



Things You **DON'T** Need in Order to Have a Private-Pay Practice

1. **A fancy office** in the right part of town. I have had janky offices in sketchy parts of town with hand-me-down IKEA furniture & been private pay. Don't base your transition to private pay on a move to a better space. You can upgrade your furniture later.
2. **Incredible branding & a fancy website**. As long as your website is clean, your copy speaks to your people, & your colors aren't stressful, you can absolutely fill a private-pay practice. I LOVE LOVE LOVE great branding, but Do Not postpone your transition because you are waiting on the money for an expensive website designer.
3. **Professional headshots**. I love the amazing photographer & make-up artist I worked with in April (shout-out to Jenny Levine + Ali Lawless) but this is another upgrade I want you to do later. For now, get yourself in some good light & ask a friend or partner to take pics with their phone. Remember that the goal is to look confident & warm, not super-attractive or perfectly put together.
4. **A "high end" persona**. Whether that means expensive clothes, a weekly manicure, a better car... none of this matters. I remember hearing a consultant tell someone they couldn't charge premium fees unless they were more polished. That's gross & false. My tattooed, jeans & t-shirt with bright hair clients are full & charging premium fees thankyouverymuch.
5. **Membership to the Chamber of Commerce BNI, a country club, etc**. Nope. This is typically not an effective strategy for marketing your practice. Do those things if you want to, but don't do them solely because you think it will fill your private-pay practice. I teach effective, much less expensive strategies in the Abundance Party.