

## 0112 Streamlining and Information Overload with Catherine Quiring

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Alright guys, I am here with Catherine Quiring. How can I help, Catherine?

Catherine: Well, I've been trying to narrow things down. When I first signed up for the one on one, I was thinking a lot about how to kind of narrow my niching and niche language for networking and that kind of thing. I feel like I've started a new group, that its actually starting today because I got sick last week. And that's kind of helped with that. so, we could still, maybe, talk about that a little bit. But I'm also trying to figure out just how to balance life with a young daughter and also thinking about becoming pregnant again before too long. So how to plan for that. the other thing is just kind of like streamline my business and get a better sense of exactly what my goals are and kind of how I want to move forward with that and what I need to hire out and how to do that. so, I started watching the VA training, but its things like that that I keep getting bogged down on, oh I need to do this. Or I need to listen to that. or I want to figure this out. so, then I go try to find stuff about that and then I get bogged down. And I'm like so many new business coaching marketing emails and all this stuff I can't keep up with. And I really need to focus on what I need to do. And, so I'm just trying to kind of piece my way through that. so that's another aspect. And then, kind of clarifying goals, I would like to add another source of income at some point. And I want to make sure I'm not getting too full before I do that and have a good sense of what that is or kind of how to move forward with that. I've been doing a business coaching program with Nicole Laloya, and that's been helpful. But I still feel like I'm not able to even focus enough of my time on that to get everything out of it that I want. So, that's kind of part of, how do I prioritize and streamline things is a lot of what's going on, I think.

Allison: Right. Do you know what you want? It sounds like there's some lack of clarity around like exactly that you want life to look like.

Catherine: Yeah. I think originally, I had thought I would work four days a week. then, be at home with my daughter another day. But it's really ended up that I need that four, at least 3-5 kind of time every day. So, it's really worked out better to just go into work a little bit later so my daughter can take her nap in the morning and not be so exhausted. So, working five days a week doing that. and my goal is that once she's in kindergarten, preschool, I'd be able to shift my hours a little bit where I could be home in the afternoon when she gets done with school, at least multiple days a week. and then, she could go to her grandparents or somewhere else for a couple days a week. and that's helped me clarify, I'm really focusing more on working with adults instead of, I had originally thought I'd be working with kids, because I've done that a lot of my life. But I really loved working with adults. I love doing EMDR, that is like my passion. So, all the things that go along with that. so, helping people change their negative beliefs about themselves on true things they are stuck around is really my passion.

Allison: Yeah.

Catherine: Sexual abuse and unhealthy family systems. And that kind of stuff. And helping get more assertiveness, empowerment and freedom in their life. So, yeah, in that sense I have some goals. I need to be making more. Right now, I'm on some insurance panels. And I have some self-pay. And I'd like to work towards mostly being self-pay. And there's one insurance panel that actually pays decently enough that I'm happy to stay on more long term, but try to get off the others, when I can. At this point, I feel like it's working for me enough that I'd rather have 15-20 consistent clients than...so I don't know. so, at some point that would happen as well. Yeah, and then, I'm not sure, I have other ideas about a second source of income. But in an ideal world, I would have that set up before I go on maternity leave again. But I don't know that that's feasible.

Allison: Yeah. well, I think like, I have a strong opinion about another stream of income. And that's that we want to get our practices exactly where we want them before, then taking time out of our practice to, or marketing our practice, or whatever, to build this other thing. because building two businesses at the same time is much harder. So, I would definitely get your practice exactly where you want it, like off the insurance panels you want to get off of. Really optimizing every hour that you're spending at work, so that you're not doing any work at home. You're not stressing about whether or not the phone's going to ring. All of that is kind of handled. Once private practice is easy, I guess. I mean, not the clinical part, but the business of it.

Catherine: Yeah. yeah.

Allison: Let's see. In terms of your schedule, how old is your daughter?

Catherine: She's 14 months.

Allison: So, she's still going to hang on to that nap for a while.

Catherine: Yeah.

Allison: Okay, so, thinking about the 5 days a week is working for you now. And it sounds like you got more wiggle room in the mornings. Like being able to do...

Catherine: So, I try to schedule 11:00 first, and then, if I need to, a 10:00. I really haven't had to do any 9's in a while, which has been nice. Because otherwise, I have to leave an hour earlier to get her there. And its just nice to have a little downtime there for her to get a nap and for us not to rush.

