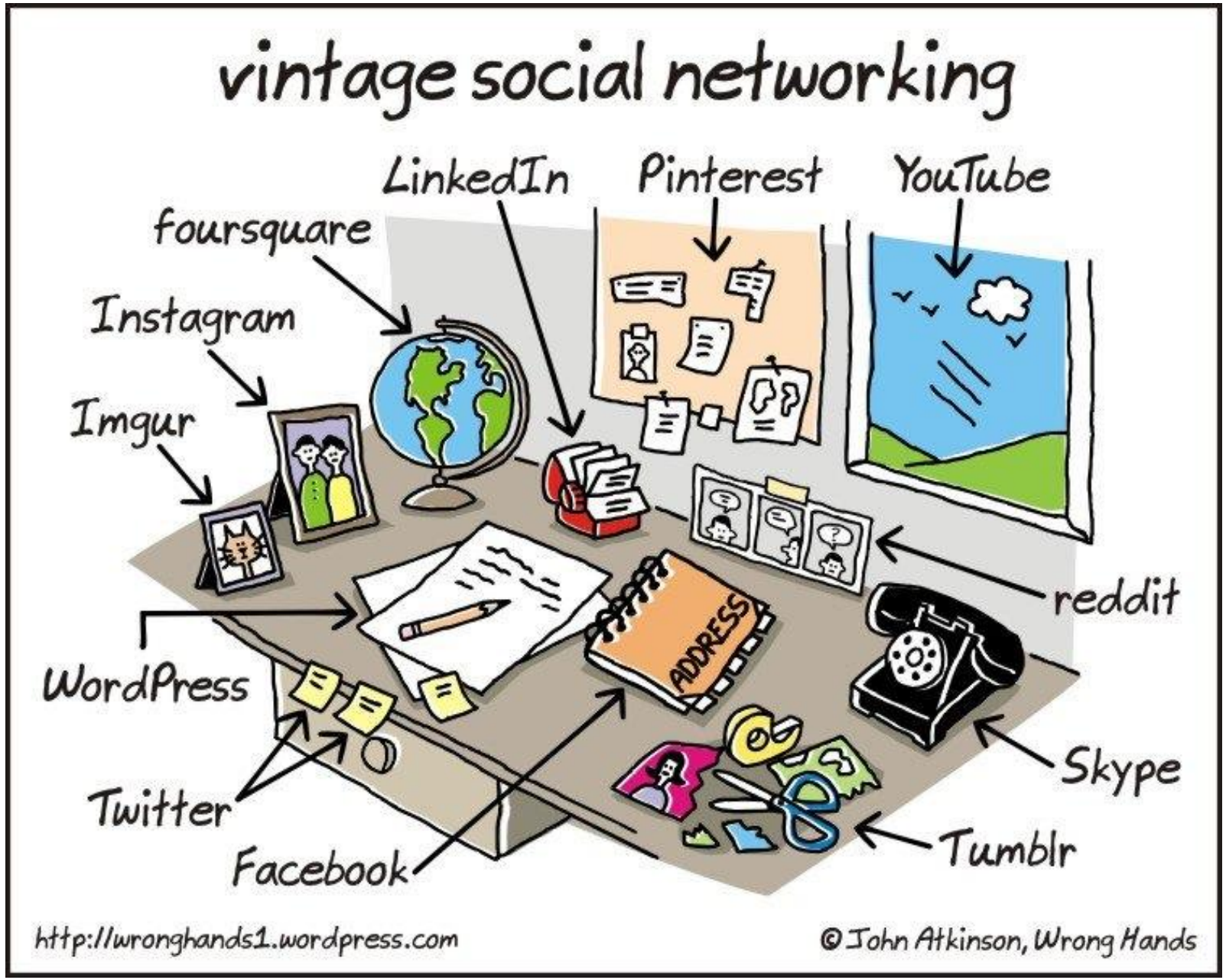
INTEREST

DESIRE

ACTION




The Right Message
The Right Time
Promoting Your Product & Service
The Right Audience
The Right Media


vintage social networking
LinkedIn
Pinterest
YouTube
foursquare
Instagram
Imgur
reddit
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CREATING AN ONLINE PRESENCE



