

BSB

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Is it ok to market my private practice right now?

People need therapists more than ever. The analytics and data are showing that people are still searching for therapists. When people are overwhelmed and stressed it makes it HARDER and not easier to find information and make decisions. It is important for healers to show up, provide good information to help people settle, so that they can get the support they need now and in the future. Our leaders are saying “stay home and go get therapy.” Suicide hotlines are seeing a surge in calls, domestic violence calls are up. People need therapists to show up.

Is anyone going to be able to afford therapy?

Absolutely! While some positions and areas of our economy are struggling and have huge unemployment rates, other businesses are struggling to keep up and having difficulty finding people to hire. Private pay therapists who are showing up in their business and their marketing are getting new clients, as are hybrid, and insurance based practices. Yes, there are more people struggling, but your first step is to get your business and your income stable so you can be present and help others.

Is it really a good idea to start a private practice right now?

The world has changed in a dramatic way, and new information is coming in constantly. It can be hard to navigate the realities and the possibilities.

And while it is true and terrible that many people have lost jobs, have reduced hours or income, online information and coaching has actually increased. The work we do as healers and therapists is extra powerful and needed right now.

We started our private practices during the Great Recession. Many people thought that was a bad idea. But, for us, it was the best option. And guess what? Our businesses didn't just muddle through- they flourished. We need more therapists to meet the needs of the collective trauma we are moving through right now. There is never a perfect time to start a business. But, in BSB we will walk you through how to collect the market research and develop a business plan that you really believe in and that you KNOW can be successful. Follow our step-by-step plan to revamp, build, or expand any private practice business plan so you can show up full for the people who need you!

And, even though some sectors are REALLY struggling, mental health is a sector that IS seeing a surge online with appropriate marketing. So, you can wait until things feel a little less scary- and that is ok. Or, you can start pivoting and putting things in place now

to grow a practice that is ready to serve the clients that you need you now and in the future.

What if I don't have a website?

You don't need to have a website to get started in BSB. Whether you have a website you love, one you hate, or nothing started we will walk you step-by-step through building, revamping, or expanding your website. We'll talk you click-by-click through topics like: building a website from scratch, writing content for each page that really speaks to your clients and compels them to call you, getting your website to page one of Google, and so much more! We even have an outline of your first 5 blogs for you to customize for your location and practice to make it easy peasy to get your blog launched!

How do I know this will work for my niche, my city, my group practice, etc.?

We work with healers in small towns, big cities, rural areas, group practices, super niched practice, general practices. Etc. We have joined programs that only worked for some people (and it wasn't us) and it was frustrating to feel like we were doing something wrong. But, many programs don't have enough flexibility to work unless you fit a specific set of criteria (which they usually don't realize is the case). That is NOT BSB. We continually look at our outcomes and adjust our program to ensure that whatever your situation is, we can help. AND, since it is a lifetime program, if what we are teaching isn't working short-term AND long-term- you will tell us! And we will be there for you to find where the sticking point is so you can move forward to hit your practice goals!

Do I need to have an established practice already?

No! About $\frac{1}{3}$ of people who join are already successful, $\frac{1}{3}$ need to grow, and $\frac{1}{3}$ are starting from scratch. Established practices continually say- I wish I'd learned this in grad school! I wish I had started out my practice this way- it would have saved me so much time, energy, and money!

If you have no idea what you want your private practice to look like, or if you have a practice that is sucking your soul and bleeding your dry, we can help you get clear on exactly what kind of practice makes sense for you and teach the steps to make that vision a reality.

How do I know I can get clients during this time?

We get it, it is scary watching the news. But, our Bootcampers that are putting themselves out into the world clearly, and making necessary adjustments are continuing to get calls and schedule clients. While there are no guarantees how quickly you will grow, or how much time it will take to optimize your marketing plan- we know that our system can help you create a workable plan- COVID, pandemic, recession, or not.

What if I want to expand to a group practice?

When we started BSB we were focused on individual therapists. And then, all of these therapists got full, and wanted to expand into a group practice. We had to make the decision- do we create another program to sell to them, or do we want to make this part of their lifetime access? So, we expanded BSB to include everything you need to be successful in group practice whether you've been around for years as a group, or you are at step 1 of thinking about a group practice.

What if I just want to have a part time practice on the side?

Many of us have been overworked and underpaid throughout our training and after licensure. For many therapists, a "part-time" practice means that they are seeing 10-14 clients per week. That is NOT a part-time practice. That can easily take 20-30 hours a week! And, no matter how many clients you see, you want to feel confident that you have a solid, functioning business that can sustain without stressing you out. If you have another full-time job it is even MORE important that your practice is sustainable, streamlined, and client-centered. You don't want to spend what precious time you have struggling.

In addition, if you are taking time away from your family, friends, self-care, etc. it is OK to make a good income. If your practice is stressing you out, it is going to impact your clinical care and everything else in your life.

