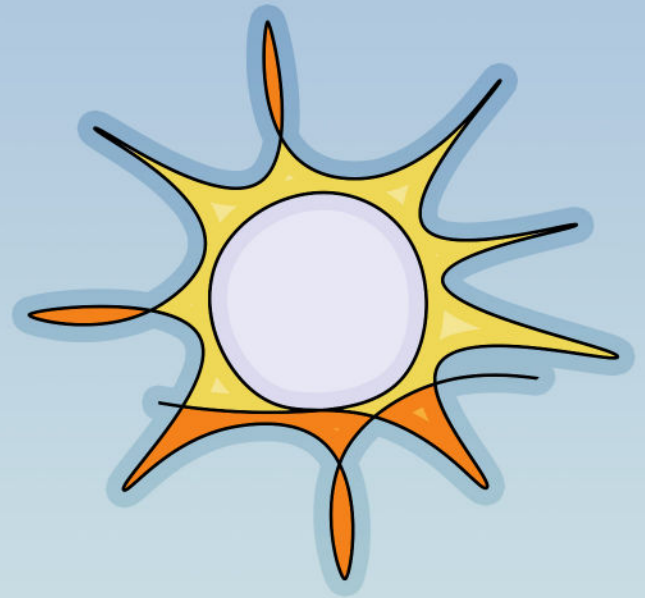
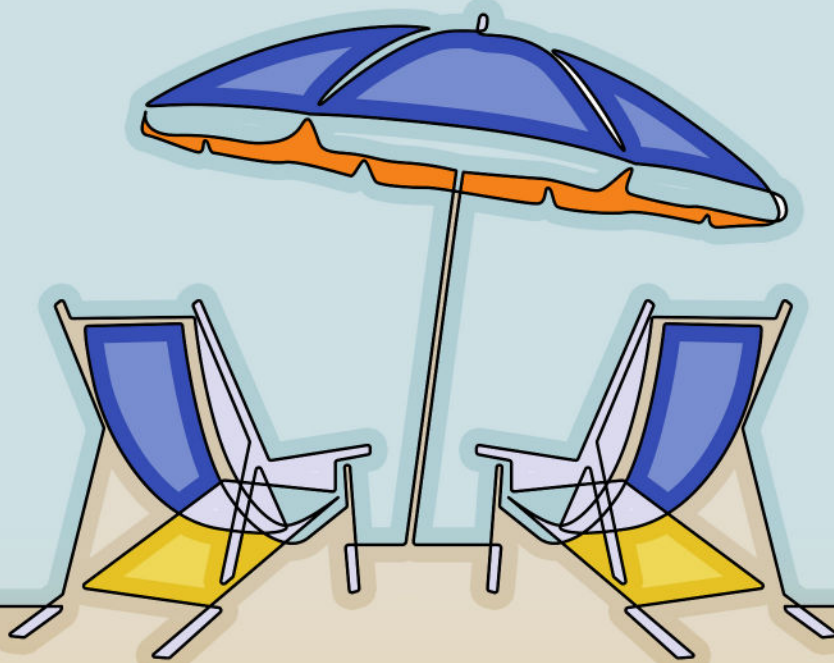


**Belongly**



# **The Belongly Therapist Guide To A Slow Summer Season.**

**The ultimate guide and checklist for conquering  
the summer slump like a seasoned pro.**







Whether you're a forward-thinking planner or currently caught off-guard by the revenue drought, this resource will equip you with the skills and strategies to weather the storm and emerge even stronger.

**As the sizzling summer season heats up, your clients might be packing their bags, leaving gaps in your once-packed schedule. While it's a joyous occasion to bask in your own fun under the sun, it can be a double-edged sword when it comes to keeping your therapy practice afloat.**




Naturally, clients find themselves distracted by the plethora of exciting summer activities and well-deserved getaways. According to recent surveys, therapy appointment attendance during the summer months can drop by a staggering 40%! That's why it's crucial to be armed with the right tools to combat this seasonal ebb and brace yourself for the notorious seasonal slowdown to prevent havoc on your cash flow.

Introducing the Therapist Summer Slump Survival Guide, your secret weapon to overcoming the sun-soaked hurdles. Inside you'll find the ultimate guide and checklist for conquering the summer slump like a seasoned pro. Whether you're a forward-thinking planner or currently caught off-guard by the revenue drought, this resource will equip you with the skills and strategies to weather the storm and emerge even stronger.






## Future-Proof Your Finances.

-  Create a comprehensive budget for the average monthly impact of practice expenses, accounting for any expenses that may decrease with client-load as well as irregular expenses.
-  Calculate your expected monthly revenue and make sure it not only covers your expenses but also leaves room for a personal income.
-  Create a detailed plan with hard numbers and goals for yourself to navigate the slowdown effectively.
-  **Pro tip:** For a super simple guide to a detailed breakdown and plan you can feel confident about, use our [Calculation Tool to Measure the Health of Your Practice!](#)

## Nurture Client Relationships

-  Keep the communication lines open by sending personalized summer greetings and helpful tips to stay mentally balanced.
-  Encourage clients to book future sessions in advance, ensuring continuity in their therapeutic journey even amidst their summer adventures.
-  Set expectations for extended absences ahead of time. Clarify your expectations with regular clients regarding extended breaks from therapy. Establish an extended absence policy that outlines the notice period required for such absences.

## Schedule in Some TLC for Your Business.

-  Plan out how to utilize this free time to enhance your practice. Prioritize tasks that contribute to the growth and financial security of your business.
-  Embrace the power of social media and create campaigns to attract both new and existing clients.
-  Leverage your expertise and offer seasonal promotions or packages that inspire clients to prioritize their mental well-being. Provide psychoeducation on seasonal mental health ebbs and flows and the importance of maintaining a proactive approach!
-  Learn to use a resource (like Canva) and develop some tools for your practice that sets you apart and builds confidence in your brand. Some ideas include a client welcome kit, website updates, new business cards, or some other fun marketing tools. Seems like the perfect time!
-  Consider catching up on bookkeeping, setting up a reliable system for managing your finances, and organizing receipts for tax purposes.