Allison: And the mornings are so sweet when they are that age and you're not rushing around.

Catherine: Exactly. She's not as tired as the night.

Allison: Right. So, okay, are you currently pregnant or not talking about being pregnant, or I don't want to put you on the spot if you're not in announcement phase or anything.

Catherine: Yeah. its just we'd like to be pregnant at some point this year.

Allison: Okay. Got it. I agree with you that it might not be realistic to have another form of income rolling by the time you go on maternity leave, because you have to spend time building your audience. But, there's plenty of time to optimize your practice and get it just like totally set up and ready.

Catherine: Yeah. and I know it will be a little bit slow coming back into things just because I'll be so tired and breastfeeding and all that that stuff, which takes so much time and energy.

Allison: Yeah. and you can kind of taper that exactly how it works for you, right? So, you can, if you find you have more energy coming back with the second than you did with the first, for some reason for me, everything was easier. Getting out the door, I was like, why did this used to take me 45 minutes with my first and it takes 5 minutes with both of them? This makes no sense.

Catherine: Ah, well that's encouraging.

Allison: So yeah, for me, like everything got easier with two which I was not expecting. I don't know that that's continued, but at first that's the way it was. So, it might be, aside from potentially sleep early on, it might surprise you. And you might come back to a full case load, too. However, you define that. like I would make sure that you're really clear on that before you come back just so you don't end up committing to sessions you're not actually wanting to do. So, systems wise, what do you feel like needs streamlining? What feels like of messy right now?

Catherine: I feel like the day to day billing stuff I'm doing okay with as far as insurance. But I still get hung up on I can't get all the insurances to get my new address, and it just takes forever to try to get on the phone and get that out of them. So, I honestly don't know if that's even going to happen before this lease would be up and I'd be at my next place. I don't even know how to, those kinds of things I feel like I get stuck. And they take so much time. Like that's the kind of thing that makes me want to pull my hair out.

Allison: Yeah.

Catherine: I actually reached out to somebody else to see if they could help, but then they ended up having some other life circumstances. And could help a little bit, but they could really help right now. So, I got one of them solved, but there are still other ones. And it always gets put on the back burner, because it doesn't feel important enough and it just feels so annoying. So, things like that, or if there are issues with the billing, like I have one thing I still need to mail in because it was a secondary insurance and they never answer if you try to call. So, it just needs to be done eventually. But I have not had a good enough system for batching my blogs and videos, either, consistently enough. So, I'll go through spurts where I have blogs every week, and then spurts where I have videos once or twice a week every week. and I'd really like that to be more consistent. And overall, I enjoy the content marketing. I've been getting really annoyed with the videos. I haven't been really happy with them lately. I think they are okay, but I just get annoyed with all the time it takes to upload them and do the subtitles. And then I

don't know if I'm really all that happy with them. Because the videos are nice in the sense that they are shorter. And I can go through them a lot faster, I think, than I can get the content into a blog. So, in that sense I like it. So maybe if there was somebody else that could help upload stuff and post it and kind of help with that. it doesn't take that much time, but it just always feels blech. And it's the kind of thing I have to do before hand, because I'm at home with my daughter in the mornings, I can't, I don't have access to the computer. Because I'm with her. So, it has to be done the day before, or something. So that, I need to get MailChimp started for a mailing list. And I was like, oh I'm going to do it. And then, I heard it can take a lot of time and finagling, so that is one of my goals this week is to find somebody to help me do that. And, then, I also just kind of finally got my branding a little bit more streamlined. So, I went from counselinginpensicola.com to cocounseling and I updated my email so it's at my domain name. and it's a little bit more streamlined and better encryption and all that. so, I am happy that took me awhile to kind of get that done. And, I have that done, but now my website, so I either need to completely redo it or I need to shift it over. So, I need to decide about that. I just haven't been convinced enough that its worth me taking a lot of time to redo my website right now, or a lot of money. I think its okay. I think I would like a fresh look, and I think I can make it a little bit better copy and a little bit more streamlined, page-wise. So, I would kind of like to do that. that's on the back burner. I also have all my videos uploaded to YouTube. So, I would really like to have that accessible so that I can put videos on my website and so I can direct people that who don't have Facebook. I have this great connection, networking moment recently. But the person didn't have Facebook. And they couldn't get to my videos. And they are only on Facebook right now where you can find them. Because I got lost in the YouTube thing. and my husband's like oh, I can help you. But he never has time. So that's the thing is like he can help me with a lot of tech stuff, but he never has time to do it. And he was going to help with bookkeeping and I literally have a VA agreement from December 16<sup>th</sup> that he hasn't signed yet. So, like to even look at the information. So, I don't know if I need help with more bookkeeping. That's the kind of thing that's like, its going okay. Money is coming in. but, I'm not super clear on everything. I'm like okay, I know these are my expenses and this is the money that's coming in. So, yeah. and then, the feeling overwhelmed with business coaching material. And like how do I learn and take advantage of stuff, but not get overwhelmed by that. in some ways I just want to block it out. but in other ways, I'm like, well, I need this to figure out these different things. So, I don't really know how to weed through that. and do I need to get multiple different VAs for all of these things. And how do I know how to, is it going to simplify my life or is it going to add to the complications, right? So, I guess that's my next kind of stuck place. There's a VA that apparently put some links to VA Facebook groups that I can look on, people that would work. But I don't know that I'm clear enough on what I need to say okay, I need somebody for this. Or I need somebody that can do all of this, or I need somebody that can do just this or just this and just this.

