

# Tips on Setting up and Running a Private Practice



Information brought to you by Laura Tilt



**Ever wanted to run your own practice? Me too! In part two of this series on starting a private practice, I share my advice on getting your new practice up and running.**

**(For part one - things to consider before you get started - [click here](#)).**

## **Part 2 - Getting Your Practice off the Ground**

**Tip 1 - Make the Switch in Stages** Setting up a successful private practice takes time and I'd always advise doing it in stages rather than quitting your full-time job for full-time private practice. Bear in mind that it can take 6-12 months to get a steady stream of clients, so you'll need to prepare yourself for the possibility of a few quiet months - and that might mean having some savings set aside to support you during this time. Consider starting with one day a week or offering a clinic in the evening as a way of building your client list. As your business grows you can expand your hours and reduce the amount of work you do elsewhere.

**Tip 2 - Be Findable** Now you've set up your practice you want to make sure people can find you! If you've worked in the NHS or a similar practice where clients are automatically fed to you it can be quite a shift.

A website is always a good idea as it's somewhere you can send people to learn about your services and pricing but remember that people still need to find your website too, and traffic can be tough to build!

[Wix](#) or [Squarespace](#) are both DIY website providers which are easy to use if you are looking to set up a website inexpensively =. Before you start, don't forget to buy a domain name that will be used as your website address. Keep it simple so that people can find you -check your name is available with [Go Daddy](#) - you can then purchase for a minimal cost.

If you have a social media presence, you can direct people to your website or services and use posts to talk about what you do. I've also found online directories like [this one](#) a great way to advertise my services - in return for a small monthly fee you'll be listed online on a website which has a high volume of traffic.

## Tips on Setting up and Running a Private Practice

3

**Tip 2 (continued)** - Don't forget the power of word of mouth either - let people know what you're doing, including friends and family. You can also put up posters or leave business cards in local coffee shops or businesses.

**Make the Most of Tech** From online invoicing to appointment tools, there are lots of brilliant (and FREE!) resources you can use to make the business side of things easier. I love [wave apps](#) for free invoicing for small businesses, and [Calendly](#) is a great tool that clients can use to book appointments with you. [Go Cardless](#) is also excellent for collecting one off or regular payments from clients, and they only charge a small fee.

**Don't Forget Your CPD** One thing to remember once you make the switch to private practice is that CPD (continuing professional development) won't come as part of your job in the way it might have done before.

This means you'll probably need to make more effort to continue your career development and learn new skills - seeking out conferences, reading journal articles or attending events or online webinars are all ways you can do this.

My best advice is to set some time aside in your diary each month to reflect on what you've done, take the time to read new research and to look for events and webinars that are upcoming. You can remind yourself of what's included as CPD [here](#).

