



## Reminder: You're the CEO

You have the courage, intelligence, & energy to get this business off the ground.

Things are hard sometimes in all businesses. There is no easy in our profession. You are strong enough for the hard times.

It's your job as CEO to know how to market your practice effectively even if it doesn't sound like fun & even if you don't feel you're naturally good at it.

There is no magic bullet in business. There's only the next right thing. Be clear about what that is.

The financial side of your business is your responsibility. Ignorance may be more comfortable, but ignorant CEOs fail. You're not built for failure.

Building a private practice isn't rocket science. It's not truly competitive. There are plenty of clients looking for you right now. Make it easy for them to find you.

Once your practice is full & thriving, you'll look back at this time & feel proud of how committed you were (even if that feels volatile now), how hard you worked (even if you chose Netflix yesterday), & how hopeful you were (even if you sometimes worry that the hope is foolish.) You'll remember some of the hard, but you'll be very clear about how awesome you were when you started this thing.