Allison: Right. Yeah. and how much of it is a one off versus like an ongoing support that you need? Yeah.

Catherine: At this point, I'm answering my phone and I'm doing all of the scheduling and that kind of stuff. And, that works for me, right now. My goal is 15-20 clients a week. I'm not trying to get an insane number. I want to have some balance in my life. So.

Allison: Yeah. okay. So, the hours that you have available where you are not seeing clients. Like your work hours. Are you scheduling in some of this stuff? Like mess with Mailchimp or whatever kind of stuff?

Catherine: Yeah. it just always ends up taking a lot longer. Because there is so much research involved. So, yeah. so, I'm like okay, so I'll schedule it for the next day. And the next week. and you know, like, keep adding more time in. and then, I'm like, networking is probably more important. Or some of these things there is going to be more revenue building immediately. And so, then I prioritize that. or you know, just trying to figure out at what point do I say, I'm too stuck with this. Or it taking too much time. Yeah, I am trying to schedule it in. and Nicole had recommended I do like a block of CEO time where I can get all the rest of billing and all of that kind of stuff. Because I feel like that would just end up filling up the time that I needed to do business planning. I think I need to have some more, like, clinical growth time, too. Because I feel like when I get too mired down and the business stuff is really exciting, but if I get too focused on that I feel kind of drained and not as present with my clients. And I've noticed I'm thinking about how this helps business in some way instead of really being focused on them. And if I'm reading a clinically minded book, it's kind of helps me and energizes me. And gives me content for the things I want to share, and ideas for that.

Allison: Yeah.

Catherine: So yeah, trying to keep that in my schedule, too.

Allison: Yeah. and at the same time, it sounds like you're in information overload.

Catherine: yeah. uh huh. Yeah. like, I keep thinking, I need to schedule in some time to like just clear out my email inbox. And I don't know when that would be. It's never important enough.

Allison: Yeah. what I wonder about, if you expect some time in the future, you're going to want to outsource answering your phone. What I would suggest is getting a VA who is a VA for a therapist. Instead of like a general VA. And just have them start taking that over now. Have them get you set up with Mailchimp. Somebody who, often I'll do these little piece meal jobs, its something like Upwork.com where you can be like, I've definitely used them for like, would you connect this piece of technology to this piece of technology? Because I don't understand.

Catherine: Right. Exactly.

Allison: But it sounds like it would be worth exploring. Kim Keller, I hear great things about. Uriah Gilford, I hear great things about. My Solution Services. So those are three counselor specific VA businesses. That not to give you more research, but first, before you have a conversation with them, we want to get really clear about exactly where your time is getting sucked away. That's not revenue generating, really. If it doesn't have to be you doing it. If it doesn't have to be your face and your voice and your sessions and your paperwork, then it should probably be outsourced for this work life balance that you're wanting.

Catherine: Right. Exactly.

Allison: And it also sounds like getting off of insurance panel, sooner rather than later.

