**(The Speechie Show Ep.30)**

Welcome to the Speechie Show! Being a speech-language pathologist often means having too much work and not enough planning time. To beat the overwhelm, we’re bringing you the tricks and tools that will make your job a little bit easier.

**Carrie**: Hello everybody and welcome back to the Speechie Show. I am Carrie Clark from [speechandlanguagekids.com](https://www.speechandlanguagekids.com/) and I am here today with Jena from the [Independent Clinician](http://www.independentclinician.com/) and [SLP Coupons](https://slpcoupons.com/slp-coupons), right? Can I say that? Am I allowed?

**Jena**: That's right.

**Carrie**: We are here today to talk about what if you would like to make a little extra money as a speech language pathologist and some questions to ask yourself if you're thinking about starting to see private clients. I know this is something that when I was first getting started it was in the back of my head like, oh that would be kind of cool but I had no idea how to get started. So, we are going to demystify it for you today. All right if you are new to the show my name is, Carrie Clark. I am from [speechandlanguagekids.com](https://www.speechandlanguagekids.com/) and this is the Speechie Show. We do this every Monday afternoon. I bring on a new guest and we talk about a new topic. We share about five tips with you and then we do some fun giveaways at the end. So, if you are joining us here on Facebook Live go ahead and type in, are you seeing private clients right now or are you not. We'd like to know if you are or if you are not. So, type that into the comments on Facebook Live and while they're doing the that Jena why don't you go ahead and introduce yourself and all the fun stuff you are doing these days.

**Jena**: Perfect! Thank you so much, Carrie. It's great to be on the show. my name is Jena Casbon and I run a site called The Independent Clinician. And really what I do is I help beginner speech language pathologist while also teaching PT. So, people who are curious about starting to treat private clients or start private practices get going in a way that feels like people know what they're doing.

**Carrie**: Hahaha, imagine that...

**Jena**: Yeah. And I try to help people follow steps and guidelines that are the things that I have done, the things that ASHA wants people to do and really just minimize being overwhelmed. Minimize fear and minimize the chances of making mistakes.

**Carrie**: Absolutely. so that's fantastic!

**Jena**: So that's kind of what I'm going to talk about today. As Carrie mentioned, my topic today... I was trying to think about what I was going to talk about and I'm sure that this is something that like maybe you've been asked if you treat private clients. Or maybe like in grad school or somewhere along the line once you got started in the field you thought maybe private practice would be something that I might want to do. And so, if you're kind of in that position then I want to go over five questions to ask yourself before you start treating private clients.

**Carrie**: Perfect. All right we've got a couple people chiming in here. So, Diana says she is not doing private practice right now. We've got Madeline here from Florida, welcome. So, if you guys are on with Facebook Live with us right now go ahead and type in are you seeing private clients right now or are you not. And we are going to go over the five questions that you want to ask yourself before doing this. Now the thing I love about private practice is that you can kind of double. You know you can kind of get into it slowly. You know you don't have to say, okay I'm quitting my job I'm starting private practice. You can kind of ease into it and see how you like it and that's where these five questions to come in really handy because they will help kind of guide you through that. Okay this kind of work for me. What do I need to know? So, are you ready?

**Jena**: I'm ready.

**Carrie**: Ok. So, the first thing we're going to talk about, the first question you need to ask yourself is, why do you want to start a private practice. Tell us how we consider that Jena.

**Jena**: Absolutely. So, you’ll notice that all of my questions are wh questions. I did that for all my school SLP friends.

**Carrie**: Hahaha, you got some thumbs up on Facebook.

**Jena**: I know my school people like the wh questions. Well you have to first figure out why is this something that you're interested in. And I know for me I first got started with treating private clients when I was working in an adult medical facility and I really liked my job, I love my coworkers, I love my clients, but over time there were some limitations to the care that I could provide and I started feeling sick. Let me know in a little Facebook Live box with maybe a little something if you feel stuck. Here is listening on the call has stopped and thought they might want to try something new?

**Carrie**: Anyone feeling stuck give us a thumbs-up or type in a comment. There's a little bit of a delay. There we go definitely some sums up coming in a people feeling stuck.

