

Business SCHOOL

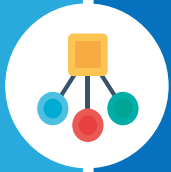
for therapists



**Step 1:
Connect**



**Step 2:
Convert**



**Step 3:
Clarify**



**Step 4:
Organize**



**Step 5:
Processes**



**Step 6:
Plan**



**Step 7:
Money**



**Step 8:
Message**



**Step 9:
Website**



**Step 10:
Marketing**



**Step 11:
Look Ahead**



**Step 12:
Mastery**



STEP 1:

Connect to the Business School Magic

Business School is a choose your own adventure process that opens up based on your unique practice and needs! We are a one stop shop that has just about everything you need as a therapist in solo or group practice, starting from scratch or 7-figure practices! You are part of an amazing community of successful therapists from all over the world. Let's connect!

OBJECTIVES:

I've created an account to login to my BSB materials and community

I log in using:

Facebook
LinkedIn
Apple
Google
Email

The email I used is

My password is

I've added a favorite or bookmark so I can find the BSB materials easy peasy

I've completed the Orientation

I've updated my profile

I've put the upcoming activities on my calendar

I know how to post a question to get feedback

I completed my initial assessment

If I'm stuck and can't log in, I email community@zynnyme.com and practice patience

zynnyme
private practice experts



STEP 2:

Convert the Right Clients

What's the point in getting the phone ringing if you don't know how to convert those that call? Let us teach you how to have great phone consultations that empower you to refer out clients that aren't the right fit for your practice, and schedule the right clients with confidence. Learn how to ethically prime your clients to have the best outcomes and get buy-in for therapy and commitment before they even come into their first session.

OBJECTIVES:

I've reviewed the most appropriate script and training for me and tweaked it to suit

I confidently did a real or mock consultation using the script and stated my fee and process with confidence.

I successfully scheduled a full fee client using the script





STEP 3:

Get Crystal Clear on Where You Are Going

A successful business starts with **YOU!** Before you get to the 'fun stuff,' you **MUST** get clear on who you are as a therapist, the lifestyle you want to build, and your values moving forward! This is the foundation for your entire biz.


OBJECTIVES:



I am confident about my perfect day



I recorded my video journal



I sent out and reviewed my strength survey



STEP 4:

Get Organized!

Automate, outsource, and eliminate so you **LOVE** your business and have more time for **LIFE**! We'll show you how to organize your practice in a way that maximizes your time, energy, and profits! Feel confident you're doing what you need, and **ONLY** what you need, to keep things running.

OBJECTIVES:

I am clear about my weekly clinical business schedule, and holding to it

I've put my monthly, quarterly, and annual tasks on to my calendar

I've set up or reviewed my practice management software to save me time

I've evaluated where I can eliminate, outsource, and automate to take back time





STEP 5:

Create Client-Centered Processes That Make Life Easier for You and Your Clients

This part isn't sexy, but it is **SUPER** important. Once you lock down your processes and procedures, you'll run your biz with less stress and more freedom! Extra time for your clients and more chill time for you? **WIN!**

OBJECTIVES:

I've reviewed and I am clear about my clinical processes, and they are all written down

I am keeping up to date with my ongoing clinical documentation

I have a plan to end my sessions on time

I charge for no-shows and late cancellations consistently





STEP 6:

Let the Magic Dashboard Do the Dirty Work for You!

Answer simple questions, watch our dashboard do its magic, and **FINALLY** have a plan that makes **SENSE!** We know hearing the world “business plan” might spin you into a whirlpool of anxiety. But don’t worry, we make this **SO EASY.** We provide many options so you can ‘choose the adventure’ that’s right for your practice. No cookie cutter plans here, just proven processes and activities to uncover the plan that makes sense for you, your personality, your strengths, and your life!

OBJECTIVES:

I've completed the Business Planning Worksheet

I've updated my fee for new clients

I've updated my fee for existing clients

OPTIONAL:

I've scheduled time to do the Insurance Revolution bonus course if I take or am considering taking insurance

I've started working on my money story

Bonus: Intersectionality and Finances



STEP 7:

Changing Your Relationship With Money

Change your money story at work and at home and finally get **CONFIDENT** financially! We have some bad news for you: no matter how many clients you get, or how big your practice grows, if you don't get comfortable and confident about all things money and finance, you will still feel stressed, overwhelmed, and under the gun financially.

