

WORKSHEET:

Setting up your private practice – Sample Checklist

- Decide on your niche
- Decide what to call your practice
- Buy a URL
- Get malpractice insurance
- Start setting up a website, learn about SEO (search engine optimization) hire someone or do it yourself
- Get a professional headshot made for your website
- Make a welcome video for website
- Highlight your specialty
- Set up a separate business bank accounts and a tax savings account
- Set up a financial tracking system
- Set up a secure phone system
- Set up secure email account
- Decide about office space secure it
- Apply for a business license in your city
- Develop your paperwork and get it approved by an attorney
- Set up an electronic medical records system
- Decide about taking insurance or not
- Decide on your fee structure
- Talk to your tax person ahead of time
- Develop a marketing plan and a budget
- Develop marketing materials
- Network with other therapists
- Find a business accountability partner and meet regularly
- Meet with your CEO on a regular basis (you)