What if I only want a virtual practice?

Maybe you've always known that you only wanted to do online therapy, online coaching, or telehealth. Or, maybe the crisis of 2020 gave you the gift of being able to explore something new and find out you loved it. Whatever you think about virtual practice, we can help!

BSB has been helping therapists start and expand solo and group online practices for years now. We can help you with design, set-up, the technology, the logistics, the marketing, and the day-to-day processes of an online practice. Check out Virtual Practice Playbook with all the steps you need to take to create an online practice experience that meets your clients needs, and that meets your needs!

What if I'm not very technical?

As a group, we “tend” to be a less technical bunch. BSB has been helping therapists who were self-proclaimed luddites navigate technology to do things like: build their own website and get it to the first page of google, become comfortable marketing with social media and getting new clients, and more. Our program just requires you to have a laptop with Internet access and the ability to play and navigate videos. We do need you to have access to Microsoft Excel 2016 or later for one of the assignments (but that is just so you don't have to do any complicated math! Our fancy dashboard will do it all for you!)

Does this work for therapists who do group therapy, therapy intensives, or something out of the box?

Absolutely. We have calculators to help you develop fees for group therapy, therapy intensives, and we are out of the box people. So, if you are offering yoga therapy, a combination of therapies, integrating energy work, or doing something out of the box- we know how to help.

That said, we want to help you get the foundation of your business solid. We find that some people are looking to do something out of the box right now because the day-to-day is not set up for longevity or success. If you are already overworked and burnt out, you won't have time to do something out of the box effectively. So, we will encourage you to get your regular day-to-day life in balance and working WELL so you can do the next big thing with ample time and energy for success!

Will this work in any other languages besides English?

We work with therapists who live all over the world. But, our programs are available in English. We are continually working on improving the captioning for our programs and increasing the accessibility of our website so that people who cannot hear English, or who are vision impaired can more easily access our program.

We have worked with many Bootcampers who are bilingual and helped them develop their services in multiple languages. While we do need to be creative when reviewing

copy in other languages, we do our best to support our Bootcampers. Why? Because we want your message to be in multiple languages when appropriate to increase accessibility!

I've tried other courses. How do I know BSB will be any different?

When we started developing online courses for therapists back in 2008, there was very little out there for therapists. Your options included a teleconference, getting a book down at the local Borders Bookstore, or asking a friend. Back in 2010, we started developing the course that WE wanted, needed, searched for, and couldn't find. We both spent our hard-earned money on resources that were ok but didn't even remotely cover all the moving parts and pieces of running a successful practice.

BSB for Therapists is the best out there partly just because we've had the most TIME of anyone out there to really refine and develop a program that works. AND we spend the time delving into outcomes to continually work towards improving those outcomes based on the response of our clients. This level did NOT happen overnight.

We see new and shiny programs that help with one specific part of your practice pop-up several times a year. Very few of them are offered more than once or twice. That gives very little time to get super clear on what is required to get the best outcomes possible.

We could have easily broken up our program into many mini courses and sold them to therapists and made more income, but we knew in our hearts that we wanted to provide something comprehensive that wasn't just one more course to add to your to-do list. We want this to be your grounding force to help you feel confident and calm in your business and not be swayed by every new shiny object that pops out every year.

BSB was developed for passionate mental health professionals who want to have thriving practices that heal the world, while making a great income.

We do not believe that the success or failure of your private practice is related to the public perception of our services, or any external body determining our value. We have experienced and witnessed over and over again that people who take time to understand the business aspects of their private practice- have more financial success.

BSB will transform the business side of your practice. But, to be honest, if we thought that was all it would do- we probably wouldn't keep doing it.

We have developed a program that interweaves the financial and business side of our practice with the clinical perspective. We teach you client-centered and relational

marketing techniques that tap into your innate skill at empathizing and caring because at the end of the day you want a business that generates income for you and positive outcomes for your clients.

We help you understand how taking some time to understand your finances and make a business plan will let you be the best possible clinician for your clients. You deserve to have a profitable practice. Clients deserve to have a confident, passionate therapist.

BSB is for therapists who want to feel more confident, inspired, organized, and accountable for running an inspired, effective, profitable private practice. Our community is made up of people who share frustration, feedback, and so much more. However, they make a commitment to communicate these things in a way that is uplifting and focused on finding solutions.

When does Bootcamp start?

Your access to the Bootcamp program begins as soon as you enroll! You'll have immediate access to over 380 course lessons and an active community of over 1,200 therapists just like you. Plus, you'll get lifetime access to our twice-yearly intensive working sessions. The dates for these LIVE program sessions can be found at www.zynnyme.com/calendar. Check out when our next two-week working session will begin - it's going to be fun, engaging, and action-packed, and we are going to help each attendee create the practice they need now and in the future.