**Jena**: Okay so stuck isn't necessarily bad. Right? Stuck doesn't mean that you hate your job or you hate the field or you're going to go work at Trader Joe's or something. Right? You want more control over your personal life. So, you have to really think about why do you want to start this private practice. And again, just like Carrie mentioned it's a really good idea to start on the side. She mentioned the word dabbling and that's definitely something that you can do. I get emails from some people who say Jenna I did it, I quit my job I'm taking the leap, what do I do first? and they like freaked out and I'm like can you get your job back though. Because you know a lot of people think that you're either in private practice or you're not. I thought that. I thought that people who were in private practice this is all they did and they did it full time. That they had like a brick-and-mortar office with like a receptionist and a waiting room and magazine subscriptions and also that they were older. But they had been in the field for a really long time and they had you know gotten all this knowledge and experience and then they were doing it right. But I actually started a lot earlier than that. I started about years after my CF and I think that probably Carrie did too and that's what I teach other people to do. So anyway, but let me go back to the question which is what's your why. So, some people want more flexibility. And that can be a lot of times that people's flexibility of schedules. People want to be able to work certain days or half days or like work like a mommy schedule. Go drop off the kids, see some clients and then be home for whenever school gets out. So that's something a lot of people like. People also want more control over their case in terms of numbers and in terms of what it consists of. So maybe you know, I'm going to talk about what kind of client’s people can treat, but people want more control over who their seeing. Give me some thumbs up if these sound like things that you like.

**Carrie**: Yeah, you're getting a couple thumbs up coming through right now. I know that one of the things that I was very, very interested in when I was looking at private practice was being able to treat the kids that needed to be treated. Because I was feeling like the school district for telling me okay well that kid yeah, he has a speech delay, but he's not delayed enough you know so. that was like my frustration of I just want to help him. That's why we got in this field.

**Jena**: Exactly right. So those kids are going without services. Or maybe you are seeing them but you're seeing them in like in a group and you just know that what you're doing isn't working right. So, this is a way to have more control over the care that you're providing and actually make you feel like you're making more of a difference in the lives of your clients and then also in their families. Other people you know want to, Carrie also mentioned making some extra income, and that's a reason so why people get involved. People have student loans. People have weddings or houses their saving for.

**Carrie**: Working on a teacher's salary.

**Jena**: Working on teacher's salary. All of those things. And also respect, right? People want more respect. They feel like they're not respected enough in the schools are at the hospitals. And then the last thing is just to really combat feeling stuck, which I mentioned and then burn out. It's a way to get Ri energized about the profession. There may still be aspects about your job that you don't like but there may be things about the profession that you really still love and you want to just do but on your own terms.

**Carrie**: Absolutely I love this.

**Jena**: So people let us know in the chat box, what of those things resonated with you the most? What is your why? Why might you be interested in doing this?

**Carrie**: Yeah type your life into the comments here. Madeline says best advice would be to dabble first before diving in. Absolutely. And I think that's what we're talking about here. Let's talk about next question which is who. Who do we pick to treat? How does that decision play into this?

**Jena**: So honestly there's two different ways you can look at this. You want to try and gravitate towards your favorite. Start with whoever your favorites are. These could be kids, these could be adults. You could do both although I don't recommend that quite as much. But you know we all have certain populations that we really like working with. That is who you should start with. So, in the box let us know who your favorite populations are. And I'm going to continue to talk a little bit about this. You know they can be just specific so like let's say you want to do elementary-age kids. Who the same kids are not getting the services that you want them to. Maybe you want to see them. Or maybe you're working in the school and you always also liked doing older adults but let's say don't want to go to work in a SNF, you could see it on the side after work for example. So, you really want to figure out what you're good at and what you like the most and start with that. And do as much of that as you can. Did anyone write in who their favorite populations are?

**Carrie**: Yeah, we've got a couple things coming in. These are some comments from the last question of what is your why. We've got... Be My Own Boss. Tired of unrealistic productivity. No brakes, back-to-back appointments, and burn out. We've got more control. And then we've got some people who liked Pediatrics and another one likes deaf and hard-of-hearing as well as apraxia. Definitely some good populations to get into and those are usually the ones that need it.

**Jena**: Absolutely. Fantastic good so you guys are on bored and you're coming out with all kinds of good ideas.

**Carrie**: Yeah.

**Jena**: Alright let's do our next question.

**Carrie**: Alright so our next question is what type of services you're going to provide. This seemed so overwhelming to me when I was starving. It was like okay what do I actually do. So, talk to us about that.

