Business School for therapists

Syllabus

A program guide to walk you through Business School for Therapists, so you can decide if joining Business School for Therapists is right for you.



zynnyme.com

Business School for Therapists exists to help therapists build private practices & lives they love to wake up to, every day.

For you that could mean:

- Liberating your life through your private practice
- Having energy to show up for relationships that matter most to you
- Feeling grounded and confident, in and out of the therapy room
- Having a practice that is profitable and makes a HUGE community impact
- Running a practice that aligns with you heart, mind, body and spirit

But here's the thing, you can't wing it with your dreams. All that time, energy, and intention you've put into learning your craft so you can deeply help clients, your business needs that same attention.

You are going to spend thousands of hours in that therapy chair. It's time to create something that you love showing up for. It's time to really own your private practice so that it serves you and your clients well.

At zynnyme, we believe the work you do is priceless and precious to this world. We've been developing our framework since 2010 and are the best in the bix. This program was built for therapists by therapists. We are excited to see your impact with us helping you every step of the way.

Therapists and Co-Founders of Business School of Therapists

Miranda & Kelly

Business School for Therapists *at a glance*

WHAT IS BUSINESS SCHOOL FOR THERAPISTS?

Business School for Therapists is for mental health professionals who want to live a good life while changing the world. We believe in the power of community to change the world of private practice and you'll do so with our proven roadmap, feedback, coaching and support.

"I have been using BST to revamp my business practices after being in practice for 4 years. There was so much I didn't know! This has been helpful as I transition my practice to one that better suits me." - Amity

Business School for Therapists *at a glance*

HOW DOES IT WORK?

When you join BST, you'll get immediate access to our curriculum, bonuses and resources to move through at your own speed. In addition to lifetime access to the curriculum and resources, you will have a year of access to our Inner Circle - support groups, monthly group coaching calls, & quarterly sprints where you'll have opportunities to ask questions and receive direct video feedback. (Everything is recorded so if you can't attend live, no sweat!)

"You get access to industry-leading resources, you get to work alongside a community of like-minded professionals, and get the privilege of working with amazing coaches that will help you reach your goals that are right for you." - Latasha

Business School for Therapists *at a glance*

WHAT KIND OF SUPPORT WILL I GET?

Business School for Therapists is designed for YOUR success. While you can move through curriculum independently, (we've had lots of clients do this and be successful,) we suggest you also attend the monthly group coaching call to get direct personal feedback from one of our coaches.

"As someone who has tried a few coaching programs, BST is well worth the financial expense. Not only is the program packed with resources, but the community and coaching support has been the most helpful. The quarterly sprints are great for getting consistent 1:1 feedback. I always walk away with new information or strategies and it's comforting being around others with similar goals, who aren't going to shame me for wanting make more money or try new things. I highly recommend joining BST" - Katie

Business School for Therapists *at a glance*

WHAT TYPES OF PEOPLE IS BST FOR?

Therapists who are in the later stages of their career, therapists starting their career, therapists in solo or group practice or therapists who haven't even started a practice have all seen massive success in BST. Our coaching and curriculum is designed to support you by leveraging your strengths and adapting to your needs at every stage of your practice.

"My experience with Business School for Therapists? I can sum it up in one word; invaluable. My practice and Zynnyme has seen me through sole proprietor to group practice, a marriage, a home and two babies. I feel like it's helped me establish boundaries and be clear in my values around clients/work balance and model that to my employees." - Allison

Therapists at all stages of their careers join Business School for Therapists

We've been working together in the business coaching for mental health professionals space since 2010. Our founders, Kelly Higdon and Miranda Palmer, are therapists and have been helping thousands of therapists like you build private practices and lives they love.



33.3%

Starting Out

Looking to leave agency life or revive their career

0 years of experience in private practice

33.3%

Successful

Solo or Group owner wanting more growth

5, 10, 20+ years of experience in private practice

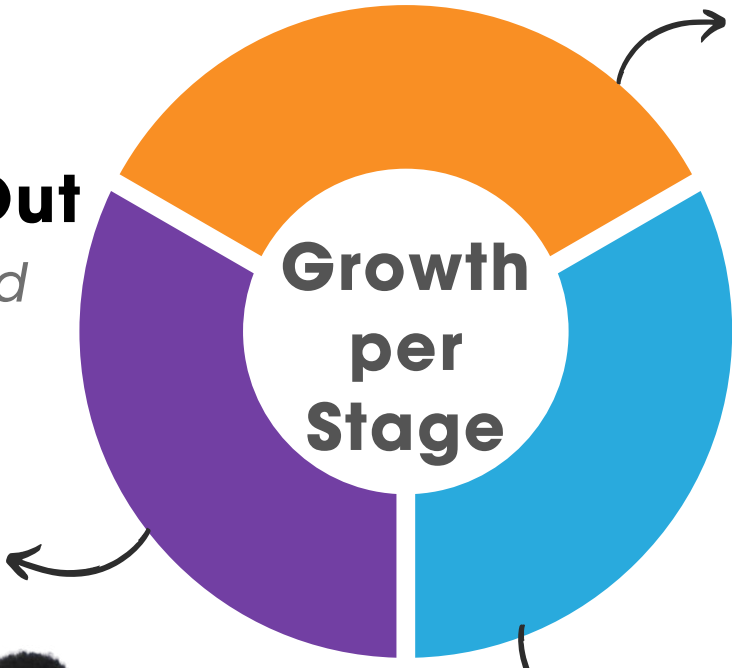
33.3%

Struggling

Has a practice but struggling to be profitable in a sustainable way

Years of experience in private practice vary

Our key insight is that regardless of what stage you're at, we all face the same struggles with creating a vision without burnout, creating sustainability and profitability, and taking consistent aligned action.



Starting Out

Learn to build a practice from the ground up without the burnout

Successful

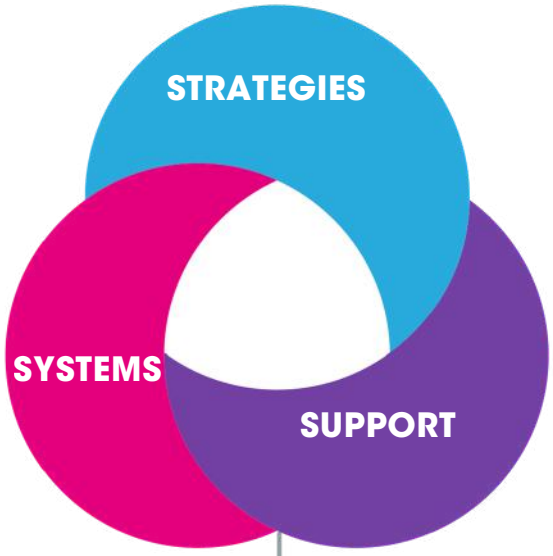
Reduce hours worked without losing income and expand beyond the couch as you want.

Struggling

Revamp your processes, financial plan and marketing to honor you and heal the burnout



In BST you'll get the strategies, systems and support that you need to have a profitable practice.



STRATEGIES

Learn time tested, proven strategies for a sustainable & profitable private practice.

SYSTEMS

Simplify your life and gain back time with systems that automate your business.