We typically only enroll new students once per year. This allows for the cohort to dive deeper and gel with one another. It also allows Kelly + Miranda time to just focus on teaching without having to worry about marketing and enrolling people into the course.

I've been following Miranda, Kelly, & ZynnyMe for over a decade... When are they going to come out with something new?

We have been happily developing new courses, lessons, and training for 10 years. But, once we saw the impact that was made by people going through BSB and how it changed their lives, their outcomes, their finances, and healed their burnout, it made us more committed to expanding the program and making it even better. So, our new programs have been given freely to our BSB alumni and become bonuses for our new students.

Does BSB give training or guidance on writing copy (writing your website pages, social media, etc.?)

We start with short digestible video training. Then, we provide easy to easy step-by-step worksheets. Then, you share your copy with the community and get personalized feedback from K & M during two-week intensive working sessions. We want to teach this skill so we can easily and effortlessly reach your ideal client through your words no matter what the medium is. AND, since we are therapists ourselves and specialize in working with helpers and healers we really GET what you are talking about and trying to convey. We are masters in helping you get unstuck so that your message really connects with your ideal clients.

Will I make back my investment?

Unless you just refuse to participate in BSB it is pretty difficult NOT to get a return on investment from implementing what we teach. While some therapists are joining BSB because they want to work less and keep their income static and don't "technically" make more money, most therapists that enroll do plan (and succeed) at increasing their income.

We don't love to throw around things like "we help therapists grow to a 6-figure practice" or "we work with million dollar practices. Why? Because to use it is all about profit, and life balance. If that therapist is unhappy and burnt out, what's that point? We worked with a group practice owner who used our program to make almost 500k gross per year... but the profit was abysmal. We held her accountable to put the aspects of BSB in place that she had been avoiding and now she is getting more than five figures of PROFIT each month.

A few months ago, we decided, even though we know it isn't the perfect metric, to ask therapists to let us know when they had their first five figure month due to BSB. We've had over 50 therapists on that list in just a few months. It isn't a perfect metric, and not all of our Bootcampers even want to make 5 figures per month, but we do find that it is a turning point where many therapists start to see that they are running a truly viable business.

Is 1:1 coaching included with this program? Is it better to book 1:1 coaching with you instead of a program?

If 1:1 coaching gave better results than Bootcamp, we wouldn't do Bootcamp. Bootcamp takes care of the foundational pieces that need to be present for people to truly, deeply benefit from individualized coaching.

We get to know your business during our two-week intensive working sessions twice per year and during our group coaching calls. If you show up and post all of your questions you will get all of our answers! Do you do better sharing your questions verbally? We have ways for you to submit your questions that way if you don't know how to write it out. If you need or desire a coaching session, we carve out time in our schedules for discounted alumni coaching sessions.

Our individual coaching packages outside of those alumni sessions have a waiting list and have had one for several years. We open up our coaching program for one week in the Fall, and last year it was filled by people who had joined the waiting list the prior year (without us sending a single email).

We also give our BSB alumni priority for coaching spots. Why? Because we know the foundation they have in place, and it allows us to fast-forward coaching and go SO much faster than when we start working with someone who has not completed the program. And, if there is something they need to get done that they skipped- we can send them the lesson from BSB and show them exactly where to focus.

Ugh I hate numbers, do I have to do math?

You don't have to do math! Wahoo! Our proprietary dashboard will do the math for you! But, we will show you how to make peace with numbers, finances, budgeting, and bookkeeping. Why? Because it won't matter how full your practice is if you aren't making a profit, or if you aren't ending up with money in a savings account.

When you were an employee, someone else took care of doing the math to ensure there was money for sick time, vacation, healthcare, office supplies, rent, training, etc. Now, it is something that you need to plan for. We will take you step-by-step to getting calm and confident with your business and personal finances!

What if I live in a rural area?

We have worked with many therapists in rural areas. Some who did online therapy, some that did in-person work, with a variety of different practice makeups. We get rural towns and that business and marketing look a little different.

What if I live in an area saturated with therapists?

Kelly started her practice in a city saturated with therapists. And we've worked with thousands of therapists who are in saturated areas through our free training and BSB. We can absolutely help you!

What if I am pre-licensed?

About 10% of those that join BSB are pre-licensed. They join to learn the information that they wish they'd learned in grad school! Whether you are an employee under a supervisor, or your state allows independent practice, we can help and we know exactly what your concerns are and how to navigate them to ensure that you are proceeding ethically as you establish yourself.


Will this work if I live in Canada, the UK, Australia or some other country?

BSB has worked in Canada, Ireland, the UK, New Zealand, Australia, and other countries around the world. While many therapists are fearful that their city, state, country, continent is different and that they won't be able to reach clients or charge a fair fee, we have not found that to be the case. Yes, there are logistics in certain places that make certain practice setups more beneficial than others. That is the beauty of our one-of-a-kind dashboard. When you answer the questions and put in your situation-our program can help you see if it is profitable for you so you can adjust your expectations or your plan BEFORE you hire, expand, invest, etc.