OBJECTIVES:

I've got clarity about how much money I need from my business to reach my personal goals

I know how to pay myself

I've done one bonus to start working on my money blocks





STEP 8:

Write Compelling Messages That Get Clients Calling!

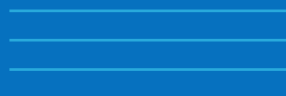
Discover who your ideal client is and how to reach them. This isn't just about learning online marketing tools or more traditional offline techniques; it's also about expressing your most genuine self in your messaging. This way the clients you can best help will find you with ease!

OBJECTIVES:

The first niche I will focus on marketing to for the next quarter is

I followed the steps to write a marketing message "ATP"

I posted my Authentic Transformation Proposition for feedback from K & M during a live working session





STEP 9:

Create or Revamp Your Website to Get to Page 1 of Google

Let's build, tweak, or revamp your website and create a plan for the **FIRST** page of Google! Whether you have a website you **LOVE**, no website at all, or a website that you aren't or a website that you aren't sure is performing at its peak, we will take you step-by-step through the process of taking it to the next level. You do **NOT** have to be a website expert to be successful in private practice-but you do need to know your stuff so you can **DIY** what you can, outsource to the right people, and avoid being taken advantage of.

OBJECTIVES:

I have an updated, professional headshot on each page of my website

I've updated at least one speciality page on my website with an ATP

I've posted at least one page of my website for feedback from K & M during a working session

I've updated the SEO on my website

I know what SEO keyphrase I am focused on seeing show up on page 1 of Google this year

I've integrated Google Analytics into my website

I've integrated Google Search Console into my website

OPTIONAL:

I've built my website from scratch using the step-by-step video in Business School for Therapists.





STEP 10:

Your Weekly, Monthly and Daily Plan to Get the Right Clients Calling Consistently

Know what to do each week and month to grow your practice without burning out! There are about 55 million ways to market your business. Develop a clear strategy that works for you, your strengths, your personality, and your ideal clients! (And maybe even have some **FUN** doing it!)

OBJECTIVES:

I've downloaded my quarterly marketing plan and decided which activities I'll be focusing on for the next 3 months

I am looking at the quarterly marketing plan at least weekly and completing the tasks

I've fleshed out the first 6 outlined blogs provided for SEO



I've created a balanced plan of offline and online strategies, and learned what I can automate and outsource, and what only I can do!

I've finalized a marketing plan that meets in the middle between how I best communicate, and how my client receives information.

I've created a quarterly marketing plan that meets my clients where THEY hang out.

I know what I am doing on a daily, weekly, and monthly basis to reach my goals, how to track what is working, and how to make tweaks along the way to create a streamlined marketing strategy that leaves me spending my time doing what I really love!

I've got access to all of the social media specialized trainings to carry out my marketing plan: including Facebook, Instagram, LinkedIn, Pinterest, and more!





STEP 11:

Continue the Business School Magic

Since running a business is a life-long adventure, we help provide the tools to plan for the future and vanquish challenges down the road. We'll help you get into the flow of your biz for the **LONG TERM**. This is a marathon, not a sprint!

OBJECTIVES:

I have regular times on my calendar to look at my numbers



I have a plan to do my quarterly marketing analysis to adjust my marketing plan



I've put the BSB working sessions on my calendar to ensure I can dive deep again

I posted my final video journal



I submitted my review of BSB to receive my free swag!





STEP 12:

Everything You Need Ready, Ready When You Need It!

Your business and your life will change over time. What your practice needs right now and today's version of your business plan may change in one month, one year, or four years. Business School will be here to help you get what you need, ready when you need it. Check out these bonuses we've been adding, which you can access [24/7!](#)

OBJECTIVES:

I know how to get CEs for completing BSB materials

I've reviewed the Documentation in Detail bonus course

I've reviewed the Hiring in Detail bonus course

I know how to SEARCH the classroom to access the largest private practice resource on the planet that has answers to ALL my questions.

I've reviewed the Virtual Practice Guidebook bonus course