**Jena**: So here's what you should think about. These questions really tie into each other. So, if you think about your who and who are the clients you want to work with. Your next thing you want to think about is what are they not getting in the way that they should be getting it. Does that make sense? So, for example if you feel you want to work with kids and you've got a kid with fluency. Let's say you've got a kid who isn't fluent and he's not getting the services he needs to in school, you know you can definitely do individual therapy maybe like at his house. And maybe part of your treatment is going to parents and education. Because that's another thing that people talk about is that they just feel really disconnected at whatever their regular job is with family members. So, by being a lot of times... we'll talk about this soon but where people practice is often in people's homes so you can develop a better rapport with people. So, you can do individual therapy at whatever is a mutually good time to schedule. You can also do groups for example. I know lots of people who are doing fun groups especially over the summer and you can use Community locations and like a social skills group for example. That's something that also kids are not getting in schools as much as they're being recommended right. So, if this is something that you're into and you can find other parents were also looking for social skills group. You can rent space like say in the basement of a church or a library or whatever. Or you can obviously have your own Clinic space but that cost some money. But there are ways to do that. Another really great thing to do is tell a practice. I don't know how many of you guys are into tele-practice but the great thing about that is there is no travel involved. Again, you can do this all on your own schedule and if you treat kids. Like kids want after school hours. Parents want after school hours. And parents don't want to have to go to another place. So, if you are open to doing tele-practice that is a fantastic way to serve more people in a time that is convenient to them. And also, convenient to you because it's going to probably be after work. The last thing in terms of what you should provide, you know people are really looking for certain certification programs. So, for example let's say you do voice treatment. That's something that I'm certified in. People are certified in Hannon and prompt. Sometimes parents are looking for those specific things that they are also not able to get that at the school. So, if you get certified in those things, first of all as a private practitioner it's tax deductible. It's a tax-deductible expense. Save your receipt and deduct it on your taxes. And also, you get yourself listed on the website for these companies and that's a great way to get referrals.

**Carrie**: I love it!

**Jena**: Alright so that kind of covers what kinds of things you can provide.

**Carrie**: Alright Debbie says hi from London. Hello welcome. We have people all the way across the world I love it. It's a great way to bring people together. Okay if you are watching on Facebook live please stick with us. We are going to be doing some giveaways here in just a couple minutes and we are going to do some fun resources and stuff for you too. We have two more tips for you, two more questions for you of what you need to be asking yourself. If you are just joining us we are talking about starting private practice. Starting seeing clients after school. We've got another one that says hello from Philadelphia. Wonderful. Go ahead and type where you guys are from. We love seeing where everyone is joining from.

**Jena**: And I'm in Boston.

**Carrie**: And I'm in Columbia, Missouri.

**Jena**: Love it. Representing all over the place. So, the next question is about when you'll treat your clients. And I kind of answered this a little bit but what you want to think about is working around your schedule. The whole point of doing private practice is because it's your private practice. So, you can do it on your terms and on your schedule whatever makes sense. You also want to think about the client's needs. When do clients want services. I've already mentioned after school session. Lots of private practices I know in this area and probably all over the country are swamped and have huge wait list for after school hours. So, if that's something that you can provide, that's a great niche to be in. Those are great hours to serve and that's something you should think about. So, after work and mentioned weekends. There's a lot of school SLP that do this over the summer. Now some people do it just during the summer like their private practice is only open during the summer. And that certainly one way to do it. You can also do it over the summer and then also continue to and just maybe have a small caseload. And then you can also think about, you're not going to quit your job right away, you've already promised me that, but you may be able to cut your hours a little bit at your regular job to maybe have afternoons free. When I was first getting started I was able to reduce my hours a little bit and I had Monday, Wednesday and Friday were half days. So, I was able to see lots of people in the afternoon. And in my first couple months of doing this I was able to go from 0 clients to about 10 sessions a week. And that's just three days a week in the afternoon. And that worked out really nicely for me. So, think about your schedule and think about when you can make this work at a time that works for you and also works for the clients that you're trying to serve.