SUPPORT

Get expert support from our coaches and join a diverse & supportive community.

Get every step you need to start, grow and sustain a profitable practice.

You'll learn proven strategies for financial planning, business building, and ethical marketing that will help you build your private practice and create opportunities for growth for years to come. This is an all-inclusive program that gives you everything you need within a safe, supportive community.





Start taking action and see yourself move forward in your private practice with our customized roadmaps for solo and group practice.

- Stay Organized: Know exactly what to focus on next—no more spinning your wheels or feeling overwhelmed.
- Stay Focused: Every therapist's journey is different. Prioritize the right steps for YOUR practice so you can make meaningful progress.
- Track Your Progress: Every small win adds up—and we'll help you celebrate each milestone as you build a business that supports you.

Your BST journey is made up of 8 Core Benchmarks.



Each benchmark has specific tasks and resources to help you stay motivated and on track. BST is designed to have quarterly cycles with a years worth of support.

YOUR ROADMAP

Building a sustainable and profitable therapy practice doesn't happen by accident—it happens when you have a clear plan and the right support.

Each benchmark comes with actionable tasks, resources, and coaching to keep you on track.You'll earn badges as you progress, so you can celebrate milestones along the way!

By the time you complete these benchmarks, your business will be running smoother, more profitably, and with more ease than ever before.



Desiree Woehrle ★★★★★

Business school gave me the clarity and confidence needed to create and maintain a practice that's effective, rewarding and sustainable for six years now, and counting!

Benchmark 1: GET RADICAL CLARITY ON YOUR VISION

Gain radical clarity on who YOU are and how to build a sustainable, profitable practice aligned with your values and vision—a practice that actually works for YOU.



CLARITY

You'll understand how to:

- Assess ALL the moving parts in your practice and identify what needs your immediate attention using an in-depth, custom-created analysis tool.
- Demolish limiting beliefs and mindset blocks and get unstuck, especially when making major business moves.
- Cope with the anxiety of changes in your business with a rarely used but highly effective healing technique.
- Divest from systems that no longer serve you and your clients. We are talking about total values alignment.



Rovena

★★★★★

"I doubled my business, financially. My processes are clear, easy, and automated when possible. I feel like I'm a very good business owner, I am inspired and I'm growing, and I feel that my business is truly supporting me"

Benchmark #2
ORGANIZE & RECLAIM YOUR TIME AND ENERGY

Learn how to structure your time and tasks so you can actually step away without feeling guilty or stressed.



ORGANIZE

You'll uncover key strategies and tested techniques to:

- Become a practice owner who makes time to LEAD your solo or group practice, not be RUN by it!
- Make time for YOU and your business without feeling stressed!
- Deploy automation into your practice so you can wave goodbye to overwhelm.
- Create practical plans for your monthly, quarterly, and annual tasks so they get done instead of falling through the cracks.
- Build blank space in your calendar with outsourcing and easy-to-use tools.

Brittany Burch ★★★★★



(Business School)is exactly what I needed to get me out of my 10-year, full-time agency work to full-time, self-pay private practice.

Benchmark #3: BUILD BUSINESS PROCESSES THAT RUN SMOOTHLY

Create policies, processes and procedures that actually improve clinical outcomes and business success.



PROCESSES

In this benchmark, develop better processes and boundaries that:

- Create policies, processes, and procedures that impact clinical outcomes and business success, without making you complicit in oppressive practices.
- Find radical clarity around an off-forgotten process that impacts your ability to provide transformative care AND reduce chaos in your life and business.
- Develop the know-how to handle sticky situations like no-shows, cancellations, firing clients and employees, disaster preparedness, and so much more!
- Get clear on how to hire and onboard non-clinical and clinical staff easily and sustainably for your solo or group practice.

Alicia T. ★★★★★



I booked 4 intensives for the summer and my practice is now completely full! I went from 10k to 25k in one month by trusting the process, returning to BST, and getting support when I needed it.

Benchmark #4:
TAKE CONTROL OF YOUR BUSINESS PLAN SO YOU AREN'T OVERWORKED & UNDERPAID

We'll help you plan for profitability and tackle ALL.THE.NUMBERS in your business with confidence



PLANNING

In this benchmark, you'll conquer:

- How to plan for profitability using the magical Business Planning Dashboard.
- Tackling ALL THE NUMBERS in your business with confidence. From taxes to payroll to expenses to take-home income, we'll dig into it ALL with you!
- The critical skills of navigating fee raises, insurance evals and raises, giving back, paying yourself, and more!
- And of course, when/if you expand into a group, learn how to manage finances as a group practice owner confidently. Knowing how to choose your model, calculate wages, expansion expenses, payroll taxes, pay scale development, and more!



Cyndi Doyle

★★★★★

"Bootcamp" was the best investment I have made in myself. I went from working 45-50 hours per week to working 25 hrs, doubling my income, and impacting other therapists in my office. The time freedom created has been the best gift of all!

Benchmark #5: STAND OUT IN A CROWDED MARKETING WITHOUT COMPUTING ON PRICE

Deeply understand your ideal client, craft messaging that resonates, and use referral-building strategies that get you the right clients at the right fees.



MESSAGING

You'll know exactly how to:

- Know your ideal client deeply and speak to their pain with empathy and authenticity.
- Uncover exactly WHAT your clients are looking for and HOW you can make it easier for them to find you.
- Claim your brilliance and overcome the fear of speaking about the value you bring.
- Use a powerful 3-part messaging framework to truly showcase the transformation you create with clients and motivate them to work with you.



Margaret Donahue

★★★★★

"My gross income increased by $40,000 last year. I'm working fewer hours but those are more productive and with clients that are a better fit. It's well worth the investment of time, effort and energy and I strongly recommend it."

Benchmark #6:

BUILD THE MOST IMPORTANT MARKETING ASSET FOR YOUR BUSINESS

Optimize your website so you can rank on page 1 of Google adn have it sell your services for you - 24/7.



WEBSITE & SEO

In this benchmark, you'll learn:

- The non-confusing way to build your website, from platform to positioning, so it quickly becomes your best-performing salesperson
- The powerful skills of writing heart-winning, sales-driving website copy
- From planning for SEO to integrating it, you'll do it all. With us!
- The nitty-gritty of HIPAA-compliant website analytics setup so you can keep tabs on your site performance
- Covering your legal butt without needing to go to Law School!
- **We even include a BONUS custom therapist website template to build your website from scratch or revamp your website. This template has built-in best practices and analytics to make your life easy!**



This program helped me move my practice from something very general and difficult to market, to having a clear vision and greater specialization. ★★★★★ **Chappell Marmon**

Benchmark #7:

GET CLIENTS THROUGH THE DOOR WITHOUT RELYING ON LUCK OR GUESSWORK

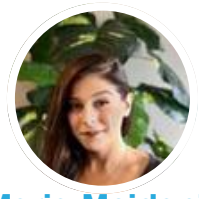
Learn the marketing systems that actually work - helping you attract, engage, and aconvert clients in a way that feels natural and is ethical.



