

# Class Notes

How to Pivot Your Therapy Business When Life Changes with Whitney Goodman



## ✓ **Starting Small and Consistently Pays Off**

Whitney's story shows how building a private practice gradually can lead to steady growth. Consistent daily effort, even if small, pushes your business closer to success over time.

## ✓ **Authentic Marketing Beats Pushy Sales Tactics**

In the therapy space, marketing that feels genuine and respectful connects better. Whitney cautions against aggressive or overly salesy approaches, emphasizing the need for thoughtful language that honors the sensitivity of mental health work.

## ✓ **Embrace Experimentation and Validation**

Trying new ideas and putting yourself out there is essential, but Whitney stresses balancing that with validating concepts before full investment. Use audience feedback and polls to test interest, so you build offerings that truly meet client needs.

## ✓ **Pivoting Can Create New Opportunities**

The pandemic forced Whitney to close a coworking space and pivot to online courses and memberships. Being adaptable and willing to shift your business model opens doors to fresh revenue streams and growth, especially in uncertain times.

## ✓ **Niche Clarity Fuels Long-Term Passion**

Focusing on adult family relationships gave Whitney a clear, motivating purpose beyond early success with toxic positivity content. Finding the niche that excites you keeps your work meaningful and sustainable as you grow your therapy business.