**Carrie**: Absolutely. And the next? Going to get to is where. And I think as your same kind of time together. If you have a when that doesn't match up with when people need, then maybe you need to look at some other here's to you know. If you could do it in a different location for example where the child already is. So, think about that. If you're thinking well I can't do private practice because the only time I would have available is mornings and that's not when people needs therapy. There's somebody out there that does.

**Jena**: Yeah you know who's available in the morning our kids go to private school. Who don't have IEP's or services like the public school. And also, wonderful niche are homeschoolers. I don't know how many homeschool kids there are in your area, whatever your area is, but there are a lot of SLP who are doing tremendous work with homeschoolers because they're home during daytime hours.

**Carrie**: Yes, they have flexible schedules.

**Jena**: Both of those things involve you traveling some place.

**Carrie**: Hang on I'm going to jump in really quick. We've got people chiming in about where they're from. This is always fun. So, we've got another Philadelphia, eastern Pennsylvania, New Jersey, California. Rosemary is also saying preschoolers for being available in the morning. Absolutely. We've got a preschooler going to preschool in the afternoon and they've got to do something in the morning. So perfect. Okay so we talked about the why, the who, the what, and the when. So, let's talk about where. This is the big one.

**Jena**: So I used to think that in order to have a private practice you had to like have clinic space. I associated private practice equals brick-and-mortar location. That is not true that is not how I operate personally. And that's how a lot of people I know, whether they're first getting started or they've been doing this a long time, a lot of people prefer to go into the house of their clients in order to be able to use the natural environment first and foremost. I am a very functional therapist so I like to be able to do that. But secondly it cuts out a ton of overhead. Right? So, you can get started seeing private clients without taking on the tremendous expense of office space. Okay so keep that in mind. And then the next question people say to is well can I just see people at my house. And if you see people in your own house it's a little bit trickier because a lot of times you need extra insurance. So, you need professional liability insurance to treat, but you also if you're going to see people in your house you need general liability insurance in case anything was to happen. A lot of times also towns have a lot of restrictions about whether or not there's extra exits and different access rules and whatever. So, treating in your house seems like a good idea and for some people there able to make it work. But it is not quite as easy as you might think. So, I've always preferred to go to people's houses. Other options you can do are community locations. I've mentioned the library. I've mentioned renting space from places like churches and community centers. And then also I mentioned at the beginning of this they are school. See you can potential ego to their preschool, their daycare, their private school. Go to them. By going to them you also can track mileage and deduct that on your taxes too. So that's the last of my wh's.

**Carrie**: Yeah. The way that I started is I did start in my home but I had to get a business license and it had to be in the right zone of town. Like everything just kind of lined up ok but there were a lot of things that made me think like I don't know if this is going to work and then it ended up being fine. But I did that for a little while and then there's a pediatrician in town who is actually my pediatrician when I was a child. And I had written letters to all the pediatrician and said if you have referrals send them my way, any called me and he said hey I have this extra room in the back do you want to rent it? So, he let me rent.

**Jena**: Do you want to rent it absolutely yes, I do. Hahah.

**Carrie**: So he just let me rent an office inside a pediatrician's office and I think it was like 200 bucks a month. It was super cheap and there was a waiting room there already. The office manager was great she just would call me when my clients were there. I don't know how it worked out so well. But you can consider subleasing to where you don't have to pay thousands of dollars a month for a huge office. You can just see if somebody else has an extra room in the back of their that you can use.

**Jena**: Absolutely yes. So, I put a little bonus wh quest to decide if whether private practice is worth pursuing. So just left in the chat there if this is something that you're interested in and learning more information about. Is this something that you've been thinking about for a while. And if you want more information. Do you think this is something that might work for you?

**Carrie**: Type into the comments there yes if this is something that you are considering doing. We kind of want to get a feel for who out there is actually considering this. I know sometimes it seems really scary until you break it down and you're like oh this is actually kind of doable.

**Jena**: Right. Because if you want more information about this, the first thing you should do is gather the information. Right, that's step one is to gather enough information to feel comfortable. But then you can actually get stuck in this analysis paralysis where your Gathering so much information and you're thinking about all of the angles that you don't actually start. So, what I encourage people to do is to get just enough information to get started and then actually start knowing that you'll learn more along the way.

