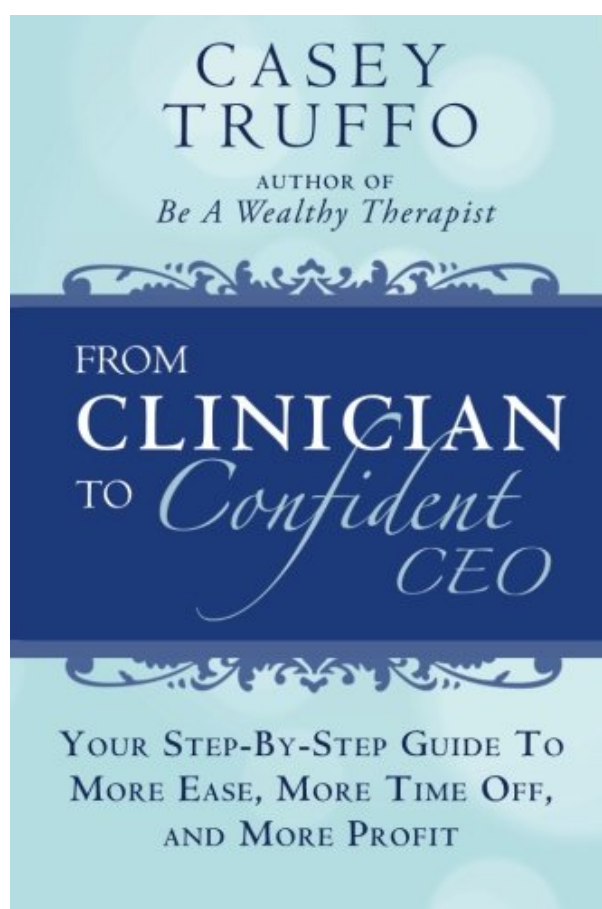


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## About the Author

Casey Truffo, MFT is a licensed marriage and family therapist in southern California and a business coach for psychotherapists on five continents. Her mission is to help overworked clinicians increase their impact, income and ease. For free resources, visit [BeAWealthyTherapist.net](http://BeAWealthyTherapist.net)

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Love your therapy business, but worried you're burning out? • Never enough hours to do the work you need to do? • Hardly enough money to do what you want to do? • Worried if private practice is worth it? Casey Truffo, a marriage/family counselor and business coach for therapists writes, "the biggest shift you must make to build a sustainable practice is to move from being solely a clinician to becoming a confident CEO." This book will help you: \* Finally understand your finances \* Create policies and systems that will save you time and money \* Attract clients into your practice with more regularity \* Determine the best leveraged-income strategies once your caseload is full \* Guide you to build a solid and thriving business that you actually love!

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## Most helpful customer reviews

9 of 9 people found the following review helpful.

Casey does it again!

By Jennifer Steinberg

As someone who has opened two private therapy practices (one in Massachusetts and one in California) and is now seeing mine grow at such a rapid rate that I'm starting to consider hiring other associates, I often get asked by new private practitioners about how I am doing it. The first thing I always tell them is that they absolutely must read Casey Truffo's first book, "Be a Wealthy Therapist."

This book picks up where that one left off: Okay, now you understand your value, you've got money mindset under control, you're doing some marketing, and some calls are coming in. But holy cow, what do you doooooooooooooooooo?

The biggest complaint I hear from new clients about the process of finding a therapist is that they reached out to 10 different therapists and I'm the only one who called them back. The thing is, many private practice therapists don't realize that we're also business owners. They want to do the therapy, and perhaps

acknowledge that marketing is a necessary evil (although I love marketing!) but they don't want to do the things required of the other roles:

- Visionary (what do I want my business to look like?)
- Finance (am I actually making money, and if so, how much, and if not, where is all my money going?)
- Operations (how do I keep this ship afloat? How do I manage it as a business and make sure policies and procedures are streamlined?)

If you're a therapist who's brand new to private practice, read "Be a Wealthy Therapist". If you're a therapist who's got the basics down but still floundering with the day-to-day, read this book. And if you're a therapist in private practice at any stage, go to Casey's website and subscribe to her free newsletter. These steps are almost the entirety of how I've learned everything I know.

9 of 9 people found the following review helpful.

You don't need an MBA-just this book!

By Misty McIntyre

This book is the missing jewel for clinicians in private practice! Casey's strategies are bite-sized, easy to understand concepts that once implemented can truly transform your practice and help you jump beyond the role of clinician and into being a confident CEO. This book is essentially an MBA in private practice. Get the book and then hire Casey to coach you through the process. It's an investment for those who truly want to accelerate and expedite their progress toward the path of success, however you define it. Highly recommended.

4 of 4 people found the following review helpful.

This book has been invaluable to me. Casey Truffo ...

By kirsten

This book has been invaluable to me. Casey Truffo has been so helpful in providing me with the tools to maintain a successful business through this book. She understands the challenges specific to private practice, and she really helped me to organize the business side of my work. If you are in private practice, this book is really essential.

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