



P.O. Box 9026 – Auburn, CA 95604 – 916.996.1589
www.mcconnellmusictherapyservices.com
www.facebook.com/mcconnellmusictherapy
tara.mmts@gmail.com

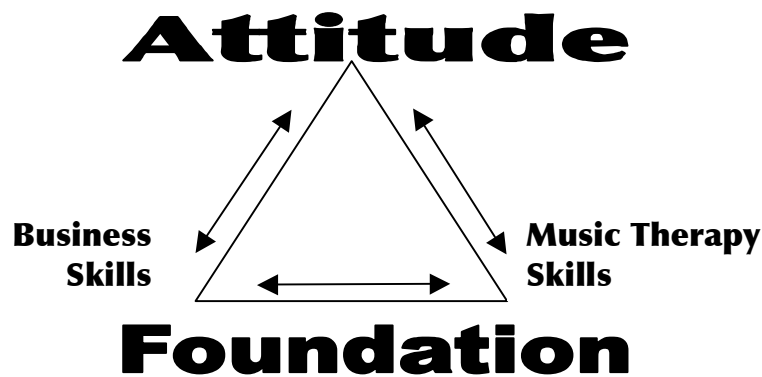
Get Creative: Marketing Strategies for Your Private Practice Discussion & Sharing-Based Presentation

Tara McConnell, MT-BC, NMT
Clinical Director/Owner

WRAMTA Conference – Long Beach, CA – Sat. April 2, 2011 – 9:00am

***Bio:** Tara has worked in the private practice/agency setting for 15 years. She was the Assistant Director of The Music Works Music Therapy Services in Sacramento, CA with Celeste Behnke, MT-BC from 1996-2002 and opened her private practice in 2002.*

Current Caseload: Adult oncology/bone marrow transplant (Sutter Medical Center, Sacramento); child/adol/adult inpatient psychiatry/mental health (Sutter Center for Psychiatry); children with special needs – IEP support (Sacramento City Unified School District & Folsom Cordova Unified School District); Supervision of NMT program lead by Rachel Firchau, MT-BC, NMT providing services to persons with Parkinsons, Stroke and Neurological Impairments.



1) **“Shut Up and Show Up”**

Rise to the occasion of each and every client. Every session. Every moment. Be present. Positive outlook and vision are essential. ANY negative energy from your own thoughts, experiences, or others must be deflected and used for good. Even in the “not so great” situations you always get experience and experience is always good.

2) **Ask for Referrals** from current clients; ask current clients/supervisors/families to write letters of recommendation and use them on your website/facebook

3) **You’re a Music Therapist.** You already know what to do. Assess-Plan-Implement-Evaluate-and “Trust your gut”. Ideally if you are considering a private practice, 2-3 years of clinical experience is beneficial. You don’t want to be learning how to be a business owner and a music therapist simultaneously.

4) Target population: **Humanity**

5) Wear your **“Business Owner” hat and OWN it.**

Networking with other business owners...everyone knows someone who needs you.

6) Investigate your **free or low cost local resources**

SBA, local credit unions, ads in local theater programs, healthfairs

7) If you can't do it, **find someone who can!**

Hiring other music therapists can help fill a need and expand into different areas.

8) Take **T.I.M.E** when making big decisions:

Table it – Let it sit.

Investigate – learn all you can

Meditate/Pray – trust your callings and your intuition. Listen.

Expect Success – Power of intention and attraction. Put it to work!

9) Bartering, Coupons, Grants

10) Setting **Rates**: Talk about it. Share. MMTS increase frequency is every 2-3 years by \$5. Bulk hours or larger contracts can negotiate a lower rate. Remember to “market” the extras they receive with that rate (planning, instrument rental, your continuing education, documentation time, etc.) if not already included.

11) Do not settle—what do **YOU** really want? Decide, Explore options and **JUST DO IT!**

RESOURCES

These resources were collectively compiled by Tara McConnell, Rachel Firchau and other MT-BCs who attended this session.

Printing:

GotPrint

www.gotprint.com

Super cheap and a variety of products available. Business cards, rack cards, brochures, etc.

Vista Print

www.vistaprint.com

Free business cards

Staples

www.staples.com

Upload documents online, pick up in store in 1 hr., store frequently printed materials in your account.

Business Resources:

US Chamber of Commerce

<http://www.uschamber.com/>

National issues

Small Business Administration

<http://www.sba.gov/>

Loan and Grant searches, microloan programs <\$35K

eWomen Network

www.ewomennetwork.com

Nationwide womens business networking group. Give first-Share always philosophy
\$290 one-time membership fee/\$16.95/mo – Local events nationwide – Accelerated networking strategy –
local events 2-3x/month

SCORE

www.score.org

Local business mentors, advice, FREE resources on Business plan, Quickbooks, etc.

Your local Chamber of Commerce

Local business resources, online presence in area, networking, advertising deals, business trainings

Internet Resources:

Constant Contact

www.constantcontact.com

Online connection with your clients and email listers. \$15/mo

Facebook Business Page

www.facebook.com

Share with other MT businesses! Stay connected

LinkedIn

www.linkedin.com

Post your experience and sustain professional connections

Microsoft Office Live Small Business/Office 365

<http://smallbusiness.officelive.com>

Currently \$14.95/year for domain name – free web hosting
Beginning later 2011, \$6/month

MT Resources:

AMTA Publications: www.musictherapy.org

Music Therapy Makes a Difference Brochure

Article Reprints

Early Childhood Newsletter

Fact Sheets (specific to populations) with Bibliographies

Professional Advocacy Committee – Use this resource to advocate for Music Therapy in your community
and/or help address situations of misrepresentations untrained people.

CBMT Publications: www.cbmt.org

Scope of Practice

MT-BC Brochure

Informational Brochures

Websites & BLOGS: Stay connected!

www.musictherapymaven.com

Kimberly Sena Moore, MM, MT-BC, NMT

<http://musictherapyroundtable.com/>

Kimberly Sena Moore, MM, MT-BC, NMT

Rachel Rambach, MT-BC

Michelle Erfurt, MT-BC

www.rhythmforgood.com

Kat Fulton, MM, MT-BC

www.musicworxinc.com

Barbara Reuer, PhD, MT-BC, NMT-Fellow

<http://nordoff-robbinsmusictherapy.blogspot.com/>

Jacqueline Birnbaum, MA, MT-BC

www.nmtsa.org

Suzanne Oliver, MT-BC, NMT-Fellow