

0086 Creating Your Benchmarks for Success

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I am here with Kailee Place. You can check her out at shiftingtidestherapy.com. Kailee, how can I help?

Kailee: So, I think we all kind of struggle with this when I'm looking at all the Facebook groups it's been kind of funny. I don't know what benchmarks I'm supposed to be reaching or when I'm supposed to go, okay, yeah, I got it. Private practice is going great. I got this. So, I don't really know. I don't really know. I'm just kind of like doing it. And trying things to keep it moving. But I don't really know when I'm good.

Allison: ok. Yeah. Let's talk about that. Because it's going to be really individual for every person. So, I think back, so Kailee is part of the inner circle and we talked in that very first meeting of our weekly meetings about how you will know you're successful. What's it going to feel like? What's it going to look like? When do you want to work? What's special for you? And if you get to create whatever you want, your dream practice, what it actually looks like. So, and it might have morphed since then. But when you think about that, how many clients did you want to see each week?

Kailee: So, what's funny is I wanted to see the amount of clients I'm seeing currently. So about 15-18. Which I'm currently seeing about 15-18.

Allison: Awesome. Nice work.

Kailee: Yeah. And I was cool with basically the hours I'm working. Monday through Friday. I keep Friday as just an online day. So, I'm home on Fridays. And then just kind of use that as like if anyone wants to do an online session, we'll do that. And I work 10-7 Monday through Thursday. Then, 10-5 on Fridays. Which is happening currently.

Allison: So, is it that it didn't feel the way you thought it would feel to get here?

Kailee: I'm not sure what it is supposed to feel like, maybe. I've kind of always been an overachiever. So, it's kind of my thing anyway. You know?

Allison: I get it.

Kailee: So, I think I'm just in a spot where maybe because there are so many other things you could be doing or there's so many variations of how people use their practice. Or so many different things that people do like, oh, I'm putting an ecourse out. Or I'm like writing a book. Or I'm running a group or hiring somebody. I just want to be a therapist that sees people.

Allison: Right. So fair enough. So, you want to be a therapist that sees people. And you wanted to see 15-18 people a day, tada. Not a day, yikes, that would be awful.

Kailee: I know.

Allison: 15-18 people a week, then tada, you made it!

Kailee: Yay!

Allison: Yay! So, here's the thing. it's hard for those of us who are overachievers to see other people doing all these other things, like putting more on their plate. But, if you want to be a therapist that sees people exclusively and you don't want to take on a bunch of employees that you have to manage. Or learn all the stuff that goes along with creating a different kind of offering and starting a whole other business around it, then, I'm going to suggest you enjoy your life. And as a part of enjoying your life, then I think you've arrived. And it's about, you were probably working a ton before you started your practice, right?

Kailee: Yeah. I was full time in an agency. And, part time private practice. I did that for about a year and a half. And I've been full time about a year and a half. I think there's just benchmarks. You always, not at every agency, but at least at the one I was at, like at a year, you get a raise. At your three you get a raise. I knew what to expect. And now that I'm setting that.

Allison: And I think a raise is a good idea. Have you given yourself a raise recently?

Kailee: I have. Yes. I upped my rate, which is lovely. And people are apparently willing to pay it. So that's cool.

Allison: Awesome.

Kailee: I think it might just be like the expectation of yeah, you build a business and then you build a business. When can you just go cool. This is where I'm at?

Allison: Yeah. And we've talked about how once you've kind of built your marketing machine and you've put all that effort on the front end, you don't have to work as hard later. And it sounds like where you're being. You're starting to kind of exist in this I don't have to hustle in any way, shape or form. I don't even necessarily have to work for referrals. So, you made it there. If your referrals start to dwindle, then it's going back to what worked. And usually, it's just so much easier to generate a few more than it is to get known. You've already gotten known or you wouldn't have reached your goal. So, it's just staying known by your ideal referral sources. Have you taken vacations in your private practice?

Kailee: I take time off just for myself. But the whole other, my fiancé's work world is just batshit insane. Travel is hard. That is an absolute goal. So, I think that's another benchmark where I'm like if I took a big trip, that would be something benchmark"y".

Allison: Yeah! Right! So, you've existed in this world with these external benchmarks and now you're creating them for yourself. And because often when we work for other people or an agency for a long time, we kind of have this learned helplessness almost. And we stop asking ourselves what we really want. So, sounds like travel is one of those things you really want. Ideally it's with your fiancé. Sounds like that might not happen for a little while, we'll see. What about a girl's trip or a trip with a parent that you love? Or something like that, that still make you feel like, look at me, I made it! Without having to wait for your honey's work to wake up?