Catherine: That would be great. I mean, its just amazing. I mean, I've tried to make some connections that are helpful for that. but I need to figure out who else to network with. So, like, I've been trying to connect with the Network Diocese, because I love working with sexual abuse. And they have connected their victims with counselors. And they pay for it. And so that's, I have one client through a different

diocese that lives here. right now, it has taken like three months to get an appointment with the local person. But I have that later this month.

Allison: Uh huh, good.

Catherine: So, I think that will be helpful. And I try to meet with all the downtown pastors in this area. I don't know that the doctors are going to be that helpful in that sense. Because everybody who goes through doctors is going to probably want to use insurance. But that is another idea I've been trying to work down. Like, a lot of things on my list, though, I've kind of, I was going to network with all the schools and stuff like that. and at this point, I don't really want to focus on that. I don't think...though, I'm happy to work with kids and teenagers. I like the different energy. But I don't have that many slots in my schedule that will work for them. And when I've tried to do some of the therapy that I like doing with younger kids like Thera play, my current office environment doesn't support it very well. Because I've had other therapists come and say, you're being too loud.

Allison: Oh no!

Catherine: Yeah. So, that's unfortunate. And I've started doing, like I have this group that I'm starting. And I found out the landlord doesn't really want us to do groups. So, I'm like, okay, I want to keep this one group, but I can't expand groups until I'm somewhere else. But that's something else that would be nice if I end up doing that. it's a little bit more work in some ways. And, last week when I was sick, I ended up doing a lot of telehealth sessions. And I enjoy that, and I need to find out, I still have my license in Illinois. I'm in Florida right now. And, if I could do telehealth sessions there, because I need to renew my license if I'm going to renew it. So that's, like also on my to-do list that takes a long time. Because just getting ahold of somebody at the board can be so confusing in telehealth. Like, I was trying to figure out if I could do telehealth for a military client stationed at Japan. And I cannot figure out, I've spent so much time on this, and I cannot figure out who to talk to. That can give me some definitive like we are in charge of telehealth through the military service.

Allison: Yeah. are you in the online Counseling Facebook group?

Catherine: yes.

Allison: Oh man. If they don't know, I don't know what to do.

Catherine: Yeah. so, there...so those are some other things that I'm trying to figure out that are taking a lot of time. And the one thing with the military, they don't pay great. So, I mean, that's not going to be that helpful as far as later. I feel like I may have to stay on the insurance panel for a while, just because a lot of therapists are self-pay around here still are on tri-care. Just because there are so many people. But they don't pay well. They pay \$65 for a 60-minute session and \$45 for a 45 minute session. I thought it was incorrect at the beginning because it was so low. And nope.

Allison: Oh no, we're not talking about minutes. Oh, we are?

Catherine: Right. Like ya, I can get like an EAP session, I only have to do 45 minutes and I still get \$65 at least. So, I'm like, at least I have a little bit more breathing room between the sessions. And these I feel like I have to see you for an hour or else I'm not making any money. So yeah.

Allison: Yeah. Well, I mean, just because the other private pay therapists are on Tri-Care doesn't mean you have to be. Because you're also learning how to market in exceptional ways so that you will stand

out. and I would say most therapists don't know how to do that. so, I think that's an important piece to sooth yourself, if you need some soothing with it. Because if you're spending a bunch of time on the phone with them or trying to manage reimbursement and all that kind of stuff, even if they paid great but were a pain in the neck, then it's still not worth it. So, I would consider getting off the panels just so that you've got more time to do some of these other things. And, outsource.

Catherine: So, I was trying to figure out, for networking, I would be happy to stay with Etna for a while, because the do pay like \$100 a session. And really focus on that. and self-pay and get off the panels. But I'm trying to figure out, so how do I figure out who the employers are in the area.

Allison: I saw you just posted that. yeah. and somebody had said, look at their website for recruitment that's one way to do it. I think its also looking at your Etna clients. And seeing where they work.

Catherine: and I'm thinking that's not in my intake paperwork. So, I don't always know where people work. And I need to add that. because I just feel a little funny about like saying, so where do you work? I'm going to like reach out to them. You know? So, there's two places, the two universities in the area, I have reached out to them, and I think they are both Etna. But nothing has come of that yet. I'm going to try to follow up again.

Allison: And definitely reach out to their counseling centers.