ONLINE DIRECTORIES



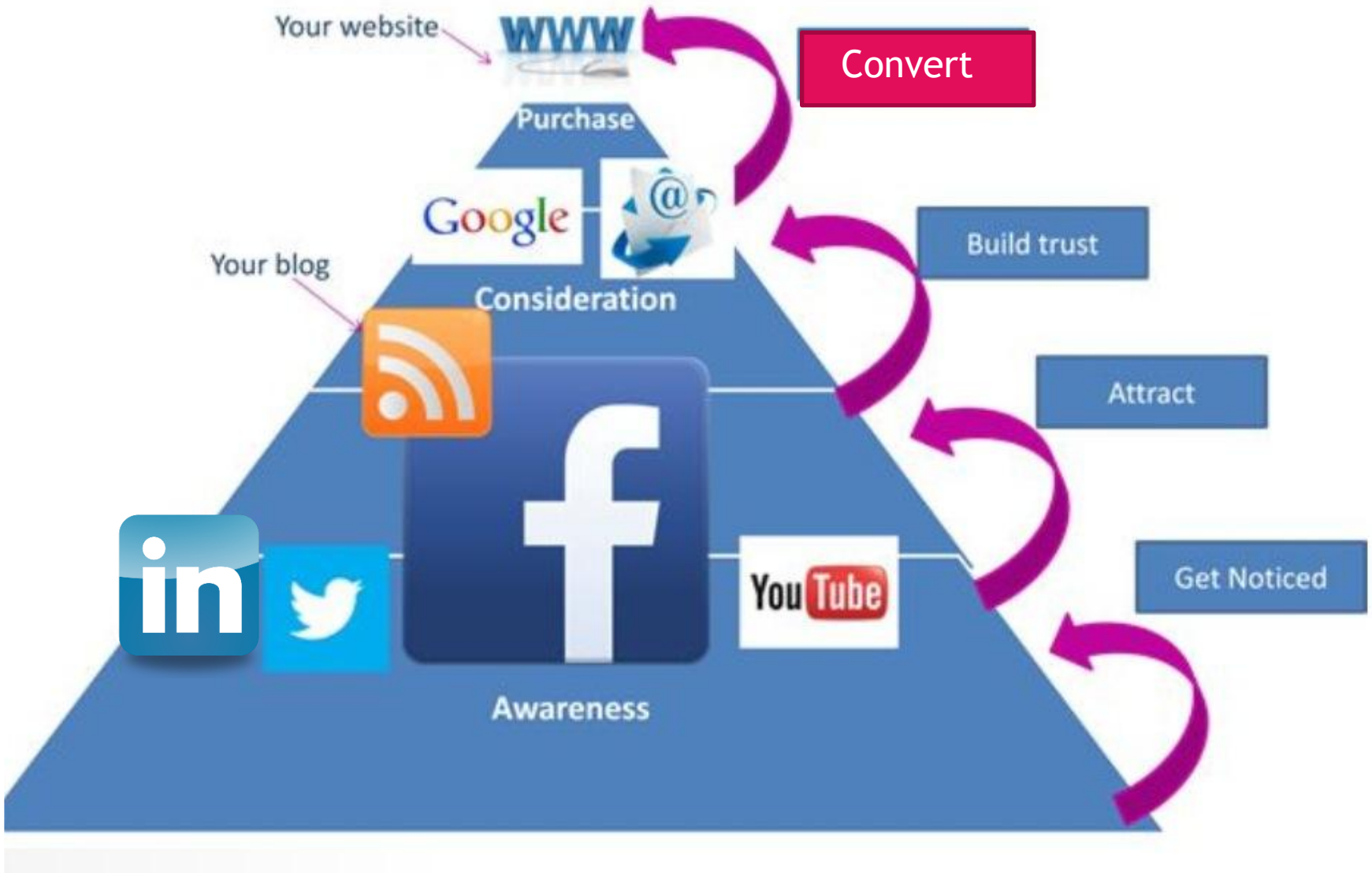
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Your blog
Consideration
Awareness
YouTube
Convert
Build trust
Attract
Get Noticed

counselling in croydon

Lesley Ludlow MBACP Snr Accred.
Counsellor
BACP Member No. 530608

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Mobile 07826 115368
Email lesley.ludlow@counselling-in-croydon.co.uk
Twitter LesleyLudlow36

Counselling in Southway, Shirley, Croydon, Surrey, CR0 8RP

Counselling in Croydon

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"We may run, walk, stumble, drive, or fly, but let us never

