

0070 Balancing Business & Clinical Training with Jenn Fredette

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Hey guys. We are here with Jenn Fredette. You can check her out at jennfredettepc.com. So, Jenn, how can I help today?

Jenn: So, Allison, I have spent this whole year losing my brain over business stuff. Seth Godin is my guru now, I listen to him more than I listen to clinical stuff. And so, I've been trying to figure out how do I find the balance between investing in my business, but also investing in my clinical skills and not feeling totally overwhelmed in trying to do both things.

Allison: Right, and not feeling like Seth Godin is like your other husband that you spend most of your day with. And he's awesome, don't get me wrong. So yeah. it sounds like you've fallen in love with business, maybe?

Jenn: Yes.

Allison: Okay, awesome. so, this is great. And sometimes we go through this pendulum swing when we first start getting into business and its starting to work and all that kind of stuff, that we're like oh, this is amazing. And it can pull us away from some of that clinical work that we also love but already feel really competent in and so investing our time and energy there can get lost. So, I guess one of the first things I would look at is, are you still enjoying the clinical work?

Jenn: Yes. Absolutely.

Allison: and are you enjoying the modality or modalities that you use?

Jenn: Yes, and I keep, so part of it is like financial. Like what do I want to invest in next? And my caseload's still building, slowly, but surely, which it would be nice if it went faster and surely,

but its not. So, it makes sense business-wise to invest in marketing and things like that. but then, I don't end up investing in other bigger clinical things. Like EMDR or getting more certifications. And I'm also 4-5 years out of school, how long have I been out of school? Six years actually. So that still feels fresh, but not super fresh. Does that make sense?

Allison: Yeah, totally.

Jenn: And so, it's always like balancing, it would be really fun to get trained in EMDR, and that is one of the few, well that would make sense. I would probably get a high return on investment. And I also need people in the door now, right?

Allison: Right. Well, one thing I always think about with trainings and certifications is, choose the ones, and this might sound not as business-minded. But, choose the ones that you're most excited about and speak to you the most, more so than what you think are going to call clients in. I would say, we can use whatever modalities speak to us and still have really successful practices. And so, to look at it not as much as a return on investment situation, but as an investment in your clinical skills. Kind of like I would never have somebody choose a niche just because its super successful. Quick to fill. I would much rather people end up working with the people they really enjoy. And so, I think using the modalities you really enjoy. So, if EMDR sounds like wow, this is something, it's fascinating, its effective, it's exciting, I want to learn it, then do it. or, if it's like, I actually want to learn more about this other thing or dive deeper into what I'm already using or learn about a different presenting concern that my clients often have, then I would go down that route.

Jenn: See, simultaneously joy and shame here, hearing you say that. because it's like, yes, I don't want to do EMDR, but it's almost like I feel like I should, because so m any of my clients have developmental trauma and there's stuff I just refer out for right now. and they don't always follow through even though I encourage them to do so. So, it sorts of felt like I got to get trained, so we got to write notes. So, does that make sense?

Allison: So, I'm going to put an asterisk. So EMDR is amazing. And powerful. And incredible. And it's also not the only way to treat trauma. And so, if it doesn't excite you to learn that, then I think finding some other efficacious ways to help your clients with trauma and maybe investing your time and energy and money there. if there's something that appeals to you. because EMDR training is intense. And expensive. And there's a lot to it. and you mentioned certifications earlier. And I see this come up a lot in the Facebook group, which certifications are going to help me get more clients. And I don't think my eating disorder certification has gotten me any more clients. I got it to get it. so, I think that if you're, I don't think we need certifications. I think we need amazing marketing and we need to be great at what we do. But if certification is for the sake of a certification and not for the excitement of learning the thing, then I would rather you invest your money elsewhere.

Jenn: I would also rather invest my money elsewhere. So, that actually gives me lots of ideas to things I want to do, but I'm always like, well, I don't know if going to see this young Ian, trauma, psychologist person is going to be interesting to me, but is it really going to help me do better work? Which is a lie, I know it will help me do better work. So, I just need to pull the trigger. So, I guess, part of what I struggle with is I'm not a great task shifter, and maybe nobody is. And so, when I get really in the zone of just doing marketing business, business, and that often feels like the most urgent thing, then some of that other clinical stuff just goes by the wayside. That I don't always invest. So, like on my agenda is to find an individual supervisor, like having peer supervision, which is great. But having somebody that I'm accountable to will help me stick it. but I'm wondering if you have other ideas on how to incorporate and how to task shift there, especially when it doesn't feel as pressing. Like some of the marketing stuff.

