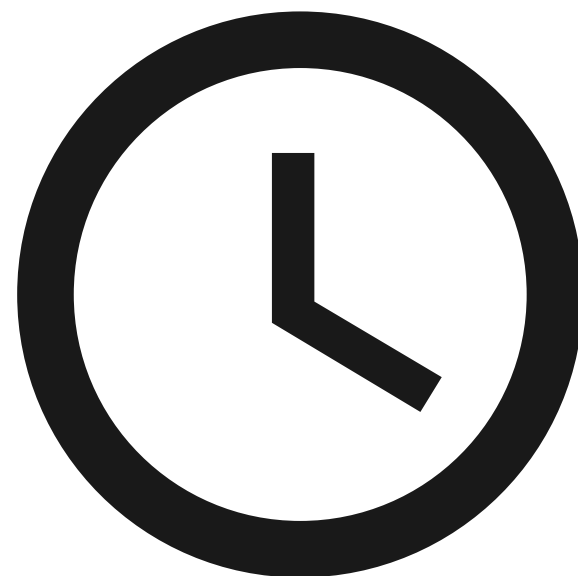




# How to Pitch Private Pay



Highlight the benefits: practice specialty and therapist niche.



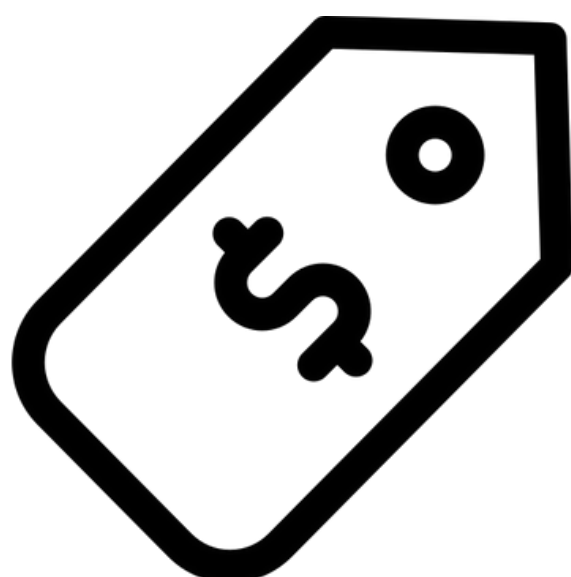
Have availability when clients want it; know when clients are usually busy.



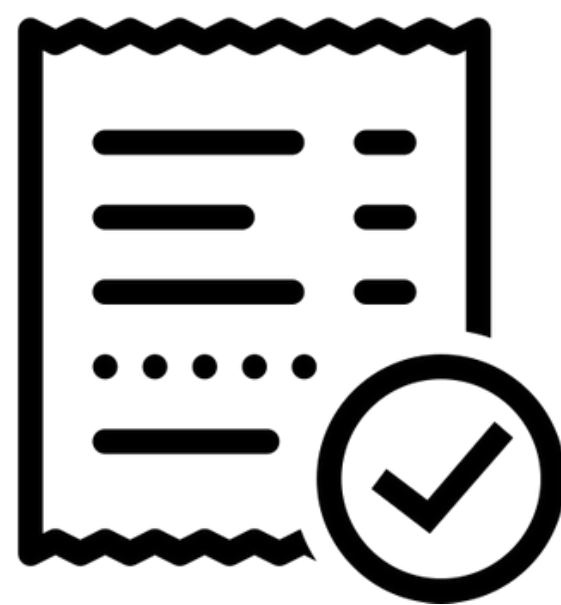
Positive reinforcement and affirmation: compassion, empathy, warmth

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Offer a 1-on-1 consult with therapist if complex. Do not do this regularly.



State the fee confidently. Display the fee on the website. Take all forms of payment.



Be insurance-friendly. Offer a superbill or invoice for out-of-network.



Clients are willing to drive 10-20 miles from their house. Offer tele-therapy as an option.



Have excellent follow-through. Get back to them in a timely manner.