



## FAQs - Page 2

### Frequently Asked Questions...

*(with answers!)*

#### ***How do clients find me?***

We have found that there are 4 main ways a client can come to you...

1. Our websites get tremendous traffic; For most new colleagues, the majority of your clients will find you on portland-therapist.com. The client reads your profile and calls or emails you directly. Your profile information will have YOUR phone number, so having a well written profile with a great picture and video are important.
2. YOU have done your own effective outreach and marketing. We recommend that you have good business cards, get your profile on online directories (psychologytoday.com, goodtherapy.com, etc.) local online resources willamettweek.com (free), Mercuryonline (free), and Craigslist (\$10 first post, \$5/week). Make sure everyone you know realizes that you've begun private practice ~ get your name out there!
3. YOU are networking with other clinicians. One of the benefits of being part of Wise Counsel is being part of a larger community. We offer trainings, monthly peer consults, book clubs, and social activities that allow you to meet and network with other clinicians. Being actively involved in our private FaceBook group is an important way to nurture cross-referrals.
4. If a potential client calls the WCC number, we have a great administrative assistant who completes a brief telephone screening and refers those clients to WCC clinicians. Most of those callers, however, have very specific needs and are requesting particularly low fees and specialties. Most viewers online will call the individual clinician directly.

#### ***What's the flexibility in the schedule? Do my hours have to stay the same for the whole contract?***

We anticipate that your practice will grow and changes through the year., so we are glad to add hours as you grow, in 5 hour increments. We recommend that you 'bump up' your hours when you're at about 70% capacity, which allows for 'wobble room' in your schedule (for crisis appointments, no-fee consultations, etc). If you need to change your schedule there is a \$25 fee. If you need to decrease your hours, we just require 30 days notice.

#### ***How long will it take for me to get my first client?***

We've had clinicians get a client their very first day and we've had clinicians who have waited 3-4 months to get their first call. With that being said, there is a general 'bell curve' of success. About 20% of WCC colleagues are VERY successful right out of the gate. They've been able to build client numbers quickly and within 4 months are at 10-15hrs/week. (These clinicians are those who realize they are launching a business and put serious effort and time into building that business with face to face outreach, networking and marketing.) Another 20% have a tougher time. It can take them 6-8 months to get a solid 5 clients. The bulk of clinicians, about 60%, are able to get a solid 5-8 clients within 6 months. Generally, the lower your fees, the more calls you'll tend to get in the first months. Remember, it takes work to build any small business. It's important that you put your time and energy into marketing, networking, and planning your business.

#### ***Do I need a business license? What about an LLC? Professional liability insurance?***

In Multnomah County, you may be exempt from the requirement to complete a business license application if you anticipate your gross annual income will be less than \$50,000. Take the time to contact the jurisdiction of your practice location (Portland, Lake Oswego, Gresham, Beaverton / Multnomah or Washington County) to get precise instructions about the need or exemption from the business licence requirement. You must carry professional liability insurance to practice with the Wise Counsel community.

You do not need to have an LLC or other legal corporate or company structure in order to legally begin professional practice. Most clinicians operate their professional practice as a "Sole Proprietor." If you have questions, reach out to an attorney, an accountant or your professional association for guidance on this question.

#### ***What are the general fees/rates that clinicians charge? Can I change my fees as my practice grows?***

We recommend that interns and new clinicians start 'low and slow.' It is important that your fees reflect not only your education but your counseling experience as well. One of the reasons we offer low rent options is so that beginning clinicians can offer lower fees to the community. It's a GREAT way to build your practice quickly. Here is a general breakdown of clinician fees and the rent options:

"Nearly Non-Profit" (all clients under \$40/session) = Clinician charges \$20-\$40/session

"Discounted" (1/2 caseload under \$40/session) = Clinician charges \$30-\$80 /session

"Standard" (experienced, licensed clinicians, still offering sliding scale) = Clinician charges \$50-\$125

#### ***Ok, now I'm REALLY ready. What do I do?***

Just be in touch — 503-282-0182. We'll talk a bit about your location/schedule preferences and schedule a time to meet at the location that will best meet your needs 2-3 weeks prior to your start date. You can have your listing on our websites, a key in hand and begin your first session within a week!