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STRESS

15 Practical Ways to Reduce Stress



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VOLUNTEERS

Volunteer Counselling Placements at Citizen Coaching



COUNSELLING

5 Ways to Strengthen Your Emotional Health

ANGER MANAGEMENT

STAY CONNECTED

counselling in birmingham

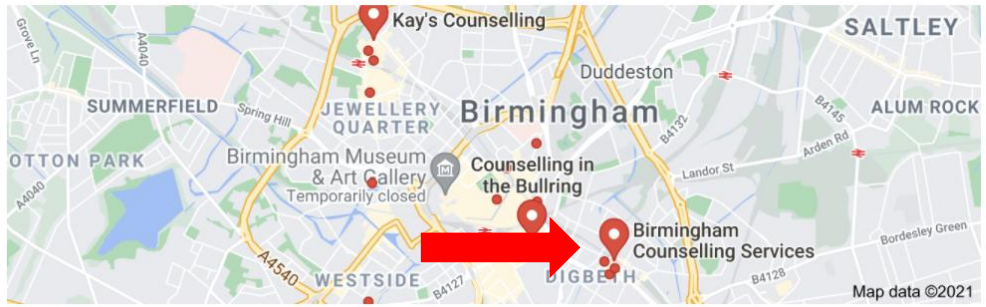
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3 Best Therapists in…

