

THE INSIDER'S GUIDE TO

SUCCESS

IN
DEVELOPING
YOUR THERAPY OR
COACHING BUSINESS



*Top Tips from one who's tried and
succeeded. Avoid the failures, use
the learnings!*

John Prendergast




THEORY &
COACHING SUCCESS

Hi and welcome to this guide on how to be Successful as a Therapist/Coach.

In this I'm going to give you my insider secrets to success that have made me the busiest therapist in the centre I work in, keep me booked-out with a waiting list year round, and which has allowed me to make a full-time income helping people, allowing me to support my family, pay my mortgage, and to make the difference I want to in life.

In this special report are my top 8 pieces of advice to let you live the life you want, and to help way more people!

In this I will cover:

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- 1. Where to start – Top tips and options to chose where to work from.**
 - 2. The keys to finding enough clients.**
 - 3. The easy ways to find clients.**
 - 4. How to deal with Newspapers.**
 - 5. Your Website.**
 - 6. Get your price right. If you don't make a living you don't get to help people full time!**
 - 7. The things to avoid – traps that cost time and money that look deceptively good at the start.**
 - 8. The top ways to get busier!**

Get out there and share your help. Make the world a better place for some people and it gets better for you too!

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Why I do what I do.

I spent way too long lingering in Anxiety and Depression. No therapist reached me. No one who was talking about how things can get better, reached me. No one who could help, was able to put that help in front of me. For over three decades I lived with constant churning fear inside me. I held back from life, had panic about social situations, classrooms, work, and more. My mood fell and I slept 16 hours a day at times, with no motivation, just dreading the day.

That wasn't the fault of any therapist, but isn't it amazing that not one therapist could get their message to me in a way that resonated with my life! How many others out there today are suffering that *you* might be able to reach? This has to be our goal.

In 2010 my health collapsed completely. I was diagnosed with a suspicious lump in my abdomen and sent for scans. Thankfully they quickly ruled out cancer, but they didn't know what it was. Just in case they put me on a huge dose of antibiotics for a month. I had such a suppressed immune system afterwards, that I caught Swine-Flu and fell very ill. I spent 6 weeks in bed, lost 12 kgs, missed Christmas, and didn't even know New-Years had occurred. It was something I couldn't ignore. I began to look for ways to improve. The doctors told me I had ME, Fibromyalgia, Chronic Pelvic Pain Syndrome, and more. Their advice? – live with it! it might get better in a couple of years. I was so anxious about my health that I was pushed even more into bad feelings. But I made some changes and I got lucky. I found someone who could help me. I didn't expect it to work, in fact deep inside I 'knew' it couldn't. However things did change.

I went from living a life of fear and depression to enjoying life, all within a few months. I used to panic about classrooms – even just sitting as a participant was overwhelming – now I stand in front of filled rooms and enjoy every second speaking to them. Oddly, all the things the doctors said I had vanished when my anxiety and depression disappeared. I began to enjoy life so much more. I stopped holding back, got training and started helping people myself. I grew my practice during the worst of the recession, helped hundreds of people to make the sort of changes I made in my life. In short I started to live and to help others live more too.

My goal in life is to make the biggest positive difference I can in the world. A big part of that is by helping therapists like you bring your help to many more people than I could ever see in my lifetime.

A huge irony is that what got me over all that anxiety and depression was available 20 minutes from where I grew up. I just never heard about it. That therapist's message wasn't out there. I'm sure they had empty spaces in their diary, and I'm sure many people had my experience.

I want to see as many people as possible move from suffering in silence and feeling they can't change, to getting the chance I got. I hope I can help you to be a part of this.

Please, keep sharing your help.

There are so many who need your help. You just have to learn how to reach them and it all gets better - for everyone!

1. Where to start - a place to work from.

- Top tips and options.
- What you need to know.

