

0085 Where to Put Your Marketing Dollars

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This podcast is sponsored by the [Abundance Party](#), where for only \$39 a month you get courses on honing your niche and marketing your practice, scripts for the business side of things, monthly trainings, a chance for a one on one with me, and a much more intimate Facebook group. Where I currently respond to every post. You can check that out at [Abundanceparty.com](#). Alright, onto the show.

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Hey guys, I'm here with David Pascale Hague, you can find him at [Claritylex.com](#). How can I help?

David: Well I have been digging over what to cover. And I had some initial thoughts about really getting into the way I'm spending my advertising budget money. And really thinking if it's the best use of some of my dollars. Things seem to be going smoothly right now, but I've got some opportunities coming up and I wanted to bounce some ideas and see what you thought.

Allison: yeah.

David: So, I've been open about 15 months. And I went full time three months ago.

Allison: Congrats!

David: Thank you, I'm really excited. I had been splitting my time between University and my private practice. And I was really tired of working four nights a week to build this practice. So, I expected when I went full time in May that this summer was going to be a bit of a lull. Everyone talks about that. And it's been steady. I was going from, when I was working full-time at the university, I was seeing about 9 people a week now I'm up to 15-18 a week.

Allison: Awesome.

David: Yeah. And I'm out of network, so people pay privately for their services. So, I'm hoping that's symbolic of the way I'm spending some of my advertising dollars that it's going well. So, I've really been focused on three things. So, in person networking, which has been a really natural fit for me. Something I really enjoy. Even yesterday, I met with another one of the Abundance Party members.

Allison: I like that!

David; I know! I love it. It was great. So, we met at Starbucks and talked. She just had launched, so it's funny to be in a spot where someone is like, oh, how have you been doing it? When it's been 15 months. So, in person networking has been one of the major things. I've been here in Lexington for 12 years. So, I did my graduate training here, so I was pretty well connected when I got started. The second thing I've been doing is I did contract with a company to manage my google AdWords. So, I've been spending \$200 a month on AdWords. And then the fee with the agency as well. it's been running a couple months. it's still, I understand kind of the fine-tuning process. And the couple of months it's been running, I've had three clients come in from that AdWords. So, my click through rates are good. The landing pages are good. They've all been fine tuned. So, I feel like that's kind of getting up and running. The other thing I've been debating, and this is where the question kind of comes in, I have an opportunity to do some sponsorship with a nonprofit. I work primarily with the LGBTQ community. And every year the university here, which has an office of LGBTQ resources, does a large benefit dinner. Last year they raised \$125,000 in one night. So, I have an opportunity to be a sponsor to be not one of the marque sponsors, because that is like 10 and \$15,000. I wish. But to even come in at that lowest level of a thousand bucks, to be listed on the promotional materials. Be there for the night. And I'm kind of debating, is that going to just be brand recognition? Is that going to be an opportunity to really be seen in my target market? I don't know if others have had success with something like that? Or what kind of your thoughts are on that or what kind of your thoughts on that nonprofit sponsorship would be.

Allison: Yeah. So, I think it depends on who's coming to it and if they are your ideal client. Because it sounds like it's generally the niche, but is it the ideal client?

David: Well, I think it is. Because these are people who are already involved in the community. They are well connected. They are well known. If they were individually looking for services, then yes. They would be able to access my services. And then, I really am just trying to be recognized in the community, also, as a specialist in this area. Because many of these people are involved and they are nonprofit's in their own community work as well. So, I think it would be some recognition. It feels like, okay, it is part of my cause. And it's part of what I believe in. and part of my ideal budget. I've gone through a lot of pay Tiffany stuff. And here dream budget. And things like that. And one of my major pieces in my business plan is to really get to a point where I am able to donate up to a thousand dollars a month to organizations and charities I believe in. So, I feel like, am I getting ahead of myself by saying, okay I'm able and ready to do this now? and do I really have to come to terms with maybe there's a smaller way I can be involved? I can buy tickets for the night. And I can go for part of the night and I could support things. Will it really make that much of an impact if I'm writing the check and making the donation and, on the marquee, and things like that. So, I am kind of in the spot, am I getting ahead of myself? Or is it something like really owning that this is something I want to do, and it will be helpful?

Allison: One of the first things I do when I'm considering whether or not something is going to give me that return on investment, is I think about, I look at the numbers in my practice. So how long does your average client stay with you? How many sessions?

David: About 15 sessions.

Allison: 15 sessions. And what is your fee?

David: My hourly rate is \$150.

Allison: That's math that I need my calculator for. Sadly.

David: I know. I have mine ready today, too.

