### **Building a Private Practice**

# A 21st Century Guide to Equipping Sport Psychology Consultants

#### **Overview**

- Graduate programs are adopting an interdisciplinary curriculum to better prepare students for applied careers in sport psychology (Aoyagi et al., 2012).
- Over 500 students graduate annually with a sport psychology-related masters or doctoral degree (Directory of Graduate Programs in Applied Sport Psychology, 2011).
- Fewer than 25% of graduates find a faculty or applied sport psychology job (Williams & Scherzer, 2003).
- The insurance and financial planning industries have mature consulting models that can be adopted by applied sport psychology practices.
- The current presentation reinforces and extends many of the "best practices" from Neff and Weinberg (2008), and adds several new technological and business breakthroughs.

#### **Ideas to Adopt**

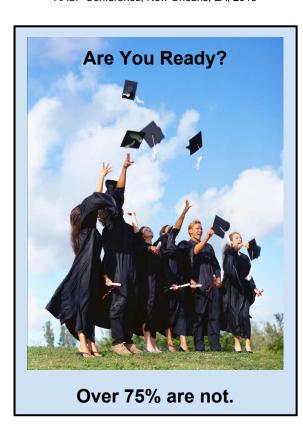
Mental Training, Inc. is an example of one company that has:
(a) Developed an extensive training manual for its Mental
Trainer® certification process that prepares consultants to use
effective business skills to attract, sign and retain clients;

- (b) Built video conferencing programs so consultants can offer services to groups of any size as well as to diverse clients anywhere in the world;
- (c) Built automated mental training services to lower the cost of mental training & establish passive, recurring revenue streams;
- (d) Created a mobile app that enables consultants to monitor the mental training progress of all their clients;
- (e) Supervision and support from experienced consultants who are full-time in the applied sport psychology industry;
- (f) Established marketing systems that produce new client prospects for all sport psychology consultants;
- (g) Provided professional liability insurance coverage, revenue sharing & continuing education for all consultants on staff.

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Mental Training, Inc., Dallas, Texas

AASP Conference. New Orleans, LA. 2013



#### References

- Aoyagi, M., Portenga, S., Poczwardowski, A., Cohen, A., & Statler, T. (2012). Reflections and directions: The profession of sport psychology past, present, and future. *Professional Psychology: Research and Practice*, 43, 32-38.
- Neff, R. & Weinberg, R. Best Practice(s): Using the Internet to Build Your Applied Business. AASP Conference, Louisville, KY, 2008.
- Williams, J. & Scherzer, C. (2003). Tracking the training and careers of graduates of advanced degree programs in sport psychology, 1994 to 1999. Journal of App Sport Psych, 15, 335-353.

## What Most Graduates Have

- Understanding of sport psych theory & application
- Some supervised work with college athletes
- Love of enhancing athlete performance
- Dream of making a living as a sport psychology consultant

### What's Missing?

- How to market and sell mental training services
- How to on-board and retain athlete clients
- Business training: legal, accounting, staffing, payroll, liability insurance
- Website creation & SEO
- How to consult with large groups & non-sport clients
- How to speak publicly
- How to run webinars
- How to create passive income streams (books, apps, DVDs, etc.)