ARE YOU A THERAPIST?

I love working with therapists! You're brilliant at helping people, you genuinely care, and you make a real difference to people's lives. But being a therapist doesn't automatically mean you know how to run a business.

The good news is that **a little bit of business knowledge can make a huge difference**, helping to turn the therapy you love into a business that earns you a good living.

So here's **my no-nonsense guide to getting started**, based on 25 years of heart-led business coaching.

What is Business?

Business is simply trading goods and services. You give someone a treatment. They give you money. Everything else is optional.

A Harsh Question: Are You Running a Business or an Expensive Hobby?

If you're not earning a living from therapy, you'll have to earn it somewhere else. That means less time helping people and making a difference. **You can be a wonderful therapist AND make a good living!**

Selling is a Process, Not a Personality Trait

People can't buy from you if they don't know you exist. **Selling is a step-by-step process anyone can learn.** Explain what you do and the benefits so people can choose you. If someone says no, it's nothing personal. (Learn the Seven Stages of Selling, see blog)

Not getting clients? Talk to more people and practice explaining better.
Not getting referrals? Improve treatments, results and customer service. Ask for reviews.

You don't need to love business. You just need to become competent enough with YOUR business to give you the freedom to do what you love. Read the full therapy business guide below or see blog.

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www.jennyduck.co.uk *Curious how I can help? Your first 30-minute conversation is free.*
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ARE YOU A THERAPIST? Continued:

Who's Your Ideal Customer?

Make notes about the customers who come to you regularly. **They are your ideal customers!** They want your treatments, can afford them, keep coming back and recommend you.

Don't get hung up on inventing an imaginary ideal client or creating the perfect brand. Your ideal customer and brand will become obvious as your business grows.

If you want to help people who can't afford you? That's fine, but don't turn your business into an expensive hobby. Give the occasional free treatment or volunteer instead.

Pricing: Charge the Going Rate

Charge the going rate for your therapy, location and customers. Your price reflects your market, not your personal worth.

For example, a coffee might cost £2 in a café or £12 in a beautiful hotel. The difference is the location, the experience and the customer.

Bonus exercise: Work out how much it costs for a client to walk through your door. Add up all your business costs = room hire, insurance, oils, website, marketing, travel, etc. and divide by the number of treatments you give over the same period.

You might be surprised by what you discover!

Selling Is a Process, Not a Personality Trait

Use my step-by-step process to help clients book treatments. It combines simple techniques with fabulous customer service.

The Seven Stages of Selling

1. **Approach**: Tell people who you are, what you do, why you do it and the benefits.
2. **Rapport**: Build trust. Listen. Ask questions and show interest.
3. **Identify Needs / Share Testimonials**: What's in it for them? Share relevant testimonials.
4. **Proposal / Offer**: Explain your offer, price and how to book.
5. **Overcome Objections**: Answer concerns about time, money or uncertainty.
6. **Transaction / Payment**: Make payment easy. Get paid in advance or on the day.
7. **Follow Up**: Check how they're doing because you care, not because you need business.

Quick exercise: Score yourself out of 10 for each stage. Keep doing what works and improve the areas where you score lower.

(Read the full Seven Stages of Selling guide here. Or see Jenny Duck/Bracelin's Blog)

Finance Can Be Fun!

Aim for at least **50% net profit (your money + tax)** after paying your business expenses. Understanding and knowing your numbers monthly is one of the keys to business success.

Money In = money earned, and Money Out = business expenses, NOT including any money you take for yourself (drawings) or tax.

How to Calculate Your Net Profit Percentage

1. Money in – Money out = Net profit
2. Net profit ÷ Money in = _____
3. Answer × 100 = Net profit percentage

Bank accounts: Open a separate bank account for your business, and a savings account for your tax money. It'll save you so much trouble later!

Boring but Important Things

Just get them done. You'll never feel like it!

The good news is that most of these things only need setting up once, then reviewing annually.

- **HMRC:** For self-employment, register online.
- **Insurance:** Check what cover you need. Professional indemnity covers claims about your treatment or advice, public liability covers accidents, and product liability covers any products you sell.
- **ICO (Information Commissioner's Office):** Check whether you need to register and pay the fee.
- **Joining a professional body** should help with these boring but important things.

And lastly, CPD! Aim to spend no more than 10% of your income on CPD. Reading articles, watching videos and webinars count towards your CPD and are free. You could even put an hour down for reading this guide, as most professional bodies allow 10% for business training.

Bonus exercise: Work out how long it will take you to earn back any money invested in your business BEFORE you spend it - CPD, software, creating a therapy room!

Build Yourself a Four-Day-a-Week Business!

Remember, you're the boss. Aim to build a four-day working week, plus an hour a week each for finances, marketing and administration - once your systems are working.

Don't worry, the first year is a steep learning curve, but it gets much easier with practice.

Be a good boss to yourself! Give yourself pay rises, bonuses, holidays, and time off to rest, recover and enjoy life.

I wish you every success with your business. All the best, Jenny

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Curious how I can help? Let's talk. *Heart-led business coaching that gets results since 1995.* Your first 30-minute conversation is free. **Book here:** www.jennyduck.co.uk

© 2026 Jenny Duck/Bracelin, Business Coach. Please share this guide, keeping my name.