Option	Avg Cost	Pro	Con	Notes
Visit your clients	€0	Free. No premises costs at all.	Seen as very unprofessional. Lower booking rate due to this.	Puts off a lot of potential clients. A stranger coming to the house creates more stress for some clients.
Work from Home	€0	Free. Only setup costs for the room you're using – furniture etc.	Seen as unprofessional. Higher no-show rate due to this.	Puts off some clients. No matter how nice your workspace some people are wary of visiting a private house.
Work from a shop / gym, etc.	€0	If you add to what they offer this can be free. Can look professional as long as it's a good fit for what you offer.		A gym that can't afford a personal trainer may give you use of a room if they get to add you to their services. A shop that sells supplements you recommend, may give free space to increase sales, etc.
Hire Hotel Meeting Room	€70 a day	Only pay for the days you work.	Not as professional as a clinic so a slightly higher no-show rate.	Can work nicely. Fairly inexpensive. Plenty of competition so push for a good price. 1/2 day rates available too.
Hire room in Medical Centre	€70 a day	Can add credibility if in with Doctors, Dentists, Psychologists etc. Usually have waiting rooms and reception.	Usually need to sign up for a weekly slot. Pay for room even if no work that week.	A very good option. Some offer 1/2 day rates
Hire room in Therapy Centre	€50 a day	Professional and credible. Usually have waiting rooms and reception.	Usually need to sign up for a weekly slot. Pay for room even if no work that week.	Hourly rates available, 1/2 day rates available. Lower no-show rates than many venues.
Setup Own Clinic		Can be very professional. Usually cheapest per hour cost. Control of your times and environment.	Paying for all the time even if few clients. Cost to furnish, decorate etc. Rates to be paid.	3 people doing one day each sharing an office can work very well at low cost. Loads of rental space available in most towns so negotiate rent.

2. The key to finding enough clients

- 3 top offerings.
- Speak to their needs.

Usually what you're trained in can help a lot of different issues. For example, if you can reduce stress it can: strengthen immune systems (Prevent illness, recover quicker, etc.), improve sleep, give better concentration & memory, lessen anxiety, increase relaxation, help to enjoy life more, lessen muscle pain, and so much more.

However if you list too much, your message gets lost.

If you want to be busy, pick the top three benefits you help to deliver and then advertise / talk about these. Do this for at least 3 months before changing.

Your speciality will find you. The thing you get best results with is word of mouth – the people you helped telling their friends about you.

At the start it's OK to add a new option into the three offerings as you find your feet. Drop the least popular and try one new thing. This is the way to build a reputation and to get to help more people. Don't throw out all three and start over.



You can list a lot more on your brochure and website etc., but keep your top 3 up front on everything.

Be about the benefits.


Yes, benefits not services or types of help. I wouldn't list 'Hypnotherapy', I'd list 'Reduce Anxiety, Panic, & Stress'. People don't care how you deliver help as much as they care about the question: '**Can you help me?**'

Your offering has to make it clear to someone suffering, what it is you help with. The name of your therapy doesn't do that.



Speak to the pain the sufferer has. Talk about how they live. Let them notice themselves in your message. That's how you find your ideal client.

Here are five questions to always ask yourself when you've written something:

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1. Can the person who needs your help spot their life in your message?
 2. Is that example of their life, near the top of your message?
 3. Have you tried to offer too many things? If so cut down to your most important message.
 4. Have you inspired hope in some way? Give them a reason to hope and act.
 5. Have you included contact details so they can reach you directly?

3. Finding clients.

- Top tips and options.
- What you need to know.

Option	Avg Cost	Pro	Con	Notes
Newspaper adverts	€20-€250	Easy to do. Can have large reach.	Few people act on an advert. Can take a long time to build customer awareness.	Best used in conjunction with editorials. See section 4 for how to do this.
Newspaper editorials	Usually come with ads at no extra cost	You have space to get your message across. Many more people act on editorials.	Need to write articles of 200-300 words on average.	When used with advertising this can be a big winner. The editorials gets your point across, the advert reminds the customer a week or two later. I filled a clinic this way for my first years.
Speaking to community groups	Free	You get to make a personal connection. Have space to get message across. People take action easily from this.	Have to go and speak on their schedule. Only get to speak occasionally to the same group.	This is the most successful way to find clients. One talk for 30 minutes to 50 people has yielded 8 people wanting to be clients.
Brochures and cards in local businesses	€100-€200 per 1000 printed	A brochure lets you get across a good bit of information or education about what you do.	Low return. Few clients. Time & effort to go around with materials. Need to resupply.	Largely a waste of time and money. Some businesses such as hair salons, beauty parlours and doctors surgeries can be Ok to put them in, but even then not a top option.
Leaflet drop to homes	€50-€100 per 1000 sent.	Large reach.	Huge waste of money. I've never met anyone who this has worked for.	I recommend against this.
Social Media	€5 a day can fill a clinic.	Budget is controllable. You can see exactly what results you get. Very successful	Can be daunting to people new to it even though it can be simple to use.	This is where I get new clients most easily. About 71% of my clients come from Facebook. Get your message right and spend a small amount.
Word of Mouth	Free	The best advertising.		Tell everyone about what you do. Ask friends to tell other friends. Once you get results those people will recommend you.

4. How to deal with Newspapers.

When I started, everyone told me 'Newspapers are dead', 'Print adverts don't work', 'I've tried advertising and it did nothing'.

I'm glad I tried it for myself. It made my clinic in the first year. If you use it well it works well.

Here are my top pieces of advice:



1. One-off adverts don't work.
2. The writing in an Editorial piece is what makes people choose to make change in life. Push for a monthly editorial.
3. You have to be consistent, at least monthly, but every 2 weeks works well too.
4. Never pay the rate they ask - Negotiate! I paid about 50% of the initial price and got a monthly editorial thrown in, by agreeing to a 1 year plan of an advert every second week.
5. Even if you're already in business, but have never had an official launch, launch now! Put out a 250-word press release. Send it to every local paper. Only a tiny number will print it free, but several will print it if you buy an advert. The advert won't do much but the press release will. I got 6 clients my first week thanks to a press release in two papers. One was for free, one cost €150 to buy an ad to go with it. Money well spent.

6. If your content appears after the first 6 pages it's unlikely to do anything much for you. Even in supplements that are well targeted they won't perform as well as something up-front in the main body of the paper. Negotiate the position after you agree on price and editorial space.
7. The third page is where everyone wants to be. It's much cheaper than the front page and it's the 1st page seen when you open the paper. However, in my experience, page 2 works about as well, and less people are pushing to be on it. It's easier to push for page 2 and win than to try to go for page 3.
8. Your headline on editorials is vital. Make it a good one. It determines whether people will read the article or not.
9. In editorials, educate and don't sell. Make sure your contact details are in there. People who identify with what you write will contact you. If you make it look like you're trying to sell to them they will switch off instantly.
10. Switch newspaper each year. Different newspapers have different audiences. When you've reached one audience for a year switch over to a new one, and then back the next year. It also makes it easier to negotiate on price each year.



5. Your Website - the key wins and the pitfalls.

First off don't assume a web designer is able to create your site in a way that will reach your clients. They are not experts in communicating what your clients need to know about you and how you help. They are experts (hopefully) in making a site look good and work well technology wise. Thinking they can build a site that reaches your clients and meets their needs is a trap too many fall into.

This is where most people fall down. They think 'I'll get a professional to design and build the site'. This is usually a DISASTER. I know one therapy centre that did this four times on the trot thinking the next person would sort it. It cost thousands after thousands and left them with a nice looking but poorly performing site.

You know what your client needs to know better than your web designer does. Map it out on paper so that what you need to have in place in order to connect to your client, is up front and obvious. Get your designer to make that happen and make it pretty, but don't let them make the decisions on where content goes. They will tell you 'Best practice is...' & 'That's not the way it's done in the industry...'. Ignore this. They are unlikely to be expert in **your** industry.