There are a lot of coaches out there, how are you guys different?

BSB will teach you how to figure your magic and what makes you different.

Our magic is in seamlessly integrating business know-how, heart, processes, clinical outcomes, and our down-to-earth teaching style into an empowered and kind community.



We don't hyperfocus on one area of your business looking for success in that area and ignoring whether that leads to imbalance in another area. We focus on a holistic approach that helps you grow, expand, or launch in a sustainable way.

As two therapists, we really “see” you. We see when it isn't about business at all. We talk about the “real” stuff and the “process” of business as much as the content. We include meditations to settle you through the process and include expert speakers often at no additional cost to you!

We also don't just say “go do this” like it is easy peasy. We give you step-by-step instructions that go deeper than any other program out there to streamline your learning and process and let you implement faster and easier!

We are also geeks about outcomes and continually checking in to see how our program is impacting new and old Bootcampers as we update and expand our program.

What if I don't want to do virtual therapy?

We won't make you do anything you don't want to do! But, we will encourage you to have a plan in place for phone or online therapy in case we have a future emergency. So, if you follow our recommendations your practice will be set-up to easily transition in an emergency- whatever that may be. Our Bootcampers have been through floods, hurricanes, tornadoes, and more.

Can you help me write my website?

Absolutely! We won't just teach you how to write each page of your website in an easy to follow manner. We will review your writing to make sure you are being as effective as possible and provide you with tips, alternative versions for your use or whatever else you might need.

How do I determine my fee?

Go through our should be patented process. Answer questions about your practice, goals and your future plans and watch our dashboard customize for your unique practice, needs, employers, etc. and develop your weekly gross income goals and hourly rate to reach your profit goals.

We also have calculators for workshops, supervision, retreats, intensives, hiring clinical staff, and more!

What if I don't have any idea what SEO even is?

BSB will walk you through everything you need to know and make SEO (Search Engine Optimization) easier and more efficient whether you've been working on your SEO for years, don't know what it is, or you've paid others to do your SEO.

Several of our Bootcampers have found that our program taught them to recognize when individuals reported they did SEO tasks and they found that they had not been completed. We LOVE empowering you to know what to outsource, what you can easily do yourself, and be able to check up to ensure you are getting what you pay for!

Can you tell me more about the Bootcamp Community?

They are awesome. Seriously. We have solo and group practices at every level that are kind, helpful and all committed to being amazing therapists. Many of our Bootcampers have been at a meeting or in a group and been SUPER impressed with someone in the group in particular about how they talked about their business and related to people-only to find out they were both in the Bootcamp family!

Our Bootcampers regularly meet up with others locally, connect via Zoom, text, Facetime, and even travel to meet people across the country. We love hearing that someone met their Biz Bestie in BSB! Our program makes it super easy to see what Bootcampers are near you with one click and reach and connect!


What do I actually get when I sign up for BSB?

When you join Business School Bootcamp for Therapists you'll get a step-by-step system that self-adjusts to your unique needs to increase your profits, save you time, save you money, get better client outcomes, help you reach your business goals faster, and get more life balance.

We take you on a deep dive through nine areas of your practice where you assess, revise, revamp, and implement along the way. And that deep dive will challenge you no matter how much money your practice is making right now or how full your practice is.

We have broken up this training into individual training modules where we will walk you through all of the steps to have a Happy Life and a Full Practice that is profitable, sustainable and gets great outcomes.

For the next year you will not only have access to all of these modules immediately, but you will also have twice a year where we will be answering all of your questions, coaching you in a group format.



This is a LIFETIME access program. Which means, after your first year in the program, you'll still have access so you'll be able to go back over the material at your leisure. You'll find that the ability to review the material as often as you like... at your own convenience... wherever you are and no matter what changes in your business is simply priceless.

You'll also get connected with an amazing community of therapists who really care about one another. Everything is easier and more fun when you know there is a community of people who have been there, done that, and they have your back.

So whether you are an introvert who just lurks and watches the posts, or someone who wants to post daily- you'll find your place, your people, and your inspiration to stay focused on creating the business that you are capable of.


You'll learn how to create a rock solid business plan based on your heart, but also based on data and how to implement it in a sustainable way day by day, week by week, to make your vision a reality.

You'll get scripts and templates that walk you through fee increases, consultation calls, dropping insurance plans, and all the other fun stuff that comes with being a business owner. You'll get click-by-click videos that teach you how to build or revamp your website, get your website showing up on the first page of Google, and a million other things that are as easy as pie when you have someone who really gets it showing you why, how, and when to do it.

You'll learn how to create a real marketing plan, an easy way to track what's working, and how to refine your plan until you spend as little time as possible to keep your business humming along and profitable. And this marketing plan will NOT require you to invest thousands of dollars in marketing that may or may not work, or be at the mercy of Facebook or Google Ads for the life or death of your business. We will teach you when and how to use Ads to AMPLIFY success that you already have, and when to avoid it altogether.


