

Class Notes

How to Build a Sustainable, Mission-Driven
Therapy Business with Kelley Stevens



✓ **Building Referral Relationships Is Key to Sustainable Growth**

Kelley emphasizes that strong, long-term connections with other providers and doctors are more effective than chasing every new marketing trend. Consistent, genuine communication opens doors to steady client referrals.

✓ **Consistency Beats Chasing Every Marketing Tactic**

Therapists often try multiple marketing strategies without sticking to any. Kelley advises choosing one method that fits your style and committing to it over time to see real results.

✓ **Setting Fees with Confidence Supports Your Business**

Rather than undercutting or guessing, Kelley recommends aligning your fees with your financial goals and the local market, helping create a practice that's both sustainable and fair.

✓ **Planning Maternity Leave Requires Preparation**

Taking time off is possible without losing your practice, but it takes early financial planning and clear, compassionate conversations with clients and referral sources.

✓ **Diversifying Your Platform Presence Matters**

Kelley uses Instagram, YouTube, TikTok, and Substack to reach her audience, highlighting the importance of spreading your message across platforms to maintain stability and growth.