We have to educate more than sell. The last site they built for a shop didn't need to, nor did the fuel centre they just made a site for. It's a crushing disaster that advice isn't tailored to our industry by most people. Don't fall into this trap. It's an expensive lesson to learn.



Don't rely on people clicking your navigation bar. If it's about your top 3 offerings, it needs to be on the front page.

Put your contact details on a header or sidebar that shows on every page.


I recommend putting your prices on your site. If people can't afford you, you don't need to be fielding calls about how much it is. If you're good value, show it off!

Put a blog on your website. It means your site is updated every time you post a blog entry.

Put links to your Social Media on your homepage.

This is vital! Have someone who doesn't understand what you do, look at your site. Did they understand what you offer from the front page? If not, rewrite it. Don't have a therapist friend do this. It must be someone who knows nothing about what you do. That's how you can be sure your message is clear to the lay-person.

Here's a sample layout:

Type of service. E.g Business Coaching		Logo or Pic.		Contact details Phone E-Mail, etc.	
Other Services	Location	Qualifications	Fees	Testimonials	Articles
Introductory Video. 		1 st Offering e.g. Anxiety. A paragraph about it.			
		2 nd Offering e.g. Trauma. A paragraph about it.			
		3 rd Offering e.g. Weightloss. A paragraph about it.			
Testimonials Your best 3.					
Blog or Bio.					

You see the vital information - how to reach you, the main things you offer, and some testimonials are all on the front page? No one has to click anywhere to find the key info.

The Video is nice, but you could put your pic or a slide-show there if you haven't made a video yet.

A blog on the front page keeps the page looking different and interesting each time someone visits, as long as you update it.

You can have lots more info available through the navigation bar, but many people won't click on these. If you get their attention on the front page, it increases how many people will click through and read more.

Keep the key stuff on the front page and your contact details on every page. Just having the banner showing on each page, is the easiest way to do this.

6. Get your price right.

- If you don't make a living you don't get to help people full time!

If you're not making a living, you're only going to be seeing people outside office hours. Perhaps a few a week. How many people will that let you help in a year? If you could do this as your main income, how many more people would you help? That's key.


Let yourself make a living and you get to help more people.

Most people start out thinking 'No one has money, I need to be cheap'. It's bizarre. There are people out there in all income brackets. Most people are trying to be cheap. There's loads of competition at that end of the market.

Is the message you send out 'I'm cheap' or should it be 'I'm good'?


People buy sofas and holidays that cost more than most courses of therapy or coaching. Which makes the biggest lasting difference in life?

I paid my plumber more than my therapist. One installed a water-softener, the other got me over 30+ years of anxiety or depression. Which should have got more reward?



**Charge for the
value you
deliver.**

If you want to give back to your community, I recommend being both expensive and free. Charge those who can well afford it the real rate that lets you be financially comfortable. Then when you are able to, give a free slot to your local Rape Crisis Centre, the Ambulance corps, or some other needy organisation.



**Work out the
price, don't
pick it**

How much do you need to make a year to be comfortable? 20K, 35k, 50k, 75k?
How many sessions a week is doable for you? How many sessions is that a year?
Divide the number of sessions into the income needed. That's your minimum rate to allow you to do this full time.

Allow 15% extra for business expenses. (room rent, insurance, phone, internet, etc.)

You are allowed to make a living helping people. Do you make a contribution equal to a teacher, an IT professional, or other profession?

There seems to be a feeling of 'I shouldn't make money helping people'. That is the same as saying 'I can only charge for things that don't help people'.

Undercharging leads to having a pointless day job just to make money, helping fewer people overall, and less happiness and satisfaction with life.

Here are some average wages. Where does your contribution fit?

Who do you make as much of a difference as? Which helps more, you or these people?