MARKETING

You'll know how to:

- Give your marketing a jumpstart using our 4-step, non-icky process.
- Create a power-packed yet easy-to-execute marketing plan.
- Analyze your marketing plan so you can fix leaks and gaps before they explode in your face.
- Write the SIX most effective blog posts every therapist needs on their site.
- Activtate your blogging skills to get AI referring you to clients as the human solution.
- Use in-person and online networking even if you're an introvert and dislike small talk!



Maria Meidanis

★★★★★

Business School gave me the confidence I needed to create the business of my dreams!

Benchmark #8:
FINE TUNE & GROW YOUR PRACTICE WITH CONFIDENCE

Refine your business so it works even better for you over time.



GROWTH

You'll know how to:

- Analyze your growth and progress so you can do more of what's working.
- Make data-informed business decisions instead of chasing shiny objects.
- Intentionally start adding multiple streams of revenue (NOT side hustles!) to your business that go beyond the couch.
- Truly enjoy the experience of running a thriving practice without the burnout and with an element of FUN!



Bridget Pence

★★★★★

After getting access to business school, I jumped in with both feet and drank in all the information like I was drinking from a firehose. I officially went live with my website mid-February, and got my first client from my site almost immediately. I now see approximately 17 clients per week, I make more than I did when I was a school counselor and I work fewer days.

MAKE MORE & STOP THE LOSSES

What's the cost of waiting?

▶ If you're seeing 20 clients per week, 50 weeks per year, and your average fee is just $10 lower than it should be, that's **$10,000 in lost revenue** EVERY single year.

▶ If you delay switching to private pay, optimizing your website, or marketing effectively, **how many perfect-fit clients never even find you**?

▶ If you stay stuck in burnout, missing vacations, overworking, and underpaying yourself, how many years will you spend just surviving when you could be **thriving**?

This isn't just about what you invest. it's about what you're leaving on the table by waiting.

"Business School increased my confidence as a business owner, increased my hourly rate, helped me get clarity on my ideal clients, gave me a clear roadmap for what I need to do to have the life and business I want, and helped me hit my first 5 figure month." - Danielle

PRIVATE
PRACTICE

PLAY BOOK

Go through our library of lessons and wildly detailed tutorials for each step.

ON DEMAND, SELF PACED LESSONS

Just like Netflix, you can watch on your schedule and binge lessons night or day.

NOT DRIPPED - ACCESS TO EVERYTHING

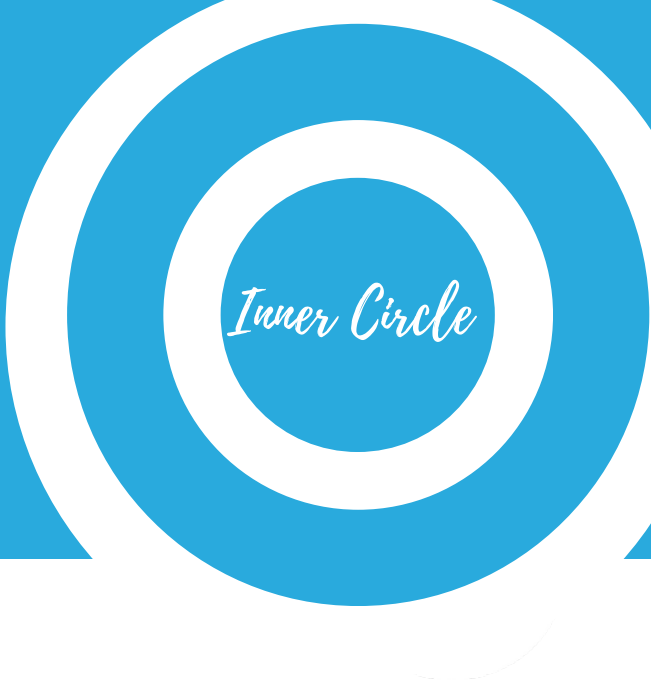
When you join, after your first week you'll get access to all the steps.

MOBILE APP AND CLOSED CAPTION

We do our best with accessibility. All lessons have closed captions and you can use the mobile app to watch on the go.

A YEAR OF SUPPORT

When you join you get a year of INNER CIRCLE Access for FREE!



With BST Inner Circle, you get one full year of:

- Monthly Group Coaching Calls
- 4 Quarterly Sprints
- Community Support Meet-ups
- Weekly Coaching Office Hours
- Weekly Co-Working

*"I feel like a KICKA** therapist and business owner! Rather than feeling overwhelmed and disempowered, I feel super excited, energized, and vibrant! Knowing that the knowledge and know-how I need is sitting in the Business School library, I can focus my attention out of a sense of groundedness rather than frenetic panic and confusion." - Joanne*

MONTHLY GROUP *Coaching*

Ask anything, get feedback, and take action. NO MORE OVERTHINKING.



COACHING THAT MOTIVATES

Stop spinning your wheels and get the answers you need for your specific situation so you can reach your goals with more ease and clarity.
No more getting stuck in your head about what to do. Get actionable steps now.
Becca is a therapist, coach and group practice owner who knows the ins and outs of starting, growing, and scaling practices.
Group coaching allows you to get answers to questions you didn't even realize you had and bonus - you won't feel so alone!

"Best part- It breaks up the isolation and helps me not feel alone in my process and my practice. I look forward to the calls- like a life line. #BeccaLifeLine! I love being able to ask anything and when I have no questions I always learn from other people. Also a safe place to fall apart when things are not going as expected!"

WEEKLY COACHING

Office Hours

Week to week momentum for your private practice



COACHING YOU CAN COUNT ON

So you never stay stuck for long. Get your questions answered weekly from our zynnyme Private Practice Coaches, Becca and Jennie.

Get responses to your questions directly with the coaches using video, audio or text.
Becca and Jennie have coached all levels of private practices. Whether you're filling a solo practice, growing a group, hiring, or building something beyond the couch, they can help you turn big goals into clear next steps and actually follow through.
Office hours are held in our classroom so you learn from others' questions as well.

"Most helpful is to learn things from other spontaneously in the spirit of "I didn't know I had that question but now that I heard the question and answer, now I realize I had the question too and now I also have the answer!"

WEEKLY CO-WORKING *Sessions*

Stay Accountable, Get Work Done, and Stop Procrastinating.



ELIMINATE THE ISOLATION

Join your community for weekly co-working sessions

Sometimes you just need someone else working in front of you to cue your brain to get things done.

Use the time to get caught up on notes or other tasks that you have been putting off.

See yourself start to make progress on business projects and weekly tasks.

At this moment, I have a full practice - Yayy! cannot express how much I appreciate this team and am constantly just in shock of ALL the cumulative knowledge that is in the courses and working sessions. Literally, any question I have, it's on here. No matter how silly or small, it's answered. - Cheryl Groskopf

COMMUNITY MEET-UPS FOR *Support*

Facilitator-led Groups for Connection, Support & Growth



Get High Quality, Tailored Support with our Diverse Community Groups.

Embark on a journey of growth and mutual support, where, every month, you'll connect with individuals who truly understand what it's like.

Don't just cope with challenges, learn how to leverage the strengths that diversity provides.

Groups Include:

- Peer Clinical Consultation
- Networking with breakouts for BIPOC, LGBTQIA+ and More
- Neurodivergent Therapists Support
- Community Orientation Meetups

"Business School is a life community - a place where I can always find help, reassurance, and a space to grow." - Polina

4 QUARTERLY *Sprints*

Engage in an intensive quarterly sprint experience that promises transformation and momentum.



