



## **“12 Ways to Double Your Private Practice Income”**

3 hour CMTE Course Outline

New England Region AMTA Conference - April 16, 2015

Presented by Scott Snow, MT-BC, CPC

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### **#1 The Entrepreneurial Spirit**

- The \$175,000 cup of coffee
- What does it take to be an entrepreneur?
- Why you absolutely need to be like a hedgehog
- Game changing resources
- The 3 main points of this workshop:
  - Get Em'
  - Keep Em'
  - Unleash your creativity

### **#2 Business Basics**

- Choosing a business entity
- Contracts
  - Two simple clauses in your contract that can make you \$1000/month extra for doing nothing
- Accounting & Tax Tips
- Financial statements
  - Income/expense (P & L)
  - How poor cash flow will sink you
- Pricing, discounts, negotiation

### **#3 The Most Over-looked Entrepreneurial Skill**

- How it affects everything you do from your resume to every word you put on your web site
- Amazing resources that will turn your head around

#### **#4 The Second Most Over-looked Entrepreneurial Skill**

- The master teacher in this area that changed everything for me
- The first rule you need to know

#### **#5 Professionalism**

- The difference between an elevator speech that'll land a new client and one that makes your prospect walk away
- Insurance
  - Health
  - Liability
  - Disability
- Maximizing Documentation
- What took me five years to learn about aligning with direct care staff
- How to tell if staff is well-trained or not – and what that means for you
- Secrets to networking

#### **#6 Wealth Building**

- Retirement
- Million dollar resources
- Financial statements
- The latte factor
- To rent or not

#### **#7 Passive Income**

- Music therapists can only make so much
- Ahhh...making money while you sleep (passive income)
- What YOU can do

#### **#8 Web Sites**

- Should I create my own or hire out?
- Domain names
- What must I know about web hosting?

#### **#9 Blogging**

- What most people don't know about blogging and how it hurts their business & SEO
- What's the method for choosing the perfect keywords for my site?

## **#10 Search Engine Optimization (SEO)**

- How should I title the pages in my web site?
- What should every web site have that many people forget?
- What is anchor text and how can it help your ranking?

## **#11 Musical Interventions**

- Time-tested interventions that get total engagement every time!
- Welcome songs
- Eye contact songs
- Movement experiences
- What you really need know on guitar
- The power and dignity of choice-making

## **#12 Business Toolkit Forms**

- Templates that will save you 100+ hours of prep time
- Fully customizable documentation sheets created for many different clients and agencies
- Collection of funny replacement lyric songs that will bring your groups months of active engagement

## **Closing**