Profession	Annual Income
Baker.	€23,000
Office Admin.	€25,383
Teacher, 2nd level.	€31,208
Software Engineer.	€38,387
Pharmacist	€48,734

Source; PayScale.com

Keep in mind that earning a living lets you help more people and that more people will get a better life, you included.

7. Three things to avoid.

– traps that cost time and money that look deceptively good at the start.

1. Advertising that's sold hard.

TV Screen advertising in shops. They promise lots. Huge numbers of shoppers can see it, your ad regularly showing, etc. But it doesn't work very well. When was the last time you noticed what was on a screen as you packed your groceries?

Doctors information books. Looks great and sounds very credible. Promises and tricks abound like 'only of of each type of business will be in so if you don't say yes today it will be gone tomorrow'. In reality you end up with an expensive ad buried in a large book that no-one reads. Very poor value, but the salesmanship will make you feel flattered. They will quote you a monthly rate usually, but it'll add up to over €500 a year typically.

Social media on Facebook/Twitter/etc. from advertising companies. Listen to the first sentence. I got one that said: 'We're the social media people on Facebook', they went on to say they would give me 100,000 adverts on Facebook for a great price. At first glance it seemed like they were part of Facebook, but no, just an advertising company selling me what I could get on Facebook myself but charging more for it.



In all of these look out for lines like – 'You were asked for specifically' & 'several people mentioned you'. They're well used ego-inflating phrases that make us feel good and lower defences. They're usually lies. 12 of my colleagues got the same call in one week and all of us were told this.

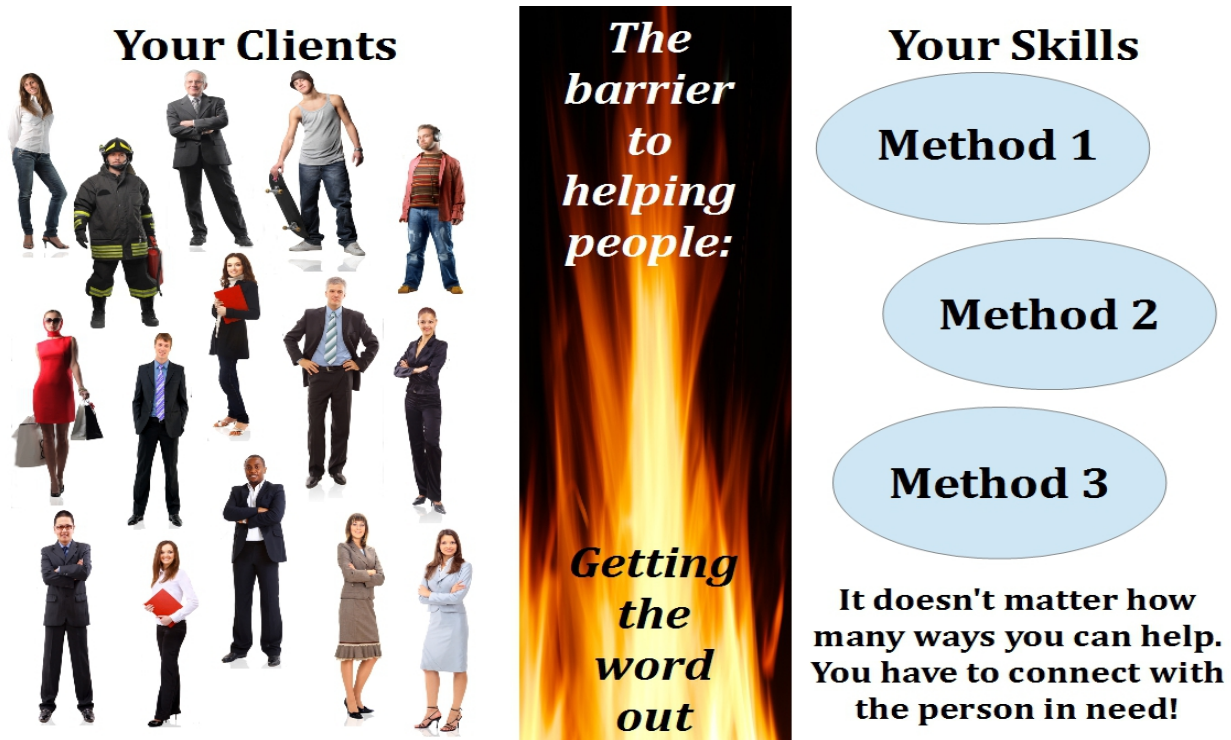
2. Google ad words, expensive and hard to manage.