Kailee: And that's actually something that I have put into the ether with my mom. And just kind of like, okay this is something. I can do this. I now have this private practice that I can do essentially what I want with it. So, let me do with what I want with it. Yeah, I don't know if it's just the overachiever side that's kind of blocking this feeling as if I've arrived. Which I don't really feel that way as a life philosophy anyway. Like I kind of am like, oh, what's the next thing? And always be learning. And blah, blah, blah. Which is good. Then I don't ever really feel like I made it.

Allison: And there's such a strong sense of satisfaction, I imagine, that goes with I made it. But, I think for most people, I'm going to venture to say, the benchmark keeps getting moved the closer we get to it. And we talked about this some in the inner circle. It's a very anorectic mindset of okay, so I've lost this much weight. Can I lose this much more? Right? So that's one reason I had you guys write down, what are my goals here? And it's still hard, because it sounds like you've reached your goals.

Kailee: So, I will be coming off of insurance. So that's the one benchmark, January, I will be completely off the one panel that I'm on. So, I've stopped taking new insurance clients. And I'm only taking self-pay. So, I think maybe that will be nice. Like okay, I'm now Sam's insurance, I'll start making more money. That's the other side of it, I wasn't making, I had all the hours I wanted to have, I had the structure I wanted to have. But I wasn't making the money in it. And now I'm starting to now. so, it's been a delayed thanks, I guess.

Allison: It might be that first month that you are making exactly what you'd hoped to make once you're completely off panels. Or maybe you're there now. I don't know. It might be a number will give you that temporary relief. But that's the thing. it's all temporary. That feeling of arrival, you might have felt the first time you looked at your schedule and was like oh my gosh, I've got 15 people. You probably had that for a minute. But we're just not typically good at sitting with that feeling of success.

Kailee: Right.

Allison: That's why, I'm real big for myself, like when I have a goal, I attach it to a reward. So, it might be once I hit this goal, once I launch the inner circle my goal was, if I hit this many people, I will buy myself a weighted blanket and some soft pajamas and this necklace that you blow through that calms you down. And we won't talk about how those all had to do with calming down and relaxing. Cause, [unknown] So when I hit that goal I bought those things. I had other goals, this is where we go, we get to buy ourselves this trip. Or we get to, I've even had, I was tighter on money and had more time, this is when I get to take a day off for a staycation. Or go to the spa in town. or things like that. So, I would attach any future benchmarks you create for yourself. Like when you mail that letter to that last insurance company. Or you are completely off, attach that to some sort of reward, some sort of celebration. It just makes that feeling last a little bit longer. Because you're reminded when you are on that trip. I'm here because I worked really hard to reach this goal that allows me to do this. And I think there's also a certain level of accepting that we're probably never going to sustain that feeling of having arrived, unfortunately. I would really like to stay there. But.

Kailee: Yeah, it's just been interesting. I absolutely from the logical side of things go, fantastic. These are all the things you've done. Badass. That's cool. Great. And so, I know, looking back in on it, now I feel like I'm talking to myself as a client, but that's okay. Step outside. Look back in.

Allison: Oh, you use therapy voice on yourself. Not just the words but the voice, too.

Kailee: I can see that this logically makes sense. These are really great things. And that's fantastic. And I don't know. I don't know if this feeling is like, but there's always more. So, I just always have to be doing more.

Allison: So, what I would encourage is to do more in personal life. Like you are fulfilling things there. Because ultimately if you've got your practice where you want it, if it decreases a little bit, it will be pretty easy to pop it back up. You've got all those systems in place. So, then it's a matter of how can you make your personal life so damn fulfilling that the work stuff doesn't nag at you.

Kailee: Probably a good tip!

Allison: Yeah. it's hard though, for those of us who are overachievers. Because we're like well where are the benchmarks of my personal life? How do I operationalize doing it right? So, I don't know. Are there some hobbies you can pick back up that you left on a shelf somewhere at some point? Are there....

Kailee: Oh, I'm sure. I'm kind of a type that picks up something then goes hog wild with it. Then puts it down. Or like I was cross stitching some verses, themes. So that was fun, interesting that you're cross stitching something dainty that's very inappropriate. But, I think I dive into, recently I've been really excited about business stuff. Because with insurance I didn't have to do anything. So, like cool. Come find me. Because I take insurance. And now I do have to do a bit more. So, I'm only diving into work stuff. Which is good. I'm happy to do some of that. But I'm finding that I don't necessarily have to dive into it as much as I have been diving into it. And that I do have a full schedule. And I do have, like I'm finally making a profit. Which is fantastic. Weird. So yeah, I think it's something with having to balance out, let me use my time some way else. Because I will get sucked into the work stuff.

Allison: Well it's fine, ultimately. Well maybe for me.

Kailee: I may network at things, oh that's great. You know. I'll go work it.