Yell
The Counselling Clinic,…

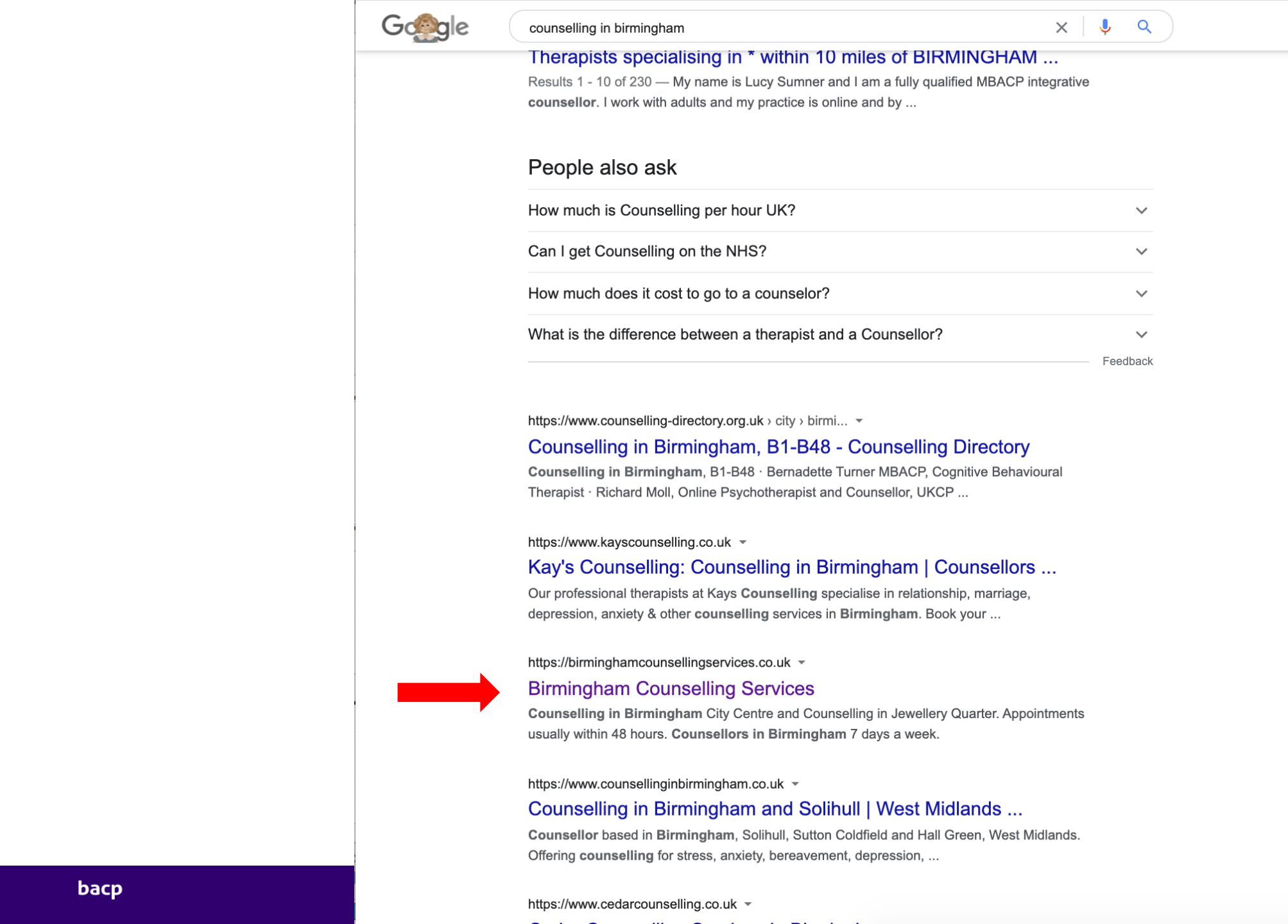


Hours

Birmingham Counselling Services
[redacted](1) · Psychotherapist
125 Gibb St · In Custard Factory · 0121 314 9903
Open · Closes 8PM
Website Directions

Kay's Counselling
[redacted](16) · Counsellor
71 Vyse St · 0121 679 6200
Open · Closes 9PM
"I would highly recommend Kays Counselling"
Website Directions

Counselling in the Bullring
[redacted](3) · Counsellor
1st Floor, St Martin's Church, Edgbastion Street, · In St Martin in the Bull Ri…
Website Directions


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Therapists specialising in * within 10 miles of BIRMINGHAM ...
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Can I get Counselling on the NHS?
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Our professional therapists at Kays Counselling specialise in relationship, marriage, depression, anxiety & other counselling services in Birmingham. Book your ...
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Counsellor based in Birmingham, Solihull, Sutton Coldfield and Hall Green, West Midlands. Offering counselling for stress, anxiety, bereavement, depression, ...
https://www.cedarcounselling.co.uk

LinkedIn People Martin Hogg



Martin Hogg

Personal Development & Anger Management Coach | Social Entrepreneur | Traveller | Writer | Birmingham UK | Founder Citizen Coaching & Counselling 🏳️🌈

West Midlands, England, United Kingdom · 500+ connections

Citizen Coaching CIC

Aston University

Company Website

Join to Connect

Contact Martin for services

Executive Coaching and Life Coaching

See all details


MARTIN HOGG
Anger management therapist
0 min
BBC BREAKFAST
07:42



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We deliver 20,000 friendly professional support sessions a year to help you through difficult times. Counselling, Anger Management & Personal Developm... **See more**

We help adults and young people access jargon free and affordable counselling, anger management and personal development coaching. www.citizencoaching... **See more**

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554 people follow this

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12 May at 14:07 ·

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+44 7870 565884

hello@citizencoaching.com

Open now
08:00 - 18:00

Non-governmental organisation (NGO) · Mental health service · Counsellor

Citizen Coaching CIC is a Social Enterprise established in 2005 by Martin Hogg, Founder and CEO

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Suggest edits

Is this the correct phone number for this

Like Comment Share

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12 May at 10:27 ·

Who do you know needs anger management? Live Anger Management Courses in Birmingham Saturday July 3rd and Saturday



Martin Hogg
3,338 Tweets



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Personal Development Coach | Social Entrepreneur | Traveller | Writer | Birmingham UK | Founder @CitizenCoaching & Counselling 🏳️‍🌈

Birmingham, UK CitizenCoaching.com Joined January 2009

2,027 Following **2,638** Followers

Tweets | Tweets & replies | Media | Likes

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32 posts **163** followers **268** following

Citizen Coaching

We help adults and young people access jargon free and affordable counselling, anger management and personal development coaching.

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bacp

Connect, Network and Refer.

- CONNECTING WITH OTHER COUNSELLORS
- IDENTIFYING LOCAL PEOPLE AND PLACES INFLUENCING THE DELIVERY OF COUNSELLING
- SPOTTING OPPORTUNTIES
- ATTENDING LOCAL EVENTS
- CREATING YOUR OWN EVENTS ‘THE LIBRARY TALK’
- EMPLOYEE ASSISTANCE PROVIDERS LOCALLY AND NATIONALLY

Welcome

If you are looking for friendly, professional support to help you through difficult times, the team at Birmingham Counselling Services can provide you with a range of counselling and psychotherapy options at either our modern Counselling Centre in Zellig at Birmingham's Custard Factory, just a few minutes' walk from Birmingham City Centre with plenty of parking nearby or at our Jewellery Quarter facility at Branston Court.