Looks good but unless you're in the field of IT marketing avoid it or outsource it. There are easier and better options that will cost you less and yield more.

3. Training in a new therapy/ coaching method because you're not busy enough.

The problem is you're not reaching your clients. Having two options on how to help that you're not reaching people with will be the same – broke and unhappy. The issue is communicating what you can do to the right people in the right way. If no one knows about

you it doesn't matter how many skill-sets you have. The people who need your help are not stalking you, they won't know you have a new skill. Get what you have to the marketplace, to the people who need it, and that makes you successful. Having even more potential you're not using is just building more frustration!

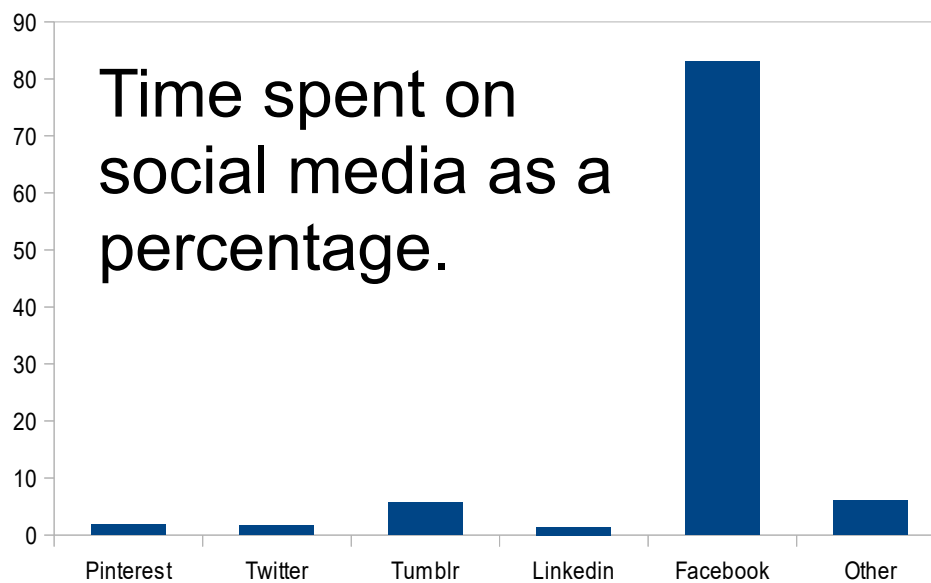


Three questions to help you decide if you really do need more training:

1. What can I help with now? List the top 3 options to help people with your current skill-set?
2. Are you trying to reach the people who need this help?
3. What is stopping you from getting the people who need your help to come in and sit down with you?

8. My 7 top ways to get busier!

- 1. Speak to local groups:** Sports clubs, community groups, companies. Free and best results.
- 2. Find related therapies that don't compete,** that offer value to your clients and vice versa. Refer to each other. For example I send many people who need to have allergies checked, to a nutritionist. They send me the people who open up about past traumas. Win for the client, win for each therapist. Free and successful.
- 3. Use Social Media,** especially Facebook, as that's where the most people are. Think of it like speaking to a group. If one group says they'll have 10 people and another has 100 where do you want to be? Look at all media like that. Where are the people? Go there!



Source: comScore Media Metrics.