Allison: And it keeps the folks rolling in nice. But I always think about this thing my husband said to me when he was encouraging me. He's really good at having fun. I'm less good at having fun and really, because work is fun. I was giving him that excuse when he was encouraging me to take up a hobby or retake up an old hobby. He said, Allison, you're the one guy at the gym who's just using the dumbbells on one arm. You're not balanced. There are other ways you can be exercising these different parts of yourself. And instead, all of your fun is wrapped up in work. Basically, he was like, you're doing great. You can do better. A little bit of dialectical action in there. And, it stuck with me. I want to be well-rounded. So, I've been stretching all my fun stuff into other areas, too. And it's been great. So, now that you have time and you don't have learned helplessness and your marketing machine is built.

Kailee: Sort of, yes.

Allison: it's getting there. it's getting there. You're still oiling it, but it's built.

Kailee: I like that.

Allison: then, yeah. it's getting playful with your life. Or finding some other place with meaning in your life that you can devote time, energy and research into. I mean that can be super fun. Now that you're paying your bills with these. Or will be soon. And you've got more space for it now. and you could shove more business in there, but why? Really.

Kailee: And I think that's, there's probably something there. I'm part of a group that is a little, they are not scarcity minded by any means, but kind of scared minded? And I'm all like, here are all the things you could be doing. I'm excited about things. But I'm realizing that's great, and I'm happy to share things with them and being excited about it. But then I lose out on using my time in ways that actually matter to my life.

Allison: Right. What's one thing you could either pick back up or start doing that maybe has been on your radar?

Kailee: Exercise has been on my radar. But I really don't want to pick that back up.

Allison: Something you want to pick back up. None of the shoulds.

Kailee: You know, I try to think about things that I used to do in High School. I used to horseback ride. I used to take vocal lessons. And I did a lot of pottery stuff. And unfortunately, that was my one thing that I would have done, but the guy passed away. So that's sort of out. That was always an outlet for me. Like cool, I can go and actually produce something.

Allison: And he was the only one in town that teaches?

Kailee: he was the only one who would do classes. Yeah.

Allison: Wow.

Kailee: Randomly died. Which is awful. Then, the ceramic community was like what? So maybe I need to do a little research into that. But, because I'll do those things. I will take up little workshops. Go into brush lettering calligraphy works thing. Which was cool, but one-time thing. Yeah, I'm kind of like, that sounds cool, I'll do that. And then, oh, that sounds cool. I'll do that!

Allison: which is fine! And totally awesome. You have the consistency in your business. You don't have to be super consistent in your hobbies. That's just a should that we could all just do without. Because I'm similar. I'll cannonball on in to whatever it is. And then, be like, oh, that's cool over there. We can be like, oh squirrel, with our hobbies if we want to. We're not trying to be professionals at any of these things. And if we wanted to be, we'd really devote our time to it. So, yeah.

Kailee: Yeah, true. I think that it's just funny because that makes sense and that's something you'd tell a client at any time. Like what's your personal life look like? And whatever. So, I think setting those benchmarks and figuring out maybe January 1, when I'm able to get off of the panel. That's going to be a big deal. What does that feel like? I think maybe I've bolstered that as that's the goal.

Allison: Right. And then you'll have another goal after that. That you'll come up with. That will prevent this from feeling like did the getting off panels feeling as big of a deal as it actually is? That's how we work. So, attaching that reward, whatever it is, to it, helps you remember that you worked hard for that.

Kailee: Ok. I got some ideas.

Allison: Awesome. What's boiling to the top?

Kailee: I think January 1 is my deadline for this thing. Then, really wanting to go to the Azores off Portugal. So, I think I'm going to make that a hey, Mom, let's do that. Because the man just can't really plan on that stuff. But maybe I'll set a date that we'll actually do that.

Allison: Awesome. I love that. That's a really juicy one.

Kailee: I got my passport finally again. So, I'm going to freaking use it.

Allison: Absolutely. You don't want that thing to get dusty.

Kailee: Okay. I will plan a trip. I'll write it down so it's official. Plan a trip.

Allison: Boom.

Kailee: Boom. Okay. Alright. And keep looking at some of my I don't know, overachieving crap.

Allison: yeah. I mean, that's a life-long thing for us, right? Us overachievers have to keep working on that. And enjoying being. I think that's a really important piece, too.

Kailee: Yes. So, I'm alone during the week, the man travels during the week. So, I just have a lot of time on my hands. I tend to go into, so how can I make my business better? So just shifting away from business is okay, yes you better keep some of those systems in place, obviously. Do something else with your life.

Allison: Yeah. Amen.

Well cool. Keep us updated in both the Facebook party group and the Facebook inner circle group. I want to hear how your trip goes, for one. But even just the process there and like doing the fun things. Finding another pottery studio, hopefully, that will take up where that guy left off.

Kailee: Don't say that. So sad. Well thank you! Hopefully no one pees by your building!

Allison: Hopefully that guys gone. I'll see you later!

Kailee: Bye.

Allison: Bye.

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