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How to Build and Market Your Mental Health Practice

Linda L. Lawless

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How to Build and Market Your Mental Health Practice

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How to Build and Market Your Mental Health Practice Linda L. Lawless
The help you need to continue helping those in need

This book is for mental health professionals who wonder how to survive in the constantly changing mental health services marketplace. It provides crucial advice on how to build and run a mental health practice while serving clients and coping with the seemingly endless series of adjustments, documentation requirements, and ethical dilemmas that confront the profession today.

Successful psychotherapist and practice consultant Linda L. Lawless takes you step by step through the process of evaluating your current position, choosing a professional path, and taking decisive action to achieve your business goals. She covers the nuts and bolts of the business side of private practice--including renting office space, securing referrals, billing and record keeping, and office management.

This accessible guidebook also shows you how to:
* Market your services effectively and ethically
* Enhance your professional reputation
* Build a steady client referral base either inside or outside the managed care system
* Position yourself to serve client and community needs, while building the kind of practice you want

Supplemented with dozens of sample brochures, business plans, marketing plans, and self-assessment exercises, Therapy, Inc. is the book that beleaguered therapists and counselors have been waiting for.

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James Goldman:

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