Starting & Marketing Your Music Therapy Practice

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What We Will Cover Today

- Introduction & a fun Drumming Experience
- Music Therapy Private Practice & Small Business Statistics
- Learn about PBMTI and how we got our start
- What you’ll need to start your private practice
- Branding, marketing, and new client outreach strategies
- Business Planning Workshop
- Question & Answer Session
Music Therapy
Private Practice Statistics

- According to the AMTA, out of 4,000 members, at least 880 MT’s have started a private practice.

- In the US, 5,600 Music Therapists maintain CBMT credentials, which tells us that at least 15% of all US-based MT’s are involved with a private practice.

Reference: AMTA and CBMT, 2013
Small Business Statistics

- The number of small businesses in the United States has increased 49% since 1982.

- Since 1990, as big business eliminated 4 million jobs, small businesses added 8 million new jobs.

- The 23 million small businesses in America account for 54% of all U.S. sales.

- Small businesses provide 55% of all jobs and 66% of all net new jobs since the 1970s.

Populations Served by PBMTI

● Hospice / Terminally Ill
● Developmental Disabilities, Autism
● Parkinson’s
● Alzheimer’s / Dementia
● Mental Health
● Bereavement

● Wellness
● Substance Abuse
● Hospitalized Children
● Caregivers
● Vision Impaired
● Brain injury
Hospice
Music Enrichment
Camp Good Grief (Bereavement)
Drum Circles
Starting Your Private Practice: 

Setting the Foundation

1. Incorporation (LLC, S-Corp, Sole Proprietorship, etc)
2. Bank Account, Book keeping System
3. Register with the State, County, City
4. Payroll, Tax Planning
5. Professional Liability Insurance, HPSO
6. Professional Support - Legal, Accounting, CPA/Tax, HR
Starting Your Private Practice: Documentation Checklist

Program Documents:
- MT Assessment
- MT Progress Note
- MT Intake Form
- Informed Consent Form
- MT Parent Note
- Photo Release/Waiver

Business Documents:
- MT Services Agreement
- MT Special Event Contract
- MT Program Proposal
- Invoice
Starting Your Private Practice: Marketing Tools & Best Practices

- Single-page Business Plan
- Name & Branding
- Business Cards
- Website
- Professional Email
- Social Media & Blog
- Networking
Starting Your Private Practice: New Client Outreach Strategies

- Start with your personal/professional network
- Reach out to local MT Private Practices, offer your services
- Targeted Outreach instead of Traditional Advertising
- Consider offering a free Pilot Program, or educational session
- Actively Network- Word of Mouth is your friend
- Drop off hand-written notes/materials for targeted prospects
- Talk about your successes via your Blog and Social Media
Starting Your Private Practice: Business Plan Workshop

- List the top 2-3 populations you would like to serve
- Decide if you will pursue Individuals, Organizations, or both
- List 3 goals for your private practice inside of 1 year
- List 5 organizations in your area that you would like to serve
- List any Private Music Therapy Practices in your area
- List 3 people in your circle who can help you along the way
- Pick a realistic date by which you’ll be “open for business”
- Commit to a certain number of hours per week you’ll put in
Starting and Marketing Your Private Practice:

Questions & Answers Session
We are here to help.

www.pbmti.com