FAST TRACK YOUR PROGRESS

DIVE DEEP INTO PERSONALIZED GUIDANCE TAILORED TO YOUR PRIVATE PRACTICE

Get real time answers, live Q&A, video, audio, and text support. to help you through individual business blocks and strategic insights.

Get personalized video assessment of your site's design, searchability (SEO), and content and get expert feedback on your marketing plan and message as you grow.

Morning and Evening Check-ins plus Noon time Q&A's all on video to ensure you get face to face connection and feedback when you need it most.

"In the past two weeks I've accomplished more to face my fears and solve my business problems than I had dared to do in the previous six months. The quality of the support and the depth of knowledge Kelly & Miranda bring is just amazing." - Jamey

LIFETIME ACCESS

Your learning continues in the program long after your first year.

With Lifetime Access to Course Content you can revisit lessons any time, including all updates and new materials to the benchmarks and the private practice playbook.

You'll always have a network of like-minded therapists. If you still want more of the intensive coaching after your first year - No problem!

After your first year of Inner Circle access, you can continue coaching for a low monthly fee if you wish, with no contracts and no pressure.

That means you always have access to the support you need, when you need it.



We've Helped 2,500+ Therapists Since 2010—Here's What We Know Works:

Every therapist's journey is unique—but the biggest struggles? They're universal.
After coaching thousands of solo and group practice owners, we've seen what actually works—and what keeps therapists stuck.



That's why we've got some extra juicy bonuses intentionally designed to help you!

This is Wiz Our Magical Bonus Wizard

1:1 BONUS COACHING *Call*

Meet for a 60 minute coaching session with one of our amazing coaches to help you get on track and focused.



INSTANT ACCESS BONUS

So You Never Feel Stuck

Our coaches know the program inside and out can help you discover the next steps you need to take right now to have success with ease.

All of our coaches are trained in brainspotting. You can use this session to brainspot your mindset and blocks to free up your energy to get stuff done.

Discover how to prioritize solutions to your biggest questions and create a path in Business School that works for you

"This coaching session completely shifted my perspective and gave me the clarity I needed. I was stuck for months, and in just an hour, I had a clear plan of action."

A High Converting Website *Free Template*

Have a website that actually gets you clients!



INSTANT ACCESS BONUS

We've been helping therapists build websites that work since 2010

We will give you a fully customizable Squarespace template that you can make your own!

Enjoy video training on each page of your template so you can confidently create a website that works for you.

This template and the trainings come with clinical outcomes in mind. Start to see your phone ringing and your inbox filling up with ideal clients.

"I doubled my business, financially. My website works great, and I'm on the first page of Google." — Rovena

FINANCIAL PLANNING *for Therapists*

Learn how to manage your personal finances along with your business.



INSTANT ACCESS BONUS

A Full Caseload Doesn't Automatically Mean Financial Stability

Get a complete financial plan, valued at $500, as a part of your zynnyme journey to financial literacy.

From planning for retirement to navigating therapy-specific tax deductions, you'll work with a financial planner who understands the unique challenges and opportunities of the therapeutic field.

"For the first time, I see a tangible way of investing in myself and finally starting a retirement plan." — Jennifer

Insurance Revolution *System*

Get ALL the itty-bitty, nitty-gritty details you need so you can navigate insurance-related issues



INSTANT ACCESS BONUS

Get Help With Insurance Panels So You're Not Stuck In Low-Paying Contracts

From raising your fees, asking for a raise from an insurance company or terminating a panel, our templates make it easy for you to get the job done.

Use our process to evaluate the plans that are right for you and what panels to drop and when so you can eliminate the hassle and generate the income you need now.

"Listening to the insurance step was confirmatory and I decided to drop one of my (lowest paying and quickest to get off) insurances. Feeling empowered!" - Siobhan

CONSULTATIONS THAT *Convert*

Fill Your Caseload With The RIGHT Clients.



INSTANT ACCESS BONUS

Learn exactly what to say to convert & prove clinical outcomes.

Get a download of customized scripts for all of your types of services, niches, also including how to handle domestic violence, suicidality or other risk factors.

- Confidently lead consult calls that feel natural, not salesy.
- Stick to your price without fear.
- Recognize red flags early—so you don't spend sessions realizing a client isn't the right fit.

Get you and your team trained and empower to improve your call conversion starting now.

"Posting a win: I converted another potential client today using the fabulous Consultation Script. I find the script so empowering (and kind of magical!!)... I'm two for two - I've used the script twice and converted both times" -Marietta

ONLINE VISIBILITY FOR *Therapists*

Your Marketing Deep Dive for Private Practice.



INSTANT ACCESS BONUS

Find the most natural, effective way to get clients.

Utilize our robust pack of blogging templates and training to get you to the first page of Google.

Learn how to use social media or not! Learn if social media is right for you and how to use it in a way that doesn't suck your soul.

Capture all those views, likes, and comments and turn them into clients.

"I finally took the time to "niche" and my new website went live 4 days ago. So far I've had 2 calls and one will be paying my full rate! The other is interested in a group I am starting. I've been implementing the SEO and social media strategies and am excited to keep learning and doing more!" - Jodie

REMAIN COMPLIANT, CURRENT, AND *Efficient*

Documentation that Protects Your iIncome, Time & Practice



INSTANT ACCESS BONUS

What you don't know about documentation could be costing your money.

All our resources are designed to adapt to your business's character, goals, and therapeutic caseload. From electronic health records and forms to court policies and personalized assessments, our repository gives you everything in one place.
Let zynnyme be your trusted companion to ensure you're always prepared, protected, and at the peak of your therapist game.

"My business is in a much healthier state, I have realized my worth, my paperwork is better organized and I feel a lot more competent in the business." -Karen

HIRE WITH *Confidence*

Hire and grow a team the Right Way.



INSTANT ACCESS BONUS

Build a team that supports your growth.

Learn how to attract top talent that aligns with the culture of your practice. From crafting a compelling job description to hiring, contracts, payroll and onboarding, to training, supevision and reviews as well as how to make the hard decisions like letting staff go.

We are here with every step of your practice growth as you create a practice that serves well and doesn't drain you or your staff.

"You gave me the courage and inspiration to form a Corporation, hire staff, make friends with money and enjoy life more!" - Lyla

OUR COMMITTMENT TO YOU



We are laser focused on helping you to create a private practice that is profitable and sustainable. We are committed to doing that through a holistic, decolonized lens (an ongoing process where we seek to be anti-racist and understanding of the oppressive systems we operate under) that honors you - mind, heart, body and spirit.

Our commitment to you is that we will provide you with the best-in-class trainings, resources, tools, and support you need to bring your vision to reality. We show up authentically and seek integrity in all that we do and say. We integrate outcomes and feedback to keep improving our program.

We don't believe in cookie cutter responses or coaching tactics. We are here to support your own creation of a private practice that works for YOU.

YOUR COMMITTMENT



People who are most successful in BST take personal responsibility seriously. Enrolling in Business School for Therapists is about more than completing course work. Signing up alone does not magically fix your practice.