- 4. Advertise** – a small amount of money makes more. Trying to do it for free isn't worth it. You don't need thousands, a few hundred will get you started. But don't be too tight to invest in you and your business. How much did you spend on training? Now spend a little on getting those skills helping people and making an income for you.



5. Video connects more – show yourself and they will choose you more easily. Make the personal connection. It doesn't have to be professional looking. Some of the most successful video is made on a smart phone. It looks genuine and the quality is fairly good on most. You're asking people to trust you when they come to get your help. Let them get to see, hear, and connect with you at the start and more people will pick you. It will let you help people who might otherwise shy away.



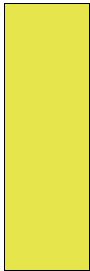
6. Get listed on Professional bodies membership listings. People trust this sort of listing and it will bring people to you. Compare prices and choose the ones with best reach-to-price. Avoid most third party listings. General therapy / complementary therapy listing sites with lots of different options, perform very poorly.

7. Find that what you do works, but there are not enough clients locally? Do the same things – press release, social media, whatever it is - for a second area. Having a one-day-a-week clinic in a neighbouring town can massively increase how many people you help and your income too. 30-60 minutes drive is far enough to have a new client base.



I did it, so can you!

Making the transition to being a full time therapist has allowed me to:

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- Help Hundreds of people to have better lives.
 - Earn a living, pay the mortgage, support my family.
 - Have the best job satisfaction ever (Seeing people who couldn't leave the house but who now travel internationally is a big thing for me!).

It wasn't without fear and challenges, but it was easier than I had imagined.

If I could have known at the start, everything you have just read, it would have been much easier and I'd have saved a lot of time and money. The big result would be that I'd have helped more people.

In a few years I've gone from a life of holding back and fear, where I couldn't sit in a classroom without huge effort, to helping groups of people take their help to even more people, and enjoying doing it!

“No one is useless in this world who lightens the burdens of another.”
— Charles Dickens

Make the difference you were put here to make.

Keep Sharing your help!

Every wish for your future success!



JohnPrendergast
Founder, Therapy and Coaching Success.

www.TherapyAndCoachingSuccess.com

Wondering if it really is possible for one person to make a difference or if you can move from holding back to making this difference?

Check these out:

"Stressful and in disarray with overeating, bad mood swings, no feeling good in myself, no me time, no family time."

Now: "Being more calm in myself, putting things that matter into perspective and setting goals to achieve these, feeling happier, confident more in myself which my wife and kids benefit as I'm in a better humour and its impacting on them in a good way."

John is a must-see therapist and is worth the wait to see him as he will help you believe and achieve the things you want to have."

- Joseph Costello.

"I found life difficult, unhappy, lacking direction, feeling anxious and depressed. In reality I couldn't see how I could step out of this vicious circle of disappointment and anxiety. I found work and people in my life difficult to deal with and didn't have the coping strategies to deal with difficult situations and people. A general feeling of despair – living very much in the past."

Now: "I feel so much more grounded and content. There have been huge changes in the last few months – more conscious of myself and less conscious of others. Putting into practice the different techniques has really helped to make life easier. I feel less anxious and happier. Life changes have been subtle and yet profound. Now, living in the present and that has made all the difference. Thank you John!"

- John, Westmeath.

"Life was anxious, fully of worry and self doubt. My mind was always pre-occupied with negative thoughts and needless over analysis. I second guessed myself all the time. I was stressed most of the time and was quite a negative/unhappy person."

Now: "My mind is less full of needless negative thoughts and emotions. I feel equipped to deal with situations that would have stressed me out previously. I am a more positive person and feel more comfortable in my own skin. I feel much less stressed and my anxiety levels are really decreased. Its great!"

- Ann, Westmeath.

And yes, that's me, not sitting at the back worrying, but up front loving every second!



Get your help out there! We're all exceptional when we try, and make things happen.



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www.TherapyAndCoachingSuccess.com