Allison: Yeah. that's a great question. My answer to that and all things that don't feel as pressing but we feel like we probably should be doing, is scheduling it. so, it might be that you get some books. Maybe audible, if you're more of a listener. So, getting some books and having, like your commute time is dedicated to listening to this book. Or you listen to this book or read this book at this time in your schedule. And that way you are staying in the game, clinically, I mean, you're already staying in it clinically. You're seeing clients. But you're staying in the clinical learning game. And, I'll also say, I work with a lot of people who are kind of using training to feel more competent. And not just to be more competent, but to feel more competent. So, I want to put this out there in case it applies to you, or if in case it applies to anybody who is listening, that sometimes its not a matter of learning more, it's about applying it differently or deeper or just exactly as you are and gaining more confidence in your skills. So, I think its really important to continue to learn and see what's out there, obviously, clinically. But, I think that we also don't have to necessarily do it every single day.

Jenn: Okay. That's good. Because I don't have time to do it every single day.

Allison: So, if there's some pressure, I want you to gauge whether or not that pressure is more than it merits.

Jenn: And that kind of leads to something else we briefly talked about before we started recording, was how do you then, really recognize what are high returns on investment? In terms of not just marketing but even, I am a buffet kind of girl. I want a little bit of everything. And I'm not going to eat hardly any of it, but I want to try all of it. so, that's always my temptation both with marketing but also with this clinical stuff of like, I want to read all the yummy in literature and all the other psychoanalytic. And maybe I should read some CBT and DBT and oh, CT, I should check that out. Its not always about me being competent, its about me having a hard time getting committed to just one thing. And marketing that shows up in the same way. So how do you know what works? I know it works for you, because you talk about it often. But like how do you really choose something to invest in?

Allison: Yeah. So clinically, my first question is, are you doing clinically sound work right now?

Jenn: Yes.

Allison: So, I think if the way that you've gone about this so far is to go down the buffet line and see what's a good fit, and kind of hodgepodge it together in this more eclectic style, if what you are doing is serving your clients and helping your clients, then, I think you can keep going. Doing it exactly as you've been doing it. And then, if something just knocks your socks off, that's when you're like, alright. I'm going to get this certification. I'm going to do this training. I'm going to get these specialty clinical hours and go down that route. But if you're doing efficacious work now, then it makes sense. If you were saying my clients all leave after two sessions or my clients all get worse, or whatever then we would be, okay, lets commit to something. Now, with marketing, I think there has to be more of a commitment because people aren't going to see everything you do. So, if you kind of hodgepodge it, they might only see one thing you do and not all the others. So, it feels like you're just inconsistent, you put one thing out once. What are the ways you've gotten the clients you've gotten so far?

Jenn: I had one networking coffee. And she set me up with my people. I mean, I had lots of networking coffees, but this one referral source has given me the majority of my clients. Which is great. And I like her. And I think she was just delighted because nobody had ever asked her to coffee before. But I'm not totally sure how to find more people like her. I went to coffee with, I did the practice building group last summer, so I committed. And I went to coffee with a lot of people and I thought, okay, I don't really want to have coffee with you again, but I don't know how to kindly say that to you.

Allison: There is a script for that. My what to say when, course.

Jenn: I wasn't in the party yet. And actually, I just finished up some coaching and was told that I didn't have to go out to coffee anymore because it wasn't a high return on investment. So, that's where the majority of my people came from. I since moved offices over the past couple months. Now, I get a lot of Psych Today calls. But those aren't great, because I don't know if they have a search for.... they all believe I'll just take their insurance because I have a nice headshot.

Allison: The power....so right now, we're hearing the power of a great photo. The power of networking.

Jenn: But, not as high of a conversion now that I'm in a more populated area but less saturated therapy realm. So that's how clients have come to me. I actually recently had a couple of clients who were referred to me by current clients or past clients. That always feels like, you like me so much that you're going to call someone else to see me.

Allison: Right.

Jenn: That feels great. But I get really entranced that I want to do more content marketing. Because I like creating content. And I don't know. I am worried I'll like it for three months and be like eh, I'm over it. I want to try something different.

Allison: Yeah. I would say networking has yielded a return on investment. Right? That's definitely something that's worked. It's funny because I got an email from somebody yesterday who had gone through a networking course that I did and was like, oh my gosh, I just got asked to take, this person's moving away and asked me to take all of her clients. Overnight, I basically got a full caseload. And that was from networking with her a couple months ago. And so, its one of those things, if you don't know when you are going to hit the jackpot with networking, and in the meantime, you might meet some people that you're like, well okay. But, it might be worth it to continue to do that with the people you had an easier relationship with, following back up with them. or some people kind of in your newer area. I might even put in your Psychology Today profile the narrative, I don't take insurance, but I'm happy to build out a network or something like that. so that way you're not having to take all those calls. What else? I think content marketing is incredibly powerful. But it would need to be something you commit to, so that you don't look flakey. None of us want to look flakey, right?