**Carrie**: Absolutely. Yes, we're definitely getting some yesses here. People saying they're interested. And another thing is that I think you can start really simple. I know the whole like billing insurance thing is just really, it makes my head spin. But you can say well my first however many I'm just going to do private pay. You know if you can pay me up front here's my price. Maybe start with the people that are already asking you around people you know around town that are like hey you know anyone doing this and just so you know hey I'm thinking about starting. You don't have to start off with insurance figure it out. You can add pieces as you go along.

**Jena**: Absolutely yes. That's a popular question. People ask about that. Well like how much do I charge, what do I need to protect myself, one of the legalities. You know where do you find your first client. People are worried about whether this is risky. And it's not without risk right. Anytime you start a new business there are some rest but there are some really easy ways to reduce that quite a bit. people worry about how much money it takes to get started. You know these are all things that people are concerned about. And things that I help people through.

**Carrie**: Absolutely. Okay, we've got a couple comments here. One person says she knows of a woman who provides therapy without having her C's. While unethical is it illegal? Do you know?

**Jena**: That I don't know. I would refer to ASHA for that.

**Carrie**: Yeah, I don't either. I always call the ASHA Action Center whenever I have a question. Alright, we have another one that says absolutely that was me stuck in the analysis paralysis stage. On the Move now. Awesome Gina congratulations that's great. Alright, so we're talking about all of these how to find more information. So, this is a good time to talk about resources. What are your resources for people who are interested in learning more about private practice?

**Jena**: Yeah so, I have three resources that I want to share with you. The first one is my free mini course. So, I offer a free email based mini course that, I’m not sure if Carrie will put the link in or not, but it's bit.ly. So it's [bit.ly\private-practice-course](http://bit.ly/Private-Practice-Course). It's a free course and you can also go to [Independentclinician.com](http://www.independentclinician.com/)  and click the resources they are there, too.

**Carrie**: Will you after we finish the live will you go into the comments and type in the link so people can have those there?

**Jena**: Yes. So that's the first one is the free mini course. Even if you are just vaguely thinking about it you know it's free so sign up for the mini course and tell me what you think okay. The second thing that you should think about signing up for which is also free, I have a Facebook group that I run called [SLP Private Practice Beginners](https://www.facebook.com/groups/slp.private.practice.beginners/). This is a Facebook group where it's interesting it started off with just beginners and then lots of people in the group are not beginners anymore. There is a ton of engagement. There's getting close to 7,000 people in the group and everyone is very supportive and knowledgeable. It's a wonderful place. So, you should also search on Facebook and I'll put a link in there. [SLP Private Practice Beginner](https://www.facebook.com/groups/slp.private.practice.beginners/) Facebook group. The last resource is a paid resource and it's a book that there have been a couple iterations but has been helping people for a long time. It's literally helped thousands of people get started with private practice okay. So, I wrote this book as a guide for other people and it has helped tons and tons of people get started. It covers all the questions that we talked about and it is a really good road map for beginners. it will help this process and a lot less in a lot less scary. So, I've got two free resources and a paid resource. And I will put the link in there but you can also go on to my site [independentclinician.com\resources](http://www.independentclinician.com/resources.html).

**Carrie**: Perfect. Alright our audio quality is kind of slipping a little bit. I think everyone could understand that but just in case I'm going to reiterate. So, we've got the free private practice mini course that is over at the [independentclinician.com](http://www.independentclinician.com/)  and there is the Facebook group that we're going to put a link to in the comments, and then there is the guide to private patients which is a helpful book that will walk you through all of this and help you get through all of those difficult points in this process. So those are the favorite resources for today and one of them is your giveaway, right? Your book?

**Jena**: Yes one of them is to give away my book, so I want to give a giveaway to somebody.

**Carrie**: Yay.

**Jena**: This is a book that I charge $97 for so this is a good giveaway. I'm going to send you the link to download it immediately. You'll get into the members area and get a whole bunch of bonuses that go along with it. But I would love to give away this to someone on the call.