And, you'll learn how to know what opportunities make sense for you, and what to say no to. Should I expand into a group today, next year, or never? What about that teaching opportunity? Is it time to market an online course? And all the other questions that swirl around your head on a regular basis.

You'll have everything you need to run a solo or group practice, learn how to hire effectively to add to your team, and how to expand into a group practice if you decide.



We'll show you how to do it all in Business School Bootcamp. This community and this course will serve as a compass, guiding you to your successful private practice, your happy life. The bottom line is that we're going to cover a lot of ground over the next few months, and you're going to come out the other end with a rock-solid business and plan unique to you and having revamped the areas of your business that desperately needed your attention. Know what to do to keep the phone ringing, what to do when you have too many calls, how to manage employee issues, how to manage cash flow, improve your profits, streamline your practice, and plan for future slow times and crisis situations.

- **BONUS #1** The “Insurance Revolution System” training. Whether you want to have a hybrid practice or a fully private pay model, you'll be able to choose when and how to say yes or no with confidence to insurance contracts to ensure that your practice is sustainable and meets the needs of your clients. You'll get our step-by-step system for dropping panels that you don't fit your needs with templates, checklists, and scripts. We've never sold this bonus to the general public, but when we do, it will likely be \$449. And, you'll get the How to get off of insurance panels step-by-step system course for free. We truly hope this experience leads to some systemic changes in the insurance companies, but we hope that you feel empowered regardless.
- **BONUS #2:** The “Conversations That Convert” Training. Let us teach you how to do great phone consultations that empower you to refer out clients that aren't the right fit for your practice, and schedule the right clients with confidence. Learn how to ethically prime your clients to have the best outcomes and get buy-in for therapy and commitment before they even come into their first session. Work with adults? Work with kids? Work with couples? We have a special script for that! And, we'll provide video training on how to use them most effectively. Do you have a group practice and a receptionist scheduling? We'll provide a script for that too, and a training video you can share with your staff to help train them- as well as give advice about when to outsource consultations and when to do them yourself. This mini-course is a brand new huge expansion of what we've been training therapists on since 2010. This program is valued at \$1,000.
- **BONUS #3:** Your “Virtual Practice Guidebook” Training. Whether your practice future involves online therapy as a backup when you or your client are out of town, you plan to close your physical office, or you never want to do another zoom call again, you need to have comfort and skills in not just providing therapy over phone or video, but in how to set up your business processes to support that experience. We will take you through: What changes when you add virtual therapy to your list of services, whether as part of your brick and mortar business



or as a full time online private practitioner. A 1-hour video training on adding telehealth to your practice with our bonus instructor who has a 100% online practice. Your checklist to ensure that you've not missed any important steps during the transition to virtual therapy. Creating a virtual therapy marketing message training. Learn what you must include in your online therapy marketing message to be effective. How to update your quarterly marketing plan when marketing virtual services. (And of course, you already have our virtual practice script and training in our Conversations that Convert Bonus!)

- **BONUS #4: 4 LIVE Sessions with K & M.** To give you extra support during these crazy times. We'll meet together live and we'll answer your questions and help to keep your mental game strong so you stay clear and confident week by week about navigating your business during this time. A 4-week group coaching program with us would normally cost you \$1,000.
- **BONUS #5: 50 Continuing Education Units from AspiraCE.com** for eligible for licenses. Don't you feel like you should get some kind of CREDIT (beyond the amazing success of your business) for learning all the stuff that they should have taught you in grad school? Well now you can! In partnership with AspiraCE.com BSB is now eligible for up to 32 continuing education units. The 32 units are broken up into 4 unit chunks so you can create a CE schedule that works for you. When you are ready to get a CE certificate for CE modules, simply take a short quiz at AspiraCE.com. Already finished your CE for renewal? No problem! You can submit for CEs on your schedule at the time that works in your renewal schedule. AspiraCE.com is approved to provide continuing education by both the National Board of Certified Counselors (NBCC) and the American Psychological Association (APA). To celebrate, we are providing you with a BONUS of not 32, but 50 CE units that you can use to get a certificate for the 32 Bootcamp CEs or ANY of the trainings that they provide.

How much time do I need to plan for?

Creating a solid business foundation will save you SO much time, energy, money, and heartache! There are two types of time we ask you to set aside:

Weekly: We ask you to put aside 2-4 hours per week to work on your business. Each time you sit down you'll be able to easily follow our simple outline and checklist of lessons that transform learning into action and make it clear how to implement it in your business.

Twice a Year During 14-day Working Sessions: We ask you to carve out 2-4 hours a day for learning and taking action each day. You will be taking action, getting your questions

answered, and getting lots of hand-holding in getting your business right where you need it to be.