## Diversify Your Service Offerings

- ☐ Unleash your creative side by introducing summer-themed workshops or group therapy sessions.
- ☐ Explore the possibility of outdoor or virtual sessions to accommodate clients' changing needs during the sunny season. Make sessions fun, engaging, and enticing!
- ☐ Market some package offerings, like 5 or 10 packages, at a discounted rate. Ensure you consider all the terms and conditions. (i.e. Do they expire? Do they need to use them on a consistent basis, like weekly or biweekly? Do you offer refunds?)
- ☐ Explore opportunities such as running online courses, facilitating workshops, providing consulting services to other therapists, or writing and publishing content. Strengthening your secondary revenue streams during the slowdown can help offset the overall dip in income and prepare you for future slowdowns.
- ☐ Take some courses to learn some new skills that you can use to grow your business or extend your reach into a new market!

## Optimize Your Schedule Intentionally

- ☐ Concentrate any reduced hours over a specific period
- ☐ Communicate with your clients and try to reschedule appointments to optimize your available time.
- ☐ Decide on a plan to utilize any optimized time, whether for other essential business activities, conferences, networking events, regular self-care, or a vacation of your own.

## Additional Tips

Here are some additional tips to help you prepare for the summer slowdown:

**Start planning early.** The earlier you start planning, the more time you'll have to implement your strategies and make sure you're prepared.

**Be flexible.** Things don't always go according to plan, so it's important to be flexible and willing to adjust your strategy as needed.

**Don't stress.** It's normal to feel a little stressed about the summer slowdown, but it's important to remember that it's temporary.

**Self-care, self-care, self-care!** You preach it, but do you practice it? Focus on taking care of yourself and your practice, and you'll be through the slump before you know it and feeling great about the efforts you made in your downtime.

# Packaged & Relevant Downloads

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## HIPAA Compliance Checklist.

As a therapist running your own practice, it is crucial to prioritize HIPAA compliance to ensure the protection of your patients' confidential information. Achieving full compliance with HIPAA can be an extensive process that requires a significant investment of time, energy, and financial resources. However, the benefits of compliance cannot be overstated.

To help guide you through the process, we've prepared a comprehensive checklist of items that you should address to achieve HIPAA compliance, whether you are setting up shop for the first time or conducting a periodic audit of your HIPAA practices.



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## A comprehensive social media policy for your therapy practice

[ Please modify the policy as you see fit for your own practice ]

**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](#)

## [Th HIPAA Compliance Checklist](#)

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[Download This Checklist](#)

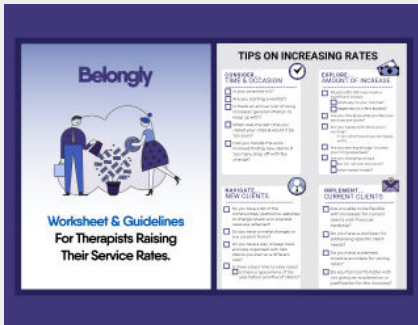
## [A Social Media Policy For Therapists](#)

The American Psychological Association recommends including a social media policy in your informed consent process. Your social media policy should explain to your clients why you have a social media policy in the first place. Be clear that it's not because you don't trust them; in fact, it's the opposite...

[Download This Worksheet](#)



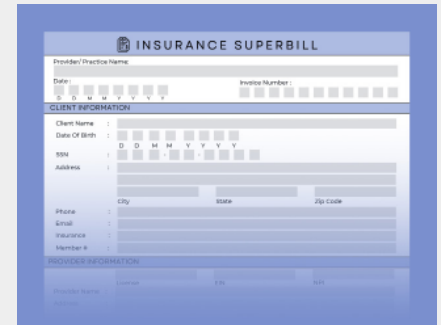
# More Popular Resources For Therapists



[The Belongly Guide To Raising Your Rates](#)



[The Treatment Plan Template](#)



[Download Our Superbill Template](#)



[Therapy Intervention Words & Phrasing Guide](#)



[Daily Media Opportunities For Mental Health Professionals](#)

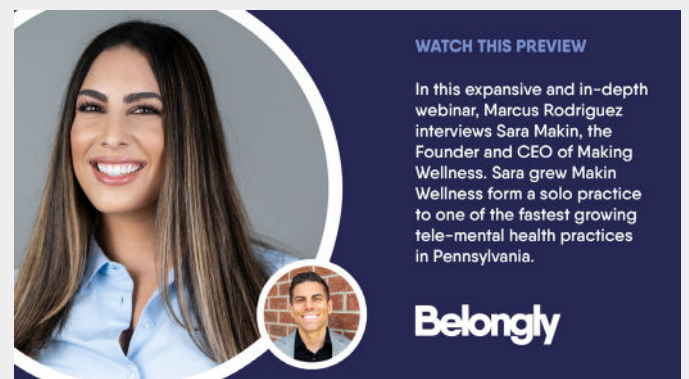


[The Tax Deduction Cheatsheet For Therapists](#)

## Videos & Webinars Worth Watching



**WEBINAR: Grow your online course offering and social media presence**



**WEBINAR: How to build a thriving mental health practice.**



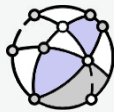
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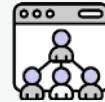
Belongly is a secure private platform. Currently, we only accept US-based therapists.



## 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.

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## Cultivate

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

[Exchange Referrals](#)