**Carrie**: Okay so we're going to give away one copy of that book and we're also going to do a second giveaway which is two free months in the [Speech Therapy Solution](https://www.speechandlanguagekids.com/become-a-member/) which is my membership program. If you're not familiar with that it's an exclusive members area just for speech language pathologist. We have a ton of resources in there and there are worksheets, there are training videos, we answer your questions. We are in there every week answering questions. The whole Community answers questions. It's just a really great resource for helping you through those tough cases. Helping you through those tough days. And we just got approved to offer ASHA CEU's. So, we are going to be starting that in September and the price is also going to go up in September because of the ASHA CEU’s because we've got to cover all of those costs. So, if you get in in the month of August you're going to lock in your rate in your rate is never going to go up. So, if you've been about joining and have been on the fence, now is the time to sign up because we are going to raise the price on September 1st of 2017. So, head on over to [speechandlanguagekids.com/join](https://www.speechandlanguagekids.com/become-a-member/) and you can find all the information about the Speech Therapy Solution. But we are going to give two free months to someone right now and they will lock in that lower right as well after those two months. And here's how we're going to do it. If you are on Facebook Live with us I'm going to ask you a question. The first two people to type in your answers are going to win. So, the first one is going to win the eBook on how to do private practice and the second one is going to win the two free months in my membership. Alright, here we go.

**Jena**: Good luck!

**Carrie**: Alright, the question is why do you want to treat private patients? So, what is your why? Tell us your why, I like this. Which is funny because I wrote that question before we asked it earlier so we might have lots of wise in the comment section today.

**Jena**: I love it!

**Carrie**: Okay so we have a little bit of a delay so we're just going to wait while people type it in. So, if you're like hey I type my answer in... alright here we go, Autumn Bryant, said no boss! Yay, no boss! And Madeline price says freedom. Congratulations ladies. I'll write Autumn you won the eBook. So how do you want Autumn to contact you? Or are you already in contact?

**Jena**: We are already in contact so we will send each other e-mails.

**Carrie**: There you go hahaha. Alright and Madeline Price, I don't think you are already a member but if you are I apologize for not recognizing your name, but you win the two free months. So, you can email me over at Carrie@speechandlanguagekids.com and you can head over there. Send me an email and we'll get you signed up for the two free months and like I said you're going to lock in that lower rate as well so you don't have to worry about that price hike either. Alright, congratulations ladies. We have a lot of other people chiming in as well. We've got flexibility because I can be in charge of my caseload. My daughter. A wonderful reason. Flexibility freedom and some thank-you’s from Autumn and Madeline. Perfect. Alright, well thank you, everyone, for joining us today and Jena thank you so much for coming on and sharing all of your wealth of knowledge with us.

**Jena**: It was an absolute pleasure! Thank you so much, Carrie, and thank you all who contributed really appreciate it.

**Carrie**: Awesome and where can people find more about you and all that you have going on right now?

**Jena**: Well the easiest way is to go to my website to [www.independentclinician.com](http://www.independentclinician.com/). there are a ton of resources on there and you can sign up for my mailing list that I sent out all kinds of stuff. I am also very approachable so if you have a question just send me an email. I think this is a great way but I also want to make it easy and accessible to everyone who is interested. So, if you're interested go to the site and check it out and check out the resources page and send me an email and let's figure out how to make this work for you.

**Carrie**: And Jena also started [SLPcoupons.com](https://slpcoupons.com/slp-coupons). If you are not on her list for the coupons you need to do that because she's got some really great offer coming out to her list for coupons that you will love. So, check that one out as well. And don't forget to head on over to [SpeechandLanguagekids.com](https://www.speechandlanguagekids.com/) to check out all of our free resources as well. And if you are interested in that membership to sign up for the end of August. So that would be [speechandlanguagekids.com/join](https://www.speechandlanguagekids.com/become-a-member/) and you can find out about our upcoming CEU's that we will be offering. Alright, thanks, everyone and we will see you next week on the Speechie Show. Bye for now.

Thanks for joining us today Speechie Show. We hope today's tips have helped you feel a little less stressed and a little more confident about your work. If you’re looking for more stress busters and confidence boosters, we’d love to have you join us in The Speech Therapy Solution, where you’ll get access to a huge library of premium training videos and another library of print and go therapy materials. You can also get help with your tough cases by joining Carrie on the weekly Q&A calls, or by posting in the exclusive Facebook group. Plus, group members can join us for a monthly webinar that can be used for a continuing education credit. Head on over to SpeechandLanguageKids.com/join to check out all the amazing benefits of the speech therapy solution membership. Bye for now.