

## Two Interesting Conversations

### Notes

This week, I was a part of two conversations on topics that we, as therapists, discuss often: professional niche, and the challenges of being in private practice. This week, I want to share a summary of these conversations in an effort to give you the most valuable conclusions from each.

#### Professional Niche

This discussion began when a therapist posted about her experience looking for a therapist for herself. Another participant in the discussion wrote a blog post with the important pointers, and I have linked it below under “In the News.” The main takeaway from the discussion is that many of us therapists are **afraid** to embrace a specific niche, because we believe we will alienate potential clients and therefore, potential income. But, I’ve learned that in today’s market, we are able to get plenty of clients if we market ourselves well, and we “own” our brand. Learn more in the article, and use the insight to **consider how you are marketing your services** (if you are a business owner or freelancer).

#### The Challenges of Private Practice

A relatively new therapist confessed that she was having some not-so-good feelings about her private practice work, and that she was scared about these feelings. Many others affirmed that her feelings were “normal” and that private practice comes with ebbs and flows in clients and emotions. The main takeaway from the discussion is that **knowing ourselves well, and understanding our personal needs is essential to managing not only private practice, but our professional lives**. Through this knowledge, we can adjust our schedules and enlist support in order to remain energized in our work. One woman described herself as an introvert and only child and linked these characteristics to her need for a lot of alone time. I loved hearing how well she understood her needs based on her history and context!

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In the end, it's not the years in your life that count. It's the life in your years.

--Abraham Lincoln

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#### This week's action step

(a few options)

- These conversations happened in a Facebook group (the group is named in the first article). If you're in need of some “venting,” or general encouragement, reach out and join a group this week.

- If you're afraid to take a leap, niche your services, or follow your feelings, hit reply, and let's chat. I'd be honored for the opportunity to listen.
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### **In the News**

I noticed the following articles in the news this week, and thought you might find them interesting:

[What I Learned About Marketing My Own Business While Searching for a Therapist Last week](#)  
(written by a therapist in a very specific niche)

A new research article: [Emotionally Focused Couple Therapy with Neurodegenerative Diseases: A Pilot Study](#)

[At This Cozy Rehab Center, They Fight Addiction with Positivity](#)

[Self Care: An Ethical Imperative for Mental Health Professionals](#)

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### **Opportunities**

- The National Association of Counselors in Private Practice is looking for guest writers. If you're interested, find the details [here](#).
  - I've recently opened a free resource library that includes templates, checklists, and other resources to simplify your work. If you'd like access, click here, and you will be redirect to the library--no need to enter your e-mail or register.
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