

Diversify Your Clinical Practice and Create a One-To-Many Offer

Workbook



**Therapists
Rising**

Welcome budding Therapreneur!

I'm so happy you followed your heart and gut and found your way to this mini-training.

If you're a Therapist or Health Professional who wants to transform their clinical skills into non-clinical offerings, and is in the beginning stages of transitioning into Entrepreneurship - or merging your clinical practice with Entrepreneurship - then you're in the right place and this mini-training is for you.

You're about to learn 6 simple-to-execute but transformational steps that will support you to begin stepping away from the clinical space, and bring a one-to-many offer to life that your dream clients will LOVE (and that they'll buy!)

Knowing where to begin is often the most challenging part of the process but diversifying your income and transitioning your offerings doesn't have to be complicated or feel overwhelming.

You're going to walk away from this mini-training feeling clear about and empowered by your next steps! I'm so excited to see what unfolds for you!

With love,

Dr. Hayley Kelly xx

Dr. Hayley Kelly is a Clinical Psychologist turned successful Entrepreneur and Founder of Therapists Rising... A global community for Therapists and Health Professionals who want to work less but earn more, ditch burnout, be of even greater service and create more fulfilling futures for their careers.

It's Hayley's mission to help her fellow Therapists and Health Professionals diversify their practice and create non-clinical offerings that support them to serve in a way that feels 100% aligned, hit income goals, expand their reach and impact beyond their wildest imagination, and create a work-life balance that is conducive to health, wellbeing, and happiness.

Find out more about Dr. Hayley and Therapists Rising at www.therapistsrising.com.

Join our free global community on Facebook here.

YOUR FUTURE CAREER CAN LOOK (AND THEREFORE FEEL) HOWEVER YOU DESIRE.

Online workshops, webinars, retreats, small in-person group programs, evergreen digital offerings, coaching services - the sky is your limit!

Our clients have gone on to...

- Create an online group coaching program helping first-time mums who are over 40 to stay afloat
- Run a women's wisdom online coaching group to help them connect with their spirituality and higher purpose
- Create a membership site and online community for mums
- Build an 8-week online course preparing pregnant women for motherhood
- Bring a trauma-informed yoga certification for health professionals to life
- Create a hybrid group coaching program teaching the fundamentals of manifestation
- Build a crocheting membership.

MASTER YOUR MINDSET

Your journey to a successful and fulfilling non-clinical practice starts with YOU - the business owner - because you cannot run a thriving business if the person behind the business isn't thriving.

One of the most common ways that business owners don't thrive?

Their mindset!

Very often, their mindset isn't aligned with success, and because of this their thoughts lead to them putting roadblocks and hurdles in their own paths.

Let's explore the inner workings of your mind so you can get intimate with your thoughts, heal your wounds and move forward, in your power.

When you think about claiming your space as an Entrepreneur, and either moving away from the clinical sphere, or adding non-clinical offerings to your current work practice...

WHAT THOUGHTS ARISE?

Whatever it is, don't make it wrong or attach labels or judgement to it. Merely observe it.

Now, I want you to thank these thoughts for playing their part in keeping you safe. It's your mind's job to protect you and the kinder you can be towards your thoughts - even the not so nice ones! - the more easily you'll be able to move forward, bring your non-clinical offer to life, and build a thriving business.

The next step is to...

REPLACE YOUR LIMITING THOUGHTS WITH EMPOWERED THOUGHTS.

Ones that are kind and conducive to your career transition and help to move you from where you are to where you want to be.

For example, if your self-limiting thought is: "I only know how to work with one person at a time" you could say...

"Thank you, thank you thought, for playing your role in keeping me safe and helping me see where I have previously shined in my career.

I choose to lovingly replace this thought with, 'I feel called to move to a one-to-many model and am dedicated to up-skilling and serving in this way.

By doing so, I know that I am impacting the lives of even more people and having an even greater impact in this world.

I am open to my growth and expansion. I know my current skills are transferable and that I will shine supporting bigger groups of humans."

NOW, IT'S YOUR TURN

GET IN THE LEGAL KNOW

Many Therapists and Health Professionals who want to transition in their careers are stopped in the tracks by the fear of legal repercussions. And in such heavily regulated professions, I understand why.

One of our primary missions at Therapists Rising is to educate people about the ethical and legal considerations that Health Professionals need to be aware of, and the practical steps they need to take, when they repackage their clinical skills into non-clinical offerings, and diversify their practice and income.

The great news is that once you get in the legal know, the path becomes clearer and your confidence skyrockets!

If you're an Australian based Therapist or Health Professional, you'll be happy to know that we've done all the research for you in our webinar, "Protecting Your Registration".

Diversifying your income as a Health Practitioner is easy, and can be fear free, when you're armed with information, so my advice is to put time aside and prioritise getting yourself in the know...

PLUS being armed with knowledge can help to soothe your overwhelm and shift your mindset - so doing this work is a win-win!