Allison: you knew I would be like, lets get our calculators.

Alright. So, each client is essentially bringing into your practice on average \$2250.

David: Correct.

Allison: So, if you got 1 client from sponsoring, that means you would have doubled your money.

David: You know, why didn't I even think of it that way yet? I get caught up in okay I'm going to do this thing. And it's going to be amazing. And I forget to get out the calculator. I don't know what it is in my brain that hasn't switched yet. I think it's a lot of my own stuff about where am I at? And am I ready to share that this is a success? I overlook a calculator.

Allison: That's alright! That's alright. But then we also have to look at, well I don't know how much your ad agency is, but just looking at the AdWords. Like \$400 yielded three times that.

David: Yeah.

Allison: So that \$300, or \$400.

David: I'm spending \$200 a month on AdWords. And then, \$195 to the agency.

Allison: So, \$195 to the agency. \$800 I guess for two months, right?

David: Yeah.

Allison: So, \$800 yielded \$6750.

David: Right! I didn't think of...see, I get caught up in like oh good, I got 1 from AdWords. And I forget that total return on investment. And I think that's still a switch in my brain of like oh right. This is the business. This isn't just me as a therapist throwing ideas at the wall.

Allison: Right. Right.

David: So, it's really good to hear you say, okay, here's the return. I think I should schedule a regular meeting with myself to look at those.

Allison: Yeah. It can be really powerful and, now what you are giving to the ad agency and Google. I mean, while it's very different financially, it's also like, if you're sponsoring this nonprofit that you believe in, you've also got the warm fuzzies from that on top of everything else. Like, you are really supporting a cause you believe in. people who are doing great work with you folks. So, I don't think we can monetize that piece of it.

David: That's the struggle. I agree.

Allison: And honestly, it might not be the smartest business decision, but when it comes to things like this, if I'm pretty sure I'll get at least my money back, I'll usually do it. But, because I also recently did this. So, learn from my mistake. I recently did this and it was awful. It was awful. Because I had to like

work a booth. And that was, my mom's an artist. It took me back to all the art shows. You're like...Hi. Tadaaa. Do you like this? Do you like me?

David: Yeah.

Allison: So yeah, you said you'd be on the marquee. What does that mean?

David: Through the promotional materials and every table, the program for the evening, advertising in there. Then, also on the audio-visual displays, logo, brand recognition. And then, introduction from the stage in the list of all the other promoters as well. And it's someone that, I'm also on the board of a local nonprofit. The Pride Community Services Organization here in Lexington. So, I'm already connected to the community in nonprofit work. So, I'm starting to get some recognition. And kind of name/face recognition. And I feel like this might be another opportunity to have that face time with people who are the movers and shakers in Lexington.

Allison: And it shows them your commitment. Like you're willing to give money, not just time. So, you're giving in both ways, which when we can, is great. We can't when it's great, too. So, it gives you that opportunity. And I think, I guess, if it would put you in any sort of hardship financially in your business, then I would rethink it. But if it's something you could do without causing any sort of problems. Your likelihood of investment is great. The brand recognition is great.

David: Right. Right.

Allison: Does your logo or whatever is going to be up there explain you're a therapist for this population? Or is it just your business name?

David: And that's, see what I could do is generally I have a couple different marketing materials. One is my business logo. And then, affirming and empowering therapy for the LGBTQ community. So that's the tagline. Or just affirming or empowering therapy. So, I think it's really conveyed in that message.

Allison: Great.

David: So, it's one of those exciting things. And I just don't want to get ahead of myself. Is always one of the things I'm worried about. And part of it to me, is when I opened, there was a lot of pushback from people I was working with at the time who were saying, oh, if you really want to work with this community, you need to accept insurance. And you need to be offering lower priced services. I make no secret of the fact, I set my price at the top end of what people charge in my town. I did that based on some data I collected from other people who were running practices similar to the practice I wanted to build. The location I wanted to be in and the type of clients I wanted to work with. So, I think I'm still working through some of my own, okay, did I set that number at the right point? Or was I unwise in doing that? And maybe trying to like deal with some of my own hesitation about being in private pay. But it is working out for me and I feel like I'm able to give my time back to the nonprofit, be on the board of a nonprofit. Help organize the Pride festival every year. So, there are other ways that I'm trying to supplement my time and use my business in that social justice framework. So, it's a learning curve for me, for real.

Allison: Well, and it's a really beautiful thing for folks who are listening and watching. This idea of there are other ways we can give, without it having to do with our business or how we do therapy or how we charge.