We provide a Private Counselling Service that is discreet, confidential and with qualified counsellors and psychotherapists, at prices to suit all pockets. We work with adults and young people also children over 4 years old.

Our Custard Factory centre at Zellig is fully accessible, with modern lifts and toilet facilities.

We are able to offer you your first session within a few days of your initial enquiry, often within 48 hours.

We provide a full range of Counselling Services delivered by a team of dedicated professionals who offer a wide variety of services, including: one-to-one counselling and psychotherapy, couples and relationship counselling, group counselling, anger management, separate men's and women's groups and Grow Your Confidence workshops.

You are assured of a warm, friendly welcome and comfortable surroundings.

All our counsellors are members of the British Association for Counselling and Psychotherapy (BACP) and/or the United Kingdom Council for Psychotherapy (UKCP), and work to their ethical guidelines.

To read more about our counsellors and psychotherapists visit their profiles on our website:

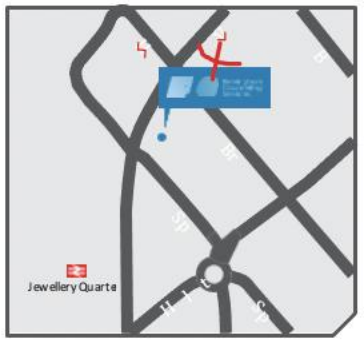
www.BirminghamCounsellingServices.co.uk



Birmingham Counselling Services

202 Zellig Building, Custard Factory, Gibb Street, Digbeth, Birmingham B9 4AT

Car Parks and On Street Parking Available
7-10 minutes' walk from Bull Ring and Birmingham City Centre.



Birmingham Counselling Services

SOCIAL ENTERPRISE

Birmingham Counselling Services

Branston Court, Branston Street, Jewellery Quarter, Birmingham B18 6BA

Metered and multi-story parking 5 mins away. 2 mins walk from Jewellery Quarter Railway/Metro Station. Bus Route 8.

Call on: 0121 314 9903
Website: www.BirminghamCounsellingServices.co.uk

Birmingham Counselling Services



CALL NOW

0121 314 9903

www.BirminghamCounsellingServices.co.uk



Frequently Asked Questions

What is Counselling?

Counselling "offers you a safe, confidential place to talk about your life and anything that may be confusing, painful or uncomfortable. It allows you to talk with someone who is trained to listen attentively and to help you improve things" BACP (British Association for Counselling and Psychotherapy)

Is Therapy or Counselling an instant cure?

It normally takes a few sessions for you to become aware of changes and improvements in your life. Sometimes counselling and therapy can be quite difficult at the beginning but you can rest assured that with our qualified team you will always be in a safe place at the end of your session.

Does Counselling and Therapy work for everyone?

Different people will get different results from their therapy experience. Recent studies from the International Center For Clinical Excellence (ICCE, www.centerforclinicalexcellence.com) showed that 80% of clients in Counselling and Therapy end up in a better place than those who don't seek help.

How much does it cost?

- Most of our Counsellors charge between £45 and £60 a session. We also have limited concessionary sessions available from £25 for those on low income.
- We also have a Big Lottery Funded free counselling programme for those currently homeless, in recovery from addiction, leaving prison, currently unwaged or facing financial hardship. Please contact us for more information.
- Your GP may also be able to access free counselling on your behalf if this is what you require.

What type of Therapy and Counselling do you provide?

Our Counsellors and Therapists each have a particular training and/or a preferred way of working and all of them would be happy to discuss their own approach in more detail with you. We also provide counselling in a variety of different languages. Please check our website for details.

How do I choose the right Therapist?

The following are questions to ask a Counsellor or Psychotherapist, as recommended by the BACP (British Association for Counselling and Psychotherapy). All of our team will discuss these kinds of things with you so that it is very clear how you will work together.

- How many sessions will I have?
- What type of therapy do you offer?
- How much will it cost?
- What happens if I miss a session?
- What happens if I want to take a holiday? Will I still have to pay?
- Will the counselling be confidential?
- Will you make notes during the session, and if so, what happens to these?
- Can I contact my therapist in between sessions?

Choose from over 50 different counsellors.
To find a counsellor that fits your needs and availability

Visit
BirminghamCounsellingServices.co.uk
or call 0121 314 9903



Questions?

Thank you