Catherine: Exactly. That's where I have.

Allison: Yeah. if they've got a case manager, that's the person to reach out to usually, in the counseling center. Because they are often a clinician and they are responsible for linking people with other resources. So, how about this. What I would like you to do is for the next week, its going to be tedious as hell. But you're a consciences person, so you know. there's that. But, use all your conscientiousness and I want you to write down where you are spending your time. If you're learning, write down what it is you're trying to learn about. Like, how to manage Mailchimp. Or how to market this thing. but, write down what you are doing and when, whenever you're not just hanging out at home. Or being [unknown 22:10.9] in the world. Whenever you're doing any kind of work. Write down how much time its taking you and what exactly you're doing. And that will give you a really good idea of what you need to outsource. And how much of that is ongoing versus an initial set up. Because I think we share that we want to do things right. I can hear that, all this research you wouldn't be invested in if you were okay with just like playing it by ear and hoping that's legal.

Catherine: Right. And that's the really annoying part is like I just wish it was easier to figure out what's legal. I'm happy to just go for it. But it needs to be like ethical. And that's the tricky part.

Allison: It is! It is! And I respect it. I get it. I'm there with you. It would be easier if we didn't care.

Catherine: Yeah.

Allison: But we also wouldn't sleep. So.

Catherine: Yeah. right. I was trying to figure out how to do reviews ethically for a long time. And I have [unknown 23:04]

Allison: Yeah. So, I think doing that, so you know what to outsource. Getting off the insurance panels and getting clear on what you want your marketing strategy to be. Which, like the marketing fundamentals will walk you through that.

Catherine: Yeah. I have been through all of that. yeah.

Allison: And the annoying, I'm actually in the annoying uploading videos, uploading blah blah blah, a lot this week. and it can be outsourced. And it feels really good to not have to do it. There are some things that we can't do. If it gets housed on your computer, for instance. Sorry, you're going to have to do it. But otherwise there's a good bed if it can just land in a cloud somewhere. So, once you have your list. Maybe over the course of a week or two, because we're not always regular. Then, you can do some good work with figuring out what a VA can handle. And streamlining. And if you're not on insurance panels except for the one, then, that also means you can afford that VA. You know, going forward and afford maternity leave and all of that.

Catherine: Do you think the VA's, like if I'm coming in with these kind of general ideas, that they are going to have maybe some sense of like, oh I can do this and this, and let me do this and this. Or whether I need to be really, really clear about exactly what I want? How that's going to work?

Allison: I suspect that these companies, because they are used to working with therapists, and they get it, I would suspect that they would be able to help guide you. But you want to make sure your money is being spent in the best possible way. And if there are some things that you don't need to outsource, it sounds like you get hung up on tech a lot. Which is where I get hung up a lot, too.

Catherine: yeah. I do.

Allison: You'll know whether or not you're going to need X number of hours a week from them. And if they have a minimum and if their minimum is 10 hours a week and you barely only need one or two, then its time to find a college student intern or something.

Catherine: Right.

Allison: I would also suggest; you've invested in the party and you've invested in Nicole. And following two people total, maybe three. Because while we all say a lot of similar things, every now and then, we conflict. And then it sends you into research mode of like now, I don't know which email service provider to use. And then, we all go down the rabbit hole. And we all do this. So, I would, for a distinct period of time just follow me and Nicole. And if something's not working, bring it up with us both and be like, what do you think about this? And that way there's less information to consume.

Catherine: So, yeah. because my goal is, I've got to get through all of your content. You know, like. Yeah. and I think part of the struggle is my daughter gets sick at least once a month. And so, there's a week or two that I can't do any extra. I can just try to juggle and see my clients. So, everything also gets put on hold that way.

Allison: totally.

Catherine: Oh, and I have jury duty in two weeks. So, I don't even know what's going to happen with that. and I just had a week and a half of having the flu.

Allison: Its hard! Its like juggling.

Catherine: Yeah.

Allison: Well, hopefully with outsourcing, some of that, some of it will get easier. And just simplify in general.

Catherine: Yeah.

Allison: Awesome. Well cool. Well, thank you so much.

Catherine: Yeah.

Allison: yeah, you too! I will see you later.

Catherine: Alright, thanks!

Allison: Bye.

Catherine: Bye.

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