David: That's an interesting point, right? I'm feeling like my business can be a vehicle for the causes and the social justice and equality work that I believe in. but it was really hard at the time to have people I trusted and who had mentored me say, well it really sucks that the people who really need to see you won't be able to see you. And it was like, okay so that's their own scarcity. That's their own kind of fear-based thinking. I totally, I can sit with that now. At the time, it was really hard.

Allison: Yeah. Absolutely.

David: Sucks.

Allison: Absolutely. Because it's not just the feeling you're being guilted by people you respect, it's also feeling like, oh God, am I selling out to my people I love working with? Because I don't want to do that.

David: The other piece. I had talked about this in the Facebook group as well. Another opportunity that is coming online for me is I'm going to be doing some corporate sponsorship with my local MPR affiliate.

Allison: Oh, yeah. That's right.

David: So, I was able to get that up and off the ground. And they did three, they are recording this week, three 15 second to 20 second spots. And we're going to do alternating weeks. So, the second week of the month and the last week of the month, it will be a morning drive, afternoon drive, kind of blitz for those news hours. And then, the other two weeks of the month, it's going to be limited spots during like the lunch news. And that's going to be \$400 a month. And I'm going to give that six months and kind of see. Because that really hit's upon the professionals that I end up working with. And I hopefully some of my people as well. So, we'll see what's happening.

Allison: Yeah. I love that. Because everybody in the Party Facebook group was like, wait, it was how much? Because so many other people had heard such higher prices in different markets. So, this might be good for other people to check into their MPR markets. I mean, we'll see how it goes. Like I'll want you to report back and let us know.

David: Absolutely.

Allison: but to me, if your ideal client is hanging out with MPR on their commutes, then at that price point, it's pretty amazing.

David: It's in my waiting room, too.

Allison: I can imagine how [unknown 14.22] for some of your clients to be sitting there in your waiting room like what?!

David: That's my guy! That's my guy! So, I feel like I'm having to trust the process a little bit. Like things are rolling. And my partner, even a couple weeks ago. I would come home, and I would be like, okay, I'm just really going to believe that this thing is going to work. That this private practice is going to work. And she finally said, stop saying that. Think about what you are putting out there. It is working. You are growing. And that's okay. And so, stop saying is this thing going to work and say that it is and look at it grow. So, it's been exciting. And that's really my next...I already find my mind going to what's next. Like what is the next thing for me. And I started to envision what a group practice would look like. Or what happens when I'm able to get my own building and my own space. And really then, expand services. And have different cost options. And some other therapists that can provide a variety of services. So, it's kind

of like, when do you know when you are ready? And I guess, you run the numbers and you trust your instincts.

Allison: Absolutely. Yeah. I think you've done, because you and I have spoke before a few months ago. And you were like, here are all the things I'm doing. And I'm like, dude, you're killing it! This is awesome!

David: Which means so much to me. I was like, I can't even express. It was that moment of, okay, I'm doing the business listings on my Facebook page. And the advertising and the sponsorship. And the phone is ringing. And it's like, okay. I know what to do. And I'm not good with patience. Which, this is teaching me a lot of that.

Allison: Yeah. You gotta love business for poking all our buttons and growing us up in different ways.

David: It does. It really does. It really does. And it's been interesting to me over these last, I would say over the last 6 months. People have started to approach me and say, can I take you to lunch? Can we talk about how you are doing this? People who have been running insurance-based practices. Or hybrid kind of practices, or who have done it part time. People who are just getting started after training and kind of asking, can you tell me how you're doing it? And I had a family member actually say to me, my family member who is also in business. And has been successful in a different line of work has said, don't talk about it, right? I was like, I had to own the fact that, that was part of what had been ingrained in me, in keep the secret. And it's really that there's enough work to go around. So, I found those times to be really life giving as well. And I kinda wonder if that's some focus in the future of how this goes forward. Being able to offer mentorship or be able to offer guidance in some way to people who want to join the practice or have a vision for their own.

Allison: Absolutely. I love that.

David: Thank you so much. Well it given me some things to think about. I'm going to sit down and I'm going to look at the numbers again. And also, just think about the warm fuzzies as well.

Allison: Yeah. They are more important than the money. But the money is important.

David: The money keeps the lights on. And keeps the bank away. And from there, we do what we believe in.

Allison: Absolutely. Awesome! I'm so glad we got to talk!

David: Thank you! It's nice to meet you digitally. And I'll have to make it down to your neck of the woods at some point. I love your city. It's a great spot.

Allison: It is. Come on down, let's grab coffee.

David: Cool. That would be awesome. Thanks so much for your time!

Allison: Absolutely. Bye.

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