We will also be asking you to schedule certain tasks on your calendar in the future and to hold those times sacred. Having a thriving business doesn't need to overtake your life, but it is something you need to give time and attention to- just like your relationships!

What If I Don't Have That Much Time?

We have had Bootcampers like Mallory and Tabitha that started out working with us when they had 3-4 jobs and were working CRAZY hours. They joined so that they could get out of that old dynamic. So, they used our program at their own pace initially to start carving out time. Developing an action plan to build their private practices while they dropped one job at a time until they were full-time in private practice.

Sometimes that meant that they went at a slower pace- they could only listen to the videos during their commutes. Or, that they could only do an hour a day during a working session. But, they kept up with one of our mantras of "progress not perfection." They practiced self-compassion and avoiding comparing themselves to others who had more time. Sometimes it meant scheduling some vacation days during the Working Sessions to give them some breathing room. They found what worked for them.

And guess what? Before they knew it- they were in full-time private practice.

What If I Have a LOT of Time?

Sometimes you need to build a private practice FAST because you've been laid off, your job is ending in the future, your hours have been cut, or you are burnt to a crisp and cannot keep doing what you've been doing. Bootcamp will show up for you and pace with you so that you can get things implemented and in flow ASAP. If you do have LOTS of available time we recommend limiting yourself to no more than 6 hours a day to avoid burnout- but this program will pace with you and go at your pace!

What if I fall behind?

Our program has built-in accountability, but we also know that life happens. Every situation and schedule is incredibly different. Whether it is illness, a death, relationship struggles, or your child needing extra support, this program will be here for you when you are ready to dig in.

We will encourage you to carve out some time each week to connect to your vision and your dream-even if it is just 30 minutes. We have also found that connecting with a battle buddy can help keep you connected and inspired.

What is a battle buddy?

A battle buddy is another Bootcamper that you connect with offline via text, phone, Zoom, Facetime, or over a cup of coffee (when social distancing ends) to get to know more deeply and hold one another accountable. We recommend that you set a schedule and clearly communicate with one another what and how you like to be held accountable. Many amazing business relationships and friendships have come out of battle buddies!

Do you really answer every question?

Yes, we do. And we LOVE it. We haven't found another program like ours where every single question is answered in the way we do it. We couldn't do it this way if there weren't two of us!

What if I am not a psychotherapist?

We have speech therapists, speech pathologists, occupational therapists, psychiatrists, psychologists, social workers, counselors, mental health counselors, AOD counselors, massage therapists, somatic therapists, nutrition therapists, and more in our program. If you are passionate about client care and know your craft, we can help!

Are you willing to share what some folks have not liked about your program?

Absolutely! We have had Bootcampers who decided not to access the materials and then contact us months (or over a year later) for a refund because they chose not to attend and participate in our live program (after sending us messages after enrolling and accessing the materials telling us it is awesome and exactly what they needed).

We have Bootcampers who struggled to find a battle buddy. It felt uncomfortable to reach out and connect with people or frustrating if their first person wasn't a click.

We have also had Bootcampers who really struggled to show up in a group environment. We know that it is pushing people out of their comfort zone. It is purposeful. To market yourself, you have to show up in public. And we want to provide you a safe space to start practicing that skill.

We have Bootcampers who discovered they didn't want to implement what they taught and they wanted someone to do it for them or they wanted a simple 5 step formula instead of something customized and that takes into consideration client outcomes.

Do you ever set a prospective Bootcamper up with a phone call with a current Bootcamper?

Our Bootcampers are AWESOME. We have had Bootcampers who have offered this publicly in the past. We heard that they spent HOURS talking to people to share all things Bootcamp. How kind is that? While that is lovely and giving, we want our Bootcampers focused on building their businesses, not ours! So, while yes, Bootcampers often refer people and answer questions about BSB we don't facilitate that for the reasons we mentioned above. However, they have been generous with their testimonials and offering their stories as case studies. [You can find more stories and testimonials here.](#)

Are live Q & As meetings in a group or 1:1 format?

Live Q & As are group webinars. You can post the questions in advance. Or you can come on live. You have the option to join via video and talk directly to your coaches in real time. Our Bootcampers tell us they get a LOT of value out of the group Q & As. They report that others ask questions that they weren't even able to put into words. Or, that watching us help another therapist make a breakthrough finally helped their brain take in something it was struggling with. All calls are recorded, and you can fast-forward to specific questions and answers to watch or rewatch our responses (particularly helpful when we are helping you break through the marketing message or niche blocks).

How much personal attention will I get?

No worrying about "waiting your turn" to ask a question. In an online environment, you can post all of your questions, as you have them! And, during live working sessions that happen 4 weeks a year, we will answer every single question that you ask! That includes helping you tweak or rewrite your website, giving you feedback on webpages, and holding you accountable to your marketing plan.

