

The Path

Christian Life Coaching by Liliana Fung

Checklist To Start Your Private Practice

This article is for you if you are someone who decided to start your counseling, coaching, or any related type of private practice. Here is a checklist with the most important things you will need to get done. As you notice, the first items are more introspective and the rest are the administrative items (which can be done in different order). If I forget anything, feel free to comment on the space below.

- Find out whether or not you have time every week to work on your new business. If you have time, schedule and plan ahead a consistent time when you plan to commit to work on your business every week. Example: commit to work on your business on Saturday or Sunday mornings
- Make a List & Start saving money for all the start-up costs coming up
- Work on your About Me section (don't worry about where your website will be, at this point yet)
- Clarify your niche (this item takes anywhere from a week to a month, and might change as your business grows)
- Work on your business vision and mission statement
- Look for possible business names and research whether or not someone took that name already
- Register your business name
- Research whether your county will need you to get Business Tax Certificate and business license
- Research whether or not your type of business has any mandatory requirements by the state and country you reside in
- Find out if you need to get EIN (normally the business owner would get this if she or he plans to hire people)
- Start Marketing on Therapists (Psychology Today) or Coaching (Noomii.com, Life Coach Hub) directories, Google Business, and Yelp.
- Take professional pictures for your website and directories
- Create your website by first self-learning, or by hiring someone to do it for you (Depending on where you are in your business development, starting with a free website is your best choice)
- Create logo and clarify your brand
- Create a business bank account, where you will deposit your earnings

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- Create simple business cards (it's best if your picture is in it. Try to not add an address because it might change as your business grows)
- Look for different office space options. Also consider and look into virtual offices.
- Consider offering online coaching (via Skype, or the App [COACH.ME](#)) and online therapy (via [Talkspace](#))
- Create intake and assessment documents

- Look for your first clients and be open to a free consultation, and even free first sessions (Tip: when it comes to giving sessions for free, try to set a limit of 1-4 sessions from the start)
- Figure out what social media platform you want to use to market your type of business, this depends on what type of social media your prospective clients usually use. Start by getting a common username across your different social media platforms.
- Research and put yourself in Online Directories (related to your type of business)

That's it. Those are the most important items. During the first few months I couldn't afford a coach nor a digital marketer so I researched and did all of the above on my own. If you need some consultation about one or few of the above items, feel free to apply for a free consultation with me at:

<https://goo.gl/forms/ZGKjSuZSuaeyE3Qy1>