



What You Should Know When You Start Your Private Practice

Building a great private practice requires more than being a good therapist.

Building and maintaining your own private practice takes time and effort. It requires good marketing strategies and a solid business plan. Even the best therapists and practitioners can struggle financially if they don't know how to plan, build and expand their practice.

Yes, we all know being a good therapist is the cornerstone of a flourishing practice. But added to that you need good marketing strategies and a constant flow of referrals. Many therapists dread the marketing facet of their practice. You don't need to be one of them.

Do you know how to creatively market your practice in a way that will work with your own style and thinking preferences?

Every therapist and every practice has an individual leadership style, flavour and approach. What is yours? A whole brain practitioner and coach can help you discover and unlock your individual creative potential for your practice.

Remember, practitioners in private practice need a skilled practice coach for at least the first year of running their own practice. Without individual coaching or mentorship you might soon experience negativity, frustrations and feelings of despair. Especially when your practice is not filling up as fast as you hoped and dreamed it would.

Don't let go of your dream. Get the services of a whole brain practitioner coach who will help you to:

- Determine your **whole brain profile preferences**, which is needed in order to
- Assess your **personal leadership and management style** in your practice
- Work with you from the time that you get your business license, through all the developmental phases of your practice
- **Coach you through the process** of setting up your own practice, and how to develop your **business plan**
- Coach you through the process of **goal setting**, effective **marketing strategies**, website and **copy writing**.

- Help you **overcome areas** where you are stuck in order to develop marketing skills that will stay with you for a lifetime.
- Discuss, brainstorm and help you to **develop your own practice building techniques**
- Assist in **refining your personal success** strategies
- Keep you **accountable** to your **goals**, your **passion** and your **dream**

About your Practitioner-coach:

Anna Dos Santos MA Soc., RPC, MPCP, is a member of CPCA.

She is a multi-skilled life strategist, counsellor, Career development practitioner and life coach. She is also a certified Global Career Development Facilitator and Whole Brain Preference Practitioner.

Anna is an internationalist with a global perspective. She has post-graduate education in Socio-therapy, Communications and marketing, teaching and counselling. – This is supported by more than twenty-two years of relevant experience gained in a private practice, with non-profit organizations and the corporate world.

Her experience covers directing, marketing, training, media liaison, workshop and seminar presenting, individual, employment and group counselling, crisis intervention and –response calls, rape and trauma debriefing, coaching, group facilitating, case management, program development, proposal writing, life, career and employment strategizing, executive directing, journalism, cross cultural teaching and mentoring, editing, group facilitating, case management, workshop and seminar presentations. She is experienced in interdisciplinary teamwork and administrative management. She has broadcasting experience as a talk-radio host and was a newspaper columnist.

Anna is responsible for the training of the NBI Whole Brain Preference Practitioners in Canada and directs the national office for Solutionsfinding Int. in Canada. She is president of the Canadian Association of Whole Brain Practitioners.

My service fee:

Because I am also a therapist, who know what it was like to pioneer a new practice, and most importantly, **because I care**, you will pay affordable and reasonable fees.

For more information, contact:

Anna Dos Santos Life and Career Strategies
Suite 101 20967 – 93rd Ave Langley B.C. Ca
V1M 1T1
Phone: 604 888 5499

e-mail: dossantos@shaw.ca
or: info@wholebraincreativity.ca

www.wholebraincreativity.ca