It's about showing up to support and develop yourself so you set yourself up for success now and into the future. You get to decide how and when you do that. This is meant to fit into your business schedule. But you must be consistent.

By saying yes to this journey, you're saying yes to holding yourself accountable, showing up to receive support, and taking aligned action in pursuit of your dream.

SUCCESS TIPS

Create and schedule time for this program

Your success in BST is dependent on what you put into it. Show up as much as possible, ask for help, give feedback, and make this a priority.

Get curious about your thoughts and beliefs

As you move through the program, notice what feels hard, what you want to avoid, and the doubts and fears
that come up. Use the group coaching calls to get support and develop confidence.

"The quality of coaching in this program blows my mind every time. Kelly and Miranda are a constant source of encouragement. Their immense expertise just keeps growing and growing. I couldn't imagine building this practice without them."
- Robin

SUCCESS TIPS

Develop a habit of celebrating your wins

As you experience wins, commit to celebrating them. Post in the BST community, get your favorite takeout, or take a guilt-free break from your computer!

Show up for calls and in the community

Put the calls, deadlines, and time for "deep work" on your calendar. You're more likely to follow through if it's on your scheduled.

I went from being small to being sustainable. I was able to leave my job and employ myself. It has also been the catalyst of an expansion that is in process this year, but will hopefully lead to more and more growth. -Caleb

SUCCESS TIPS

Ditch the idea that perfect exists because- it doesn't

The perfect private practice doesn't exist. You will always be tweaking and working as you evolve and the your needs from the business shift. Be open to being good enough.

Generously share your lessons, questions, and wins

Show up in the community the way you wish others would. BST is FULL of diverse, high-achieving, brilliant people - yourself included. Everyone is valued and deserving of space to be heard and seen.

My experience with Business School for Therapists? I can sum it up in one word; invaluable. My practice and Zynnyme has seen me through sole proprietor to group practice, a marriage, a home and two babies. - Allison

How Cyndi found her niche and her voice.

"We are known in the community for certain populations that we serve."



When Cyndi joined Business School for Therapists in 2016 she thought was a successful therapist with a full group practice. She defined success by the number of clients on her couch, but, reliant on EAP and insurance panels, she was just packing her schedule to the gills.

Cyndi was anxious, scattered, and confused, but Business School allowed her to walk the authentic path she does today. Her schedule is balanced and the clinicians she manages are happy and successful. Without Business School, she would not have been able to walk them down such a productive path.

How Cyndi found her niche and her voice.



"I think that (Business Schoo!) has made me a more authentic clinician…When I look back over these past four years, I'm just so grateful and so amazed. Because what I have now is a thriving—and I mean thriving—group practice with five other amazing clinicians."

Since developing her niche in law enforcement mental health, Cyndi has become a recognized keynote speaker, podcaster, author, and authority in her field. Four years after finding zynnyme, Cynthia was recognized by the American Counseling Association for her work with first responders. She also received the Texas Counseling Association's Presidential Award for her continual work and support in the counseling field.

More ease after being in practice for many years.

"The value I received exponentially exceeded my expectations! Thank you so much!"



Gary joined Business School for Therapists after already having a successful solo practice in Los Angeles. On the outside, things were working in his business. He was in flow with his clients, but he found himself still overworking on the business side of things.

While people were asking when Gary would retire, he had no interest. He had a private practice that he loved. But he didn't know what he didn't know. Laws, technology, and business building was changing and he wanted to find the most ease possible so he could continue to serve his clients, while enjoying his family life as well.

More ease after being in practice for many years.



"(Business School) gave me skills and tools that I would never have thought of on my own. This was especially true in the area of digital marketing. "

Since joining Business School, Gary found a new fee that allowed him to create the services that worked for him and his clients. He deployed new processes to simplify the out of session work needed to keep his business going, Hhe's taken his work to Hollywood and was even in a recent documentary film on love. Most of all, he discovered a renewed energy in his practice.

An inclusive, solo private practice, books and more!

"Learning to trust myself more to make my own decisions."



Stara grew up the middle daughter of South Asian immigrants, learning first hand what it meant to hold two cultures. So it is her passion to serve clients that are 1st gen, LGBTQ+ and serving folks from the global majority to heal from intercultural and intergenerational trauma.

Joining Business School Therapists was where Stara gave herself more permission to step into her story and she discovered how to share it in a way that connected with her ideal clients. She learned how to take the organizational tools and make them her own.

An inclusive, solo private practice, books and more!



Since joining, she has built up her solo private practice as well as published a workbook and has a youtube channel.

"The biggest shift since joining Business School is- Learning to trust myself more to make my own decisions—for myself, my business, my life. I've learned I CAN be an entrepreneur & I deserve vacations (currently planning my 1st TWO!) 🏝️😌"

Stara now plays a pivotal role in the Business School for Therapists community, helping other therapists who are neurodivergent to navigate the classroom and business building from their strengths in a way that honors all of who they are.

How Maya went from burnout to balance.

"Now I can step back and not make decisions based on fear but based on intuition."



As a social worker with nearly 10 years of experience, Maya decided to start her own practice. However, things didn't go as smoothly as she hoped. Maya found herself taking on too many clients, signing up for all the insurance panels, and feeling overwhelmed.

Before enrolling in BST, Maya was out of steam, pulled in every way imaginable. But, through the courageous decision to let go of her insurance contracts, she's been able to build a thriving cash-pay practice, a full caseload, and a schedule that allows her to be present for her clients as well as herself.

How Maya went from burnout to balance.



"I've reached this point where I enjoy going to work, I don't feel overwhelmed, I have this sense of pride in what I created, what I manifested, and what I accomplished."

Today, Maya measures success by joy, fulfillment, and the impact she has on her clients. She's learned to trust her instincts, show up for herself, and create the balance to be there for her loved ones.

How Cynthia achieved a full practice and a balanced life.

“I set a vision for myself, and I put down the foundation.”



Cynthia pivoted to the therapy profession after she lost her job due to the pandemic. She joined an online mental health platform, through which she saw a lot of clients but was significantly overworked and underpaid.

That’s when she found zynnyme. Just over a year later, Cynthia began seeing fewer clients and getting paid in one session what she had been making in one week. Cynthia has also found her voice, in less than six months she had published a book that speaks directly to her niche.

How Cynthia achieved a full practice and a balanced life.



"I feel like I have roots now. Roots that allow me the stability to keep growing."

Business School provided Cynthia with a structured, "one foot in front of the other" approach to managing her practice. Hiring an accountant and bookkeeper has helped her get a firm grasp on her financials. Cynthia has a website that speaks to her audience and a marketing plan that brings in a steady stream of consults.

Cynthia's booming practice has restored her confidence and given her the ability to be more present with herself and her patients.

We make investing in Business School for Therapists Easy!

The Investment for Business School for Therapists is $3,000. But you can save up to $300 if you pay in full.

Save $300	Save $150	Enjoy Better Cashflow
1 Payment of	6 Monthly Payments of	12 Monthly Payments of
$2700	$475	$250

All our payment options are protected by our 7-day money-back guarantee, which means you'll have one full week to decide if BST is right for you.

Click here to TO JOIN

PayPal VISA mastercard AMERICAN EXPRESS

THIS PROGRAM PAYS FOR ITSELF!