Jenn: No. And that's sort of, so with my coach, who I just finished up with, who is great, love Tiffany. She's so fabulous. But one of the things she called me out regularly on was the fact that I have a tendency to overdo things. So, like I went through and did these workshops. But I essentially created a. a new kind of active listening. And created a 9-page workbook and a corporate workshop that I could have given over the course of four hours. Tiffany was like, what are you doing? You need two slides. That's all you need. I was like two slides? I need 20 slides! And I need to be damn near perfect. So much that graphic designers were like you were amazing. Do you have a background? No. I am a perfectionist. I want us to look perfect. So, I think that is part of my problem sometimes, is I get flakey, but it's because I've gotten so overwhelmed at how perfect I want it to be. Which is a therapy issue. And... [unknown 14:42.8]

Allison: Did you listen to the podcast this week? Called be an imperfectionist? You should listen to it.

Jenn: No.

Allison: That's ok, you don't have to listen to everything I do! It's okay! But I had Jane Carter on and it's called Be an Imperfectionist, and its also our training in the party this week, or next week, or the week after. Its this month. But I think, I get the struggle with perfectionism. I totally get it. and I'm going to challenge you to think about what it is protecting you from. Because that's time and energy.

Jenn: Yeah. I know. I don't want to cry on the call. So, I'm not going to go there. Yeah, I get that. and part of it is, I just am not very good at saying no. somebody came into my office that one of my clients was like, Jenn's great, you should go see her. Which was great. But

we were in the lobby, and I was taking this client out, the doors are locked on Sundays. And then, I helped this person who is this young college student who lives in DC to find a therapist and network. I was like what am I doing? This is taking me an hour to search something that this person could do for themselves. And I have a tendency to teach a class that I way overdo. And so, it's often about wanting to be helpful, but its not super helpful to me.

Allison: And I would wonder, too, if it would be more helpful for you to show this person, this college student, try this website, do exactly, but teach them how to do it. so, in the future. I wonder if you came at things, instead, as if I do this thing I want to do, will it be enabling them? Because as someone else that has a hard time saying no, that's one thing that I, a filter that I run it through. And it makes it a lot easier. Because obviously we want people to be empowered and figure stuff out.

Jenn: That's helpful. I'm going to write it down. The other stuff has been helpful too. Yeah, I like that. because I think that's my frustration in teaching this class of masters, going to be master level clinicians. I just want them to be good. And so, I end up giving them way more than what I'm getting paid to give them. which probably means I have to let that go at some point. maybe altogether.

Allison: And I get it. many of us feel the same way, of if we're going to do something, we're going to do it really well. We want people to leave feeling that they've got great value, feeling glad that they came, feeling impressed with what we created. I totally get all of that. and you can do those things still. Its not that you have to give up creating something awesome. it's just that you have to be realistic about how much time its going to take you. it has to be scheduled so you're not ruining your Friday night because you've got to get this together before whatever deadline you've created. So, I'm pro creating something amazing. But, it's not an overnight process. And, another thing that I've learned the hard way and content creation is, sometimes we work so hard to create something so amazing and instead of it feeling amazing for people, it feels overwhelming. And so, remembering that people just really want three takeaways. Most of the time. They don't want a comprehensive new way of doing life.

Jenn: Which is crazy. Because that's what I want. I want to be completely and totally overstimulated, so I can go home and think about it.

Allison: But you can't absorb it all when it's that much.

Jenn: Yeah. three takeaways. I have 30 take away for them.

Allison: Maybe it's a continuing workshop. Like a 10-part workshop with 3 points each. Where you really get to dive deeper into them. so, they leave remembering all three. And having metabolized all three. It's the power of going deeper with each point. even though we want to be like, well here are all the things available. These are all the things you can do or change or be. It's just for most people it's too much.

Jenn: And it probably is also too much for me. I just get resistant and don't want to admit that it's too much. Because I just want to do it all.

Allison: So, another thing that I do when I get into the I want to do it all mode, is I remind myself, I am a baby in business. I have my whole life ahead of me to create all these things I want to create. And it is okay that I am way prepubescent as the business woman. And as I continue to mature and grow, I will do all sorts of beautiful things. And I can't do them all right now. I've got to learn how to hit my mouth with the spoon first.

Jenn: Baby in business. You've given me three takeaways. And you can't give me anymore. So. I'm wondering if I overstimulated myself. Was there anything you were like, let's circle back to that?