And, we are not just talking about a group question and answer session where you are waiting your turn. We have those. They are awesome. But, also we provide you with individualized feedback. You post a page on your website, and we respond with a personalized video about your website alone giving you feedback and suggestions.

Or, you post your marketing message for a new page on your website that you are struggling with and we revise or rewrite to make sure it is spot-on and you LOVE it! Whatever we write for you is yours to edit, keep, and use!

We have worked with our Bootcampers for YEARS and we get to know their businesses, their strengths, their bad habits, the areas that they need a little push in, and we coach them to go to the next level. Your first few rounds in BSB you will find how quickly you can become one of the family if you decide to show up and be vulnerable.

And guess what? Showing up in our safe community in a group format prepares you for marketing your private practice out in the world! Every decision we have made for this program is based on having you practice activities and strategies that you need to be successful in business!

How long will it take to get access to the BSB classroom and community?

Once you enroll, follow the instructions and you can have access to the BSB classroom and community in about 5 minutes!

How soon can I start once I have access?

You can get started right away! We highly encourage you to take our quick step-by-step orientation that will take you through what time to carve out, what to put on your calendar, how to post questions for your coaches, how to connect with people near you, etc. You'll also be able to access your account on your smartphone or tablet so you have access to everything, and everyone you need right when you need it!

How much does BSB cost?

BSB is a one-time investment of \$1950. You won't need to invest in a website designer, expensive facebook or google ads, or any other big costs to be successful in our program. We believe in spending as little money as possible when getting started and investing more in your business in the future only when you are making a healthy profit and paying yourself. Over 90% of our Bootcampers report that it had everything that they needed. Less than 5% of Bootcampers choose to schedule an optional discounted alumni coaching session. That isn't because they don't want or need personalized assistance from us, it is because they feel like they get what they need from us during the program! And, we find that we can make significant progress in a single coaching session because of the foundation that has been set within BSB.

I'm not sure I can afford it right now. Is there a payment plan available for BSB?

Absolutely. We have payment plans available for 2 monthly payments of \$1,000, 4 monthly payments of \$550/mo or 6 monthly payments of \$375/mo. We aim for the program to be accessible where even 1 or 2 new private pay clients scheduled using what we teach you gets you a return on investment.

Want to get the savings of our single payment AND avoid paying extra? We have opened up the ability to pay through PayPal which allows you to use PayPal credit. They offer a line of credit that waives all interest charges if you pay the entire balance within 6 months. You can learn more and apply here. If you decide to go this route, after you are approved, just select PayPal when checking out, and select PayPal credit line as your payment method.

Will I get lifetime access if I invest in BSB today?

For as long as we offer the program, you get access to everything including updated materials, all live working sessions, Q & A with Kelly + Miranda and more!. You get to ask unlimited questions, twice a year, get updates on all future materials and be able to access the material year round. You never have to pay again to continually get feedback from your coaches during every working session, or get access to the awesome bonuses that we roll out each year to expand the program.

Recently, we added bonuses that include 32 optional CE units (NBCC and APA), a Virtual Practice Playbook, our Insurance Revolution System to help you change your relationships with insurance companies and drop the panels that don't serve you, and our Conversations that Convert course that shows you and your staff how to have powerful phone consultations that schedule the right clients with confidence.

What do I do if my order isn't going through?

We have a feeling you don't tend to buy high priced products online with your credit card, right? We've found in 100% of cases where an order isn't going through when it should be that it is a case of your bank's fraud company checking in to make sure everything is ok. Your options include checking your bank or card's app or calling to approve the charge.

What if BSB is not for me? Do you offer a refund?

We provide a 7-day, no questions asked, money back guarantee. You will have instant access to all the materials. If you go through this course thoroughly and it doesn't work for you, we want to know so we can work with you to make this a success. We answer every question that is asked during the live working session, provide individualized responses to website reviews, marketing copy reviews, and so much more.

Can I purchase BSB and start in six or eight weeks?

Yes, you can start working through the modules at your own pace when it works in your schedule. We'll have another two-week intensive working session in the Fall, or you can join us for next year's session where you will get all that personal attention people rave about from Kelly + Miranda. Bootcamp is formatted to allow you to participate in whatever way works best for you.

How often is BSB held?

We typically only enroll people in our year-long program twice per year. Registration for Spring 2021 is open NOW and our Spring intensive two-week working sessions start soon! ([Click here to see our event calendar](#)) However, we hold Live Working Sessions twice per year in the Spring and Fall for our lifetime Bootcampers. If you know you want to enroll in BSB this year and get our help, now is the time to enroll.

Do you cover "fill in the blank"?

Is the question about the business of private practice? Yep. We cover it. Is it about how to integrate your business and clinical work to make sure your business aligns clinically? Yep, we cover it.

Is it out of our scope- talking about taxes, financial planning, legal structure, or employment law? Those are examples of topics where we brought in someone for a Q & A, or to provide an entire training on that topic for our Bootcampers and you can watch the recording anytime or anywhere!