Implement simple changes this month and enjoy the benefits for years to come.



🔥**1 new client at $175/week** = $700/month → pay of BST in 4 months

🔥**2 new clients = $1,400/month** → pay off BST in just over 2 months

🔥**Avoid 2 no-shows/week** = $1,400/month saved

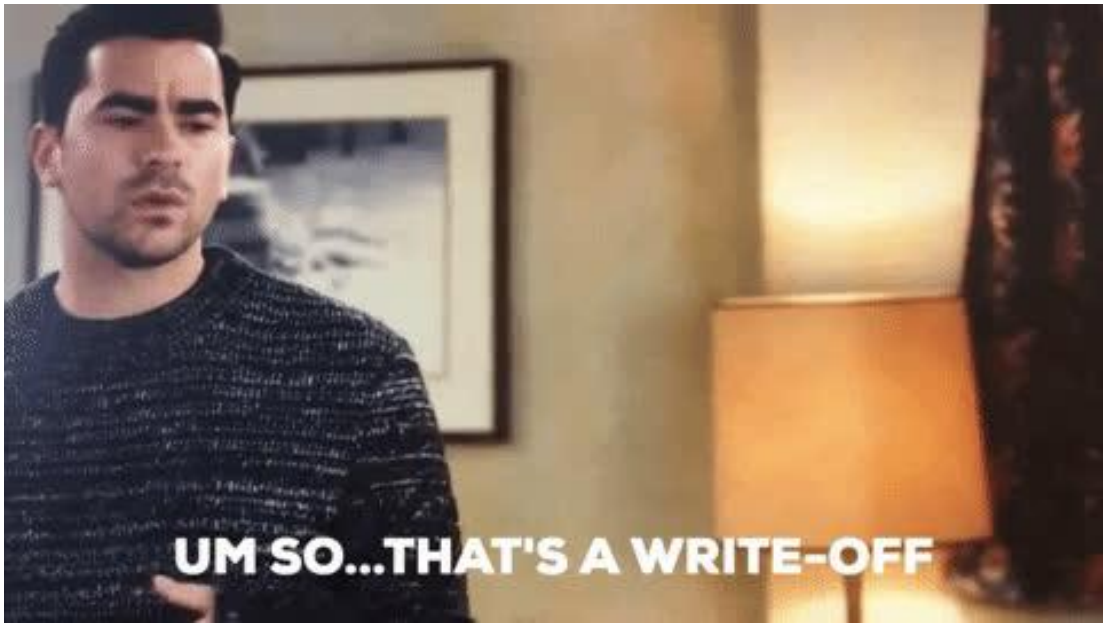
🔥**Raise your fee $25/session** = $5,000+ extra per year

There is a cost to not taking action now, energetically and financially. We are here to help you create a practice that gets great outcomes and pays your well.

"A few wins this month: An inquiry found me on ChatGPT, I had 5 inquiries in the first 2 weeks of the month that resulted in 4 consults, and 3 new clients. When it rains it pours. 2 referrals from therapists, 1 referral from a client, 1 from Psych Today, and 1 from Chat." - Diane, 2025

But, is it a write-off?

Unlike traditional business school, this is a business expense- just ask your CPA!



How might Business School qualify as a tax write-off?
You'll be getting training in marketing, advertising, you'll receive a website template, you'll get direct 1:1 coaching and consultation regarding growing your business, and so much more! A one-stop shop to get your business running more smoothly with more profit.

Even if you haven't started your business yet, most countries will allow. you to write them off when you do officially start the business. Feel free to email help@zynnyme.com if you'd like references to your countries tax write-off information.

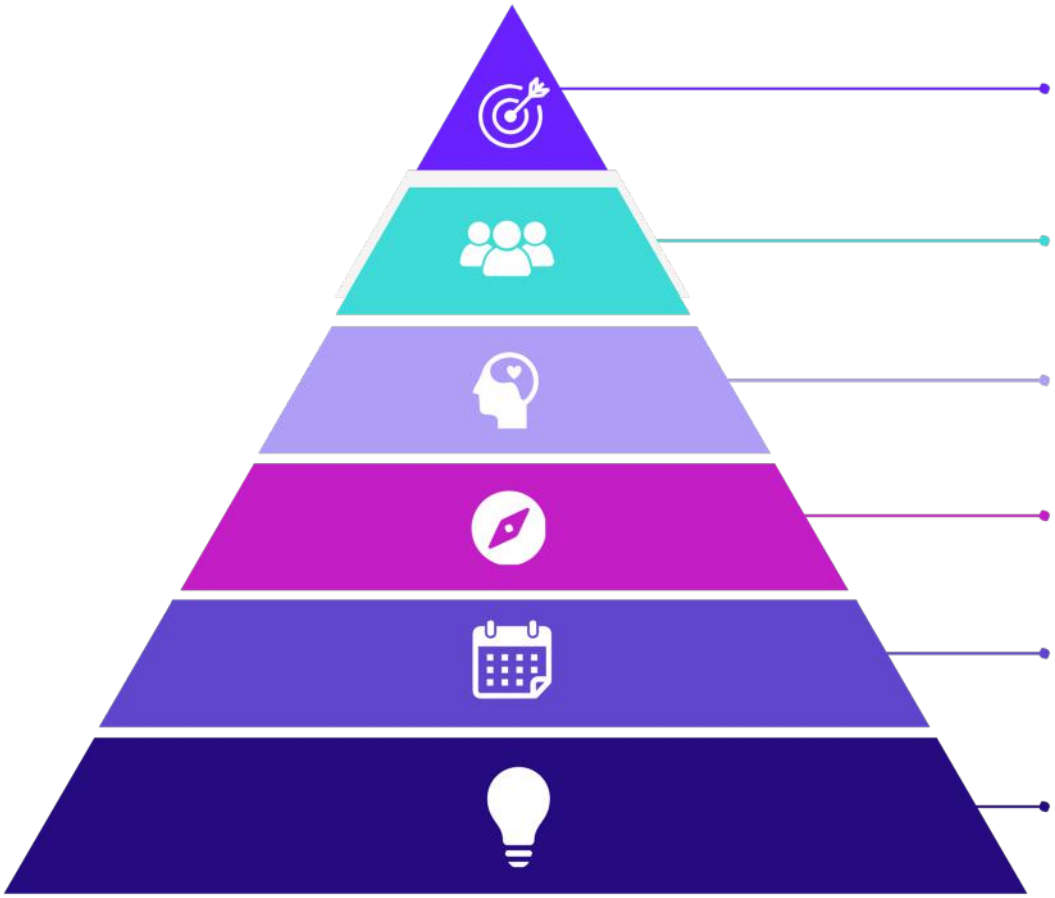
Why Business School for Therapists is a Smart Investment

Don't let business challenges hold you back from the successful, fulfilling practice you deserve. Your skills are your foundation—build your dream practice with us!

You've dedicated time, energy, and a substantial financial investment toward becoming an exceptional therapist. After $50K-$100K or more in graduate education and underpaid positions, you've honed your skills for the goal: to help others. But what about helping your practice thrive? Learn from experienced industry leaders who understand the unique challenges therapists face in business. We have been serving therapists together since 2010. We have the pulse on practices around the world so you can know what works and what doesn't.

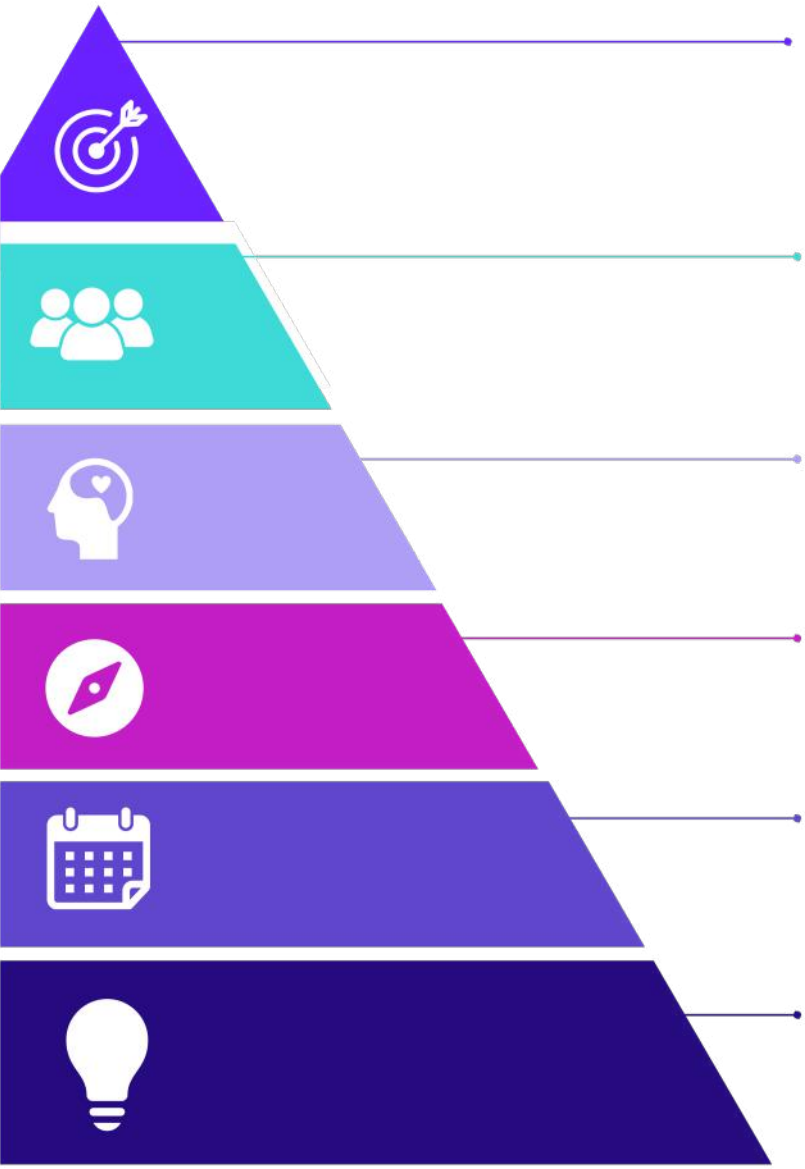
Success is WAY more than getting a full caseload.

Prepare yourself for some deep, meaningful transformation.



When you learn how to build a sustainable and profitable practice, everything changes.

And not just for now, but for years to come. We are talking about your legacy!



A private practice that sustains you through the good and tough times.

Form deeper connections and build a community that truly supports you and your purpose.

Grow in confidence so you can handle whatever comes your way in your private practice journey.

Get clear on what you need and stop the comparison with your peers that only distracts you.

Gain back your time and give more to the life you want to cultivate. Save hours with learning when it works for you.

Knowledge and skills that not only make you a better therapist but also get better outcomes for your clients.

FREQUENTLY ASKED *Questions*



Can I really cover everything in eight core steps?

No, which is why we offer way more than just eight steps. Our bonus steps, resources, and live quarterly sprints give you the ability to dive deep into topics that interest you most.

How long will I have access to the program materials?

Unlike grad school or even other online programs, Business School for Therapists comes with lifetime access to the materials.

Why is Business School for Therapists sometimes referred to as bootcamp?

Bootcamp was what our members used to call the program given the intensive nature of the support and the four-weeks of coaching divided into quarterly sprints.

How much does Business School for Therapists cost?

The total program cost is $3,000. We also offer payment plans, such as twelve monthly payments of $250, to make the program more accessible if you're unable to pay all at once.

FREQUENTLY ASKED *Questions*



How much time should I dedicate to BST?

We recommend creating a schedule for yourself and dedicating anywhere from 2 to 4 hours per week to working on your business.

Can I get answers to pressing practice questions at any time?

The Private Practice Playbook includes answers to questions your fellow therapists have asked and offers expert answers, step-by-step guides, and lessons to help guide you around the clock.

What resources or materials does each step come with?

All steps have workbooks, downloadable transcripts, and video training that put you in control of your learning pace.

What is the BST community like?

Building a profitable business can be SO much easier and even fun when you do it surrounded by like-minded therapists. Any time you come up against a challenge, you don't have to battle it out alone. Whenever you've got a win to celebrate, you have a crew cheering you on! Our community has no social media presence and is not only drama-free but also diverse, supportive, and highly engaged!

NEXT STEPS *checklist*

- [ ] Get clarity on your specific practice and business goals.
- [ ] Identify what help, guidance, and resources you want to take advantage of first.
- [ ] Connect with a member of our team with questions or to discuss the program help@zynnyme.com
- [ ] Click here to join the experience of real transformation in your life and in your private practice.

WAIT ! I HAVE MORE *Questions*



Ok! We are going to over deliver and cover all the most common questions. Still don't see your's answered? Book a call with us so we can support you and your needs!

Is it okay 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.

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?
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 Business School 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's ready to serve the clients you need now and in the future.

WAIT ! I HAVE MORE Questions



What if I don't have a website?
You don't need to have a website to get started in Business School. Whether you have a website you love, one you hate, or nothing started, we'll walk you step-by-step through building, revamping, or expanding your website. In fact, we'll give you your own website template in SquareSpace that is setup to make it easy peasy to get your website published or revamped asap! 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 Business School. We continually look at our outcomes and adjust our program to ensure that whatever your situation is, we can help.

Do I need to have an established practice already?
No! About ⅓ of people who join are already successful, ⅓ need to grow, and ⅓ are starting from scratch. Established practices continually say I wish I'd learned this in grad school! I wish I'd started out my practice this way -- it would've 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's sucking your soul and bleeding you 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 Business Schoolers 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 – war, recession, diseases or not.

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WAIT ! I HAVE MORE Questions



What if I want to expand to a group practice?
When we started Business School 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 our program? So, we expanded Business School to include everything you need to be successful in group practice whether you've been around for years as a group or you're at step 1 of thinking about 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.

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! Business School 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. Business School 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!)

WAIT ! I HAVE MORE Questions



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 Business Schoolers 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 Business Schoolers. 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 Business School 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.

Business School 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.

WAIT ! I HAVE MORE *Questions*



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.

Business School 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.

Business School 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.
Business School 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.

WAIT ! I HAVE MORE Questions



When does Business School start?
Your access to the Business School 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. The dates for LIVE program sessions can be found at www.zynnyme.com/calendar. Check out when our next Quarterly Sprint will begin – it's going to be fun, engaging, and action-packed, and we'll be helping each attendee create the practice they need now and in the future.

I've been following Miranda, Kelly, and zynnyme for over a decade... When are they coming out with something new?
We have been happily developing new courses, lessons, and training since 2010. But, once we saw the impact that was made by people going through Business School 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 Business School alumni and become bonuses for our new students.

Does Business School 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 expert zynnyme coaches during our Quarterly Live Sprints. 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 Business School it is pretty difficult NOT to get a return on investment from implementing what we teach. While some therapists are joining Business School 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.

WAIT ! I HAVE MORE Questions



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 Business School in place that she had been avoiding and now she is getting more than five figures of PROFIT each month.

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 Business School for Therapists, we wouldn't do the program. Business School 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 Quarterly Live Sprints and during group coaching calls. If you show up and post all of your questions, you'll 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're not sure how to write it all out. If you need or desire a coaching session, we carve out time in our schedules for discounted alumni coaching sessions.

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.

WAIT ! I HAVE MORE Questions



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 Business School. We can absolutely help you!

What if I'm pre-licensed?
About 10% of those that join Business School 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 for my license type and level of education?
Regardless of your license type and experience, we'll be able to provide you with personalized, relevant support as a member of Business School. And if you're still not sure, here's a quick glimpse into some of the licenses and education levels of clinicians we've already supported:
MFT, LMFT, LCSW, LICSW, LMHC, LPC, LPCC, MS, MSW, MD, PsyD, PhD, AMFT, CCC, PCC, BSW...and more!

Will this work if I live in Canada, the UK, Australia or some other country?
Business School has worked in Canada, Ireland, the UK, New Zealand, Australia, and other countries around the world. While many therapists are fearful their city, state, country, continent is different and they won't be able to reach clients or charge a fair fee, we haven't found that to be the case. Yes, there are logistics in certain places that make certain practice setups more beneficial than others. That's 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's profitable for you so you can adjust your expectations or your plan BEFORE you hire, expand, invest, etc.

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.

WAIT ! I HAVE MORE Questions



There are a lot of coaches out there... How are you different?
Business School will teach you how to figure out 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 Business Schoolers as we update and expand our program. Our entire coaching team is also trained in brainspotting which we use in our 1:1 sessions with clients.

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 Business Schoolers have been through floods, hurricanes, tornadoes, and more.

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. You'll 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!

WAIT ! I HAVE MORE Questions



What if I don't have any idea what SEO even is?
Business School 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 Business Schoolers 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 Business School 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 Business Schoolers 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 Business School family!
Our Business Schoolers 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 Business School! Our program makes it super easy to see what Business Schoolers are near you with one click and reach and connect!

What do I actually get when I sign up for Business School?
When you join Business School Business School 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.
You'll not only have lifetime access to all of these modules, but you'll also get to work more personally with us this year in the fall and spring where we'll be answering all of your questions and coaching you in a group format.

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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're 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 you're 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. 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

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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.
Four Times a Year Quarterly LIVE Sprints: 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 Business Schoolers 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 Sprint. But, they kept up with one of our mantras of "progress not perfection." They practiced self-compassion and avoided comparing themselves to others who had more time. Sometimes it meant scheduling some vacation days during the Sprints 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. Business School 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!

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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 Business School Buddy?
A Business School/Business School Buddy is another Business Schooler 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 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 Business School/Business School Buddies, and we're looking forward to you finding yours!

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'm 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 Business Schoolers 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's awesome and exactly what they needed).
We have Business Schoolers 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've also had Business Schoolers who really struggled to show up in a group environment. We know that it's pushing people out of their comfort zone. It's 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.

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We have Business Schoolers 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 Business Schooler up with a phone call with a current Business Schooler?
Our Business Schoolers are AWESOME. We have had Business Schoolers who have offered this publicly in the past. We heard that they spent HOURS talking to people to share all things Business School. How kind is that? While that is lovely and giving, we want our Business Schoolers focused on building their businesses, not ours! So, while yes, Business Schoolers often refer people and answer questions about Business School 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.

Are live Q&A 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 Business Schoolers 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 Sprints that happen 4 times 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.

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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 Business Schoolers 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 Business School 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 Business School classroom and community?
Once you enroll, follow the instructions and you can have access to the Business School classroom and community in about 5 minutes!

How soon can I start once I have access?
You can get started right away with the Orientation that covers what time to carve out, what to put on your calendar, how to post questions for your Business School coaches, how to connect with people near you, etc. You can also log in via smartphone or tablet to access everything and everyone whenever you need it!

How much does Business School cost?
Business School is a one-time investment of $3000. 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 Business Schoolers report that it had everything that they needed. Less than 5% of Business Schoolers 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 Business School.

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

Absolutely. We have payment plans available and 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. 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 Business School today?

When you join, you get LIFETIME access to the Business School for Therapists course content. The content is designed to be completed within 12 months BUT you have LIFETIME access so you can go through it at your own pace. You get access to 12 months of support, community, and group coaching. You get to work on the material at your OWN pace, ask as many questions as you need until you're clear on what the right answer is for you, and after the 12 months of coaching and community … you STILL will have access to the course materials. You can also to opt to renew access to your Inner Circle Access for a low monthly payment each month.

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 Business School isn't 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 Sprint, provide individualized responses to website reviews, marketing copy reviews, and so much more.

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Can I purchase Business School 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 a LIVE Quarterly Sprint. Business School is formatted to allow you to participate in whatever way works best for you.

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 Business Schoolers, and you can watch the recording any time or anywhere!

Can I see everything that you cover in Business School?
Of course. We're constantly adding to Business School as issues arise (like the March 2020 CARES Act, payroll protection program, No Surprises Act, and GFEs). Syllabus shows you everything we cover. You won't need everything you see right now, but you'll be happy it's there for you when you do need it!

Why do people RAVE about Business School?
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. Business School is for therapists who want to feel more confident, inspired, organized, and accountable for running an inspired, effective, profitable private practice.

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When and where does Business School happen?
Business School is WORLDWIDE. You will access your modules from anywhere with the internet at any time. 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?
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 roadmap of lessons that transform learning into action and make it clear how to implement changes in your business.
Four Times a Year Quarterly LIVE Sprints: We ask you to carve out 2-4 hours a day for learning and taking action in your business. You'll be getting your questions answered and receiving lots of support in getting your business right where you want it to be.
We'll 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!

Will Business School 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 Sprint 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!

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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 all on our website. We LOVE celebrating their success and the ways they're showing up for their communities!

What if I just want to buy one lesson in your Business School?
But I just need a marketing plan! I don't need the entire Business School!
Here's 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're offering what we know works and will be helpful to you.

Is this course inclusive?
We're making efforts to lift up diverse voices in our community through our guest speakers, and this is something we're 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.

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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're 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, check out our statement on our website.
To see the wide range of professionals we serve, see our **collection of case studies** on our website.

Ok- have more questions? Email help@zynnyme.com and let's hop on the phone.

Ready to grow, scale, or launch a solo or group practice that delights you?

CLICK TO SIGN UP