

Class Notes

How to Get More Private Pay Clients
with Danielle Swimm



✓ Redefining Entrepreneurship as a Therapist

Danielle challenges the hustle-culture model of entrepreneurship and encourages therapists to create businesses that reflect their real lives, values, and energy levels. For her, being an entrepreneur means more time with her daughter, giving back to the community, and maintaining clinical integrity, not working 60-hour weeks.

✓ Marketing Only What Matters

Instead of doing “manic marketing,” Danielle recommends choosing just a few strategies and doing them exceptionally well. This focused approach, especially with SEO and relationship-based marketing, is