Can I see everything that you cover in Bootcamp?

Of course. We are constantly adding to Bootcamp as issues arise (like the March 2020 CARES act and payroll protection program). [But, here is a quick video that scrolls through what is covered in Bootcamp.](#) You won't need everything you see right this moment, but you will be happy it is there for you when you do need it!

Why do people RAVE about Bootcamp?

Our program will always be about more than just money or a number of clients.

We have developed a program that interweaves the financial and business side of your practice with the clinical perspective. We teach you client-centered and relational marketing techniques that tap into your innate skill at empathizing and caring because at the end of the day you want a business that generates income for you and positive outcomes for your clients.

We help you understand how taking some time to understand your finances and make a business plan will let you be the best possible clinician for your clients. You deserve to have a profitable practice. Clients deserve to have a confident, passionate therapist. BSB is for therapists who want to feel more confident, inspired, organized, and accountable for running an inspired, effective, profitable private practice.

When and where does Bootcamp happen?

BSB is WORLDWIDE. You will access your modules from anywhere with the internet at any time. The schedule for the working sessions are above. Click here to view the schedule. We have worked with clinicians all over the world in big cities and small rural areas. We have success stories from the USA, Canada, Australia, UK, Ireland, Netherlands and the countries keep coming in.

How much time will it take? What if I don't have that much time? What if I have a LOT of time? What if I need a longer/shorter program?

This is a year long program that you can repeat each year. In the Fall and Spring we run live working sessions for 2 week periods. We thought long and hard about the timing of our program. What we have found in our longer-term programs (8 weeks or more) is that often people start off with LOTS of energy and then they fall off and get distracted. We have tested shorter and longer programs, and 2 week working sessions are the sweet spot for a program like this! We know what works ;)

The intensive nature of the Bootcamp is powerful. We want people to see a shift in their mindset and their business knowledge right away! That doesn't mean Bootcamp "ends" after a live working session, or after your first year. Our businesses are a lifetime journey- and you have lifetime access to come back and get your questions answered at EVERY SINGLE LIVE WORKING SESSION!

Will BSB really help my practice?

Every situation is different. The amount of internal and external change needed to get to the practice of your dreams depends on many factors. We try to share stories from therapists where change was immediate, as well as those where things took a bit longer.

We can't make any guarantees, except without making a change things will stay the same (or sometimes get worse). And, we promise that with each working session we dive in with you to help you get clarity on what needs to shift and change so you can reach your goals as quickly and efficiently as possible.

Why video training?

We believe information without implementation doesn't make change. Too many times in live training, people have great ideas- and great intentions to implement when they get home. But, they get busy. Or, they get home, and something that sounds "easy" is actually incredibly confusing and overwhelming!

Click-by-click videos are focused on showing you exactly how to do what we are asking of you! And, our supportive private group allows you to post questions and get answers. We also know that logistically getting even 10 therapists anywhere at the same time can be a nightmare!

So, video training allows you to do the bulk of the work at the time of day that works within your life today. We also break down our daily training into manageable little bite sized pieces to make it easy to reference in the future- and to help you break up the work into small chunks!

Finally, we want you to be learning skills that you can practice on an ongoing basis. Learning a new skill or habit often takes a few times before it becomes second nature. Having videos you can re-watch anytime you need to is the best way to help you become confident in your new business and technical skills.

Do you have more case studies or testimonials?

We wish we could convey how many success stories that we have in our vault. We've been doing this for a LONG time, since 2013. We have hundreds of stories out there in various forms: video interviews, testimonials, and written blogs. [Click here to see additional success stories we've featured on our blog of our fabulous BSB alumni and their success stories.](#) We LOVE to celebrate their success and the way they are showing up for their communities!



What if I just want to buy one lesson in your Bootcamp?

But I Just Need A Marketing Plan! I Don't Need The Entire Bootcamp!

Here is the truth, no matter how great your marketing is if you have money blocks, lack a business plan, and don't have rock-solid processes your income, and clinical outcomes will suffer. We are offering what we know works and will be helpful to you.

[Click here to enroll before it sells out again and we have to close the doors.](#)

Is this course inclusive?

We are making efforts to lift up diverse voices in our community through our guest speakers, and this is something we are continuing to improve on. We value the diversity of our community, as it reflects many ages, backgrounds, and disabilities (and/or neurodiversities), religions, ethnicities, genders, and sexualities – and we coach with this in mind.

We want this to be a safe place for all, and we hold awareness that how you do something depends on you and your lived experience.

Our community is one where every voice is heard and valued, and we aim to provide a comprehensive and inclusive program reflective of our whole industry. We are always working to make our materials more accessible for all and are always here if you have any questions or need additional accommodations to take advantage of our program and make positive change in your private or group practice.

For more information on our Accessibility Standards [see our statement](#).

To see the wide range of professionals we serve, see our [collection of case studies](#).