Allison: Well now I want to circle back to overstimulating yourself. Because I think, well I guess it's circling back to the very beginning of learning all this business stuff all the time is exciting and it's fun and it's this whole other world that you're exploring. And if you're like most people, and you're smitten with it, it's like when you first fell in love and you spent all your time with the person. And forgot about all these other aspects about your life. And so, I think scheduling all of it in. sure, scheduling in some time to learn for business, but I want that to be time limited and only a certain amount of time every week. And you don't listen to podcasts on your downtime. And you don't listen to books on your down time, unless it's like fiction or something. I don't have any business books at home. I am not allowed to listen to business podcasts. I have to have these rules for myself, too. Because the more I learn about business, the more I realize I don't know and the more fascinated I am by it. and I've been at this for like 5 years now. so, there is no bottom. There is more to learn all the time. And that is, we're never going to get a break. So, setting limits for yourself with love so you have this really great life outside of all this fun work stuff.

Jenn: Allison, I'm really curious. And maybe this is just something I need to work on. But I've heard you multiple times talk about just put it on the calendar. Is the calendar that super sacred to you that you will actually do what the calendar says to do? How can I make my calendar that sacred? Because if it's a client or it's a meeting, those things you just have to show up. It feels like a no-brainer to. But I put clinical reading, I will look at it and go, I mean, but I probably should be doing blah, blah, blah. And will either ignore it or delete it and pretend it was never there. Do you have tips or techniques to reinforce it?

Allison: Yeah. I do. Part of it is I spend a lot of time every quarter figuring out what I want my schedule to look like. Like half a day, just figuring out what I want each day to look like. And I think because I'm so intentional about it, I think through when am I sharpest, clinically? When am I more in an absorptive mood (is that a word, I'll make it up). An absorptive mood to learn things. I've gotten really clear about what I do best when. And looking at the life stuff that comes up each quarter and how can I absorb some of the stress that is going to happen with the holidays for instance. And shifting things around in such a way that I'm not doing a bunch of task shifting, I'm taking the best care of myself as I can so that I can, I'm more able to sustain

my clinical work and my family and all of that. So, I think it's really that intense intentionality of knowing, okay well if I don't do this thing that's on my calendar now, no, the world's not going to fall apart. But, I put that there for my own sanity. And it wasn't haphazard. You know? So, I think, unless there's some sort of crisis thing going on in life or work, I pretty much follow it. I'm trying to think of what else. I also, and this might just be a temperamental thing, kind of live in the space of if I do this now, it won't cause me stress or anxiety later. And because I'm anxious, I certainly want to minimize any anxiety on top of my own natural state as I can. So, a lot of it is this anxiety prevention, too.

Jenn: I like that. because I think part of what I've gotten myself stuck on is, I've put up with it for a year. And that's the way its going to be. It just hasn't worked that way. Then, I will shift things around, then I'm like, its no longer pure. I didn't follow the plan. So, if I follow the plan at all, except for clients and stuff. So, I like the idea, it might be better for me to start monthly.

Allison: Yeah. and to be flexible, too. With, okay, actually I don't learn very well at 4pm in the afternoon. My brain is toast. That's the time to do XY or Z instead.

Jenn: Yeah.

Allison: We have, it's awesome.

Jenn: We talked about so much. With the Abundance, we talked about marketing, we talked about no overdoing, we talked about systems. We talked about personal interests. We didn't talk about money. But I'm doing okay with money, so that's ok.

Allison: Thanks in large part to Tiffany, I'm sure.

Jenn: Yeah. She's magic. She had me read this book, which I'll throw out to leave in notes. It's a good book. It's called The Millionaire Mind. But, he literally, really believes our current president. Several years ago, really exemplifies The Millionaire Mind. And so, there's something super triggering every time you read about a millionaire mind he has. And then, there's also like this Benny Hahn thing that you do. Have you read it?

Allison: No, I haven't read it. Tiffany's talked to me about it, though.

Jenn: Like you go, I have a millionaire mind. And you're supposed to tap your forehead. Just feels odd and funny, especially if you're reading it in a coffeeshop and you really want to follow the rules of the book.

Allison: love it.

Jenn: So, did we talk about everything?

Allison: I think we hit on a lot. I think its great yeah! Awesome! And definitely keep us updated in the party. Because we'll get this live soon and people wonder after they've watched them, how people have done. So. Yeah.

Jenn: Immediately when I know the person I'm like, you were on the podcast! You're a celebrity! Literally that's what I've said to all of them. As your fan.

Allison: Whoo hoo.

Jenn: Congratulations to me. Thank you, though, Allison. I really appreciate the feedback.

Allison: Absolutely. Yeah. and I'll see you soon!

Jenn: Sounds good!

Allison: Bye.

Jenn: Bye.

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