

Belongly



Worksheet & Guidelines For Therapists Raising Their Service Rates.

TIPS ON INCREASING RATES



CONSIDER... TIME & OCCASION

- Is your practice full?
- Are you starting a waitlist?
- Is there an annual cost of living increase/ general inflation to keep up with?
- When was the last time you raised your rates & would it be too soon?
- Can you handle the work involved finding new clients if too many drop off with fee change?



EXPLORE... AMOUNT OF INCREASE

- Would a \$10-\$15 raise make a significant impact...
 - positively on your income?
 - negatively on client access?
- Are you charging what you feel your services are worth?
- Are you happy with what you're earning?
if not, what would you be happy with? _____
- Are you earning enough to cover your living expenses?
- Are you charging using a...
 - fee-for-service structure?
 - value-based model?



NAVIGATE... NEW CLIENTS

- Do you have a list of the communities/ platforms/ websites to change where your practice rates are reflected?
- Do you have to make changes to any consent forms?
- Do you have a way to keep track and stay organized with new clients you start at a different rate?
- Is there a best time to raise rates?
 - Is there a typical time of the year before an influx of clients?



IMPLEMENT... CURRENT CLIENTS

- Are you able to be flexible with increases for current clients with financial hardship?
- Do you have a tool/plan for addressing specific client needs?
- Do you have a planned timeline and date for raising rates?
- Do you feel comfortable with not giving an explanation or justification for the increase?

4

STEPS TO INCREASING YOUR RATE

STEP ONE GIVE NOTICE

For current clients, choose a date to raise your rate.

Send an email about 60-90 days ahead of time letting them know what the rate increase is and when it will come into effect.

STEP THREE BE FLEXIBLE

There is no need to be rigid around rate increase unless you choose to.

Include in your email to clients that if the new rate will cause financial hardship, contact you for discussion.

Perhaps have a sliding scale application ready and some idea around how you will structure flexible rates.

Make an exception with an agreed upon grace period whereby after that, the rate will shift to the new one.

"Grandfather" clients that you don't want to lose in at the old rate until and unless their financial situation changes.

STEP TWO AVOID EXPLAINING

You may feel the need to justify yourself, but the truth is you don't.

This typically comes across as inauthentic or unsure to clients and doesn't have the intended impact.

Simply state that rates are increasing and say what they are, making sure to be kind, warm, and compassionate.

Thank clients in a genuine way.

STEP FOUR FOLLOW-UP

Follow up during the next session with each of your clients and ask them if they received the email

Ask if they have any questions about the increase.

Address any conversations about financial hardship.

RAISING YOUR RATES WORKSHEET

1. YOUR ANXIETIES

What if my current clients can't afford the new rate?

What if I lose clients?

What if my clients get upset with me?



2. YOUR TIMELINE



What date will you...

- implement your rate change? _____
- send out emails to current clients? _____
- begin follow-ups with clients? _____

3. YOUR SPECIFIC CLIENT NEEDS

Which/ how many of your clients do you foresee having financial hardship and potentially needing a sliding scale or to be 'grandfathered in?'

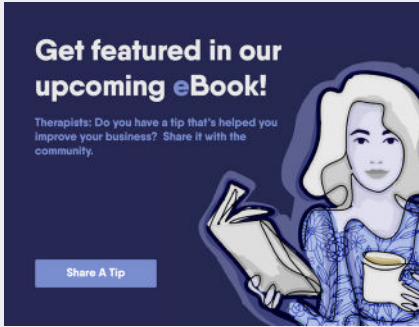
What will your new rate be? _____

What will your sliding scale fee(s) be? _____

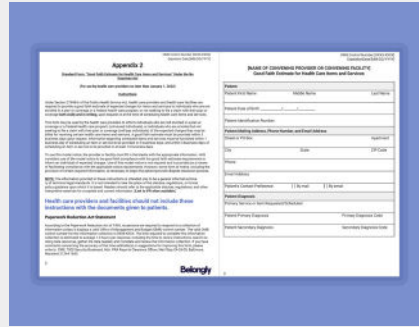
How long of a grace period will you offer for sliding scale fees?

- 3mo 6mo 1yr Other _____

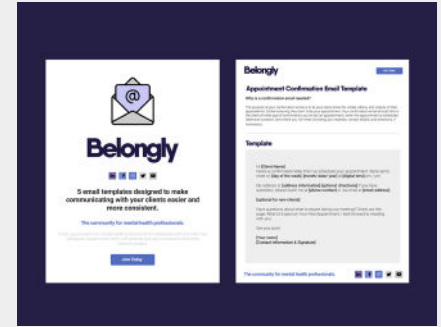
More Popular Resources For Therapists



Get featured in our upcoming eBook



Good Faith Estimate Form For Therapists [Free Downloadable Template]



Good Faith Estimate Form For Therapists [Free Downloadable Template]



The 2022 Mental Health Professionals Industry Resource Map



Publishing For Therapists & Mental Health Professionals



The Glossary Of Mental Health Diagnoses

Videos & Webinars Worth Watching



WEBINAR: Grow your online course offering and social media presence



WEBINAR: How to build a thriving mental health practice.

Belongly

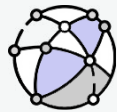
The community for mental health professionals.

A free, secure space for mental health professionals to collaborate with and meet new colleagues, support each other with referrals and stay connected to a trusted network of peers.

[Join Today](#)

[Learn More](#)

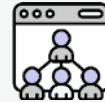
Belongly is a secure private platform. Currently, we only accept US-based therapists.



Connect

Meet other psychologists, social workers, and mental health professionals who share your specialties, interests, and day-to-day challenges.

[See who's on Belongly](#)



Collaborate

Consult on cases, securely discuss specific issues, and learn from a protected space. Help one another by giving and receiving professional support.

[Get Connected](#)



Curate

With Belongly, you can find and subscribe to the latest industry news, research, and curated articles you need to stay current and informed.

[Subscribe To Publications](#)



Cultivate

Grow your practice with referrals from the community, and develop your business with tools, advice, best practices, and continued training.

[Exchange Referrals](#)