To support your journey, I would recommend getting in touch with a lawyer who specialises in and understands the relevant state and federal laws concerning Health Professionals in your country.

EXPLORE OUR "PROTECTING YOUR REGISTRATION" WEBINAR

ENVISION YOUR DREAM BUSINESS

A common mistake many transitioning Therapists and Health Professionals make is taking action and diving into creation mode before they're clear on how they want their business to look and feel.

Many know that they feel burnt out, and are desiring more career fulfilment, alignment, work-life balance, impact and income...

But they haven't stopped to think about what they'd like this to look like on a practical level.

When you're clear on your final desired destination, you're able to work backwards and build a business that fits into your life and what you want for yourself.

As much as creating your one-to-many offer is for your clients, it's also for YOU, so you need to make sure that what you create supports you to live the life you truly desire for yourself.

Beginning with the end in mind actually saves you time, energy and money, so reverse engineering your offer in this way is something I highly recommend!

Some questions to consider at this step are:

- How do I want to feel in my work?
- What does my ideal day/week/month look like?
- What conditions do I need to thrive?
- Am I an introvert or an extrovert? Does this impact how I need to work?
- How many hours do I want to work each week/month?
- How much do I want to earn?
- What tasks do I love to do the most?
- Which do I enjoy doing the least?
- Do I thrive when I offer intense bouts of support (aka, a 5 day retreat), or when my support is spread out and I have time to reset and recharge?
- What do I love about how I currently work that I want to take forward with me?
- What do I want to leave behind and do differently?

GET CLEAR ON WHO YOU WANT TO WORK WITH

The wonderful thing about entrepreneurship is that you get to make the rules and design the business of your dreams!

Our Career Transition and Business Coaching Clients have gone on to work with some unique niches...

Mums over 40

People who want to learn how to crochet

Spiritual women

Pregnant first-time Mums

Aspiring yoga teachers

People who want to learn how to manifest and bring their future visions to life.

Your business, your rules ... which is such a refreshing reprieve from the restrictive constraints of the regulated world you currently work in, isn't it!

Let's take some time to consider who you most feel called to support: Here's some prompts to help you:

- Who do I most love to serve?
- What about this group of people lights me up?
- What challenges are they experiencing in their lives?
- What do they need?
- What have they tried in the past to help them resolve these challenges?
- What's keeping them stuck?
- What unique skills, wisdom and experience can I offer them?
- Who do I know I don't want to work with?

Get clear on HOW you want to work with people

Now that you know who you want to serve, it's time to get clear on how you want to serve them.

Unlike your clinical work, entrepreneurship allows you to think big and allow your creativity to go wild.

Single day retreats

Multi-day retreats

Weekly webinars

Memberships

3 month coaching packages

One off workshops

... how you choose to structure your offerings is entirely up to you.

Here's some prompts to get you thinking about how you want to serve in your business:

- How do I most feel called to serve people? Pre-recorded webinars? Online group programs? One off workshops? Retreats? You get to decide!
- How do I love to be of service?
- What lights me up and energises me?
- What drains and depletes me?
- What needs and interests of mine don't get met in my clinical role that I know are a must-include going forward?
- Once you have an idea of how you'd like to serve, consider - is this in alignment with my dream business vision and income goals?
- If not, what could I change to create more alignment?

Get Feedback

Now that you know who you want to work with and how, it's time to put your idea out into the world and get feedback!

During this phase and where possible, I suggest seeking out feedback from people who are your dream clients, or who deeply understand the path you're on and how you want to be of service in this world.

Business Coaches
Industry peers
Dream client in Facebook groups

... there are a plethora of people out there who need and love what you're bringing to life and would be honoured to give you feedback and support you as you go forward.

You don't need to know all the ins and outs of your offering, but it can help to be clear on:

- Who your offering is for
- What it is (for example, a weekend retreat or a small online group journey)
- Outcomes and transformations people can expect to experience
- The investment required

Get Feedback

As business owners, we're often very close to our creative projects and it can really help to have a fresh set of eyes and insights from the people you hope to impact.

While I know asking for feedback can feel very vulnerable, it's an important part of the entrepreneurial journey and one that will actually serve you going forward especially if it's coming from the mouths of your dream clients!

Embrace it with wide open arms and be receptive to the wisdom it sends your way!

WHO CAN YOU ASK FOR FEEDBACK ABOUT YOUR OFFERING?

AND THERE YOU HAVE IT!
6 STEPS TO SUPPORT YOU TO
DIVERSIFY YOUR INCOME,
STEP AWAY FROM THE
CLINICAL SPACE AND BEGIN
BRINGING YOUR ONE-TO-
MANY OFFER.

EXCITED TO DIVE IN MORE?

JOIN OUR
FREE VIRTUAL
COMMUNITY

THE
INCUBATOR

TRAININGS
AND
RESOURCES