

BUILDING A PRIVATE PRACTICE

Exploration Questionnaire

1



Who are you?

What words would you use to describe how you work?

What words would you use to describe your personality?

2

Who are you good at helping?



Who are you not good at helping?

Who do you want to help?

3



Mission Statement

Write a mission statement that best reflects the purpose of your practice.

4

Scope of Practice

Describe the boundaries of your credential/license:



5



Where?

List 5 ideal locations for your business:

The Golden Client

Who needs your help the most.

Marketing: 6

List 5 Tier 1 Potential Referral Sources:

List 5 Tier 2 Potential Referral Sources

List 5 Tier 3 Potential Referral Sources

Who Should Take Over?

List the clinicians who could potentially manage your clients:

- 1.
- 2.
- 3.



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When?

List 10 things to get in order before opening your business?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

List 5 events in your community you should plan your opening around?

1. _____
2. _____
3. _____
4. _____
5. _____

8



What's in a Name?

Write a few ideas for business names:

Website Domains:

Write a few ideas for domain names:

Supervision:

List 5 potential supervisors you can ask for supervision:



1. _____

2. _____

3. _____

4. _____

Logo Design:

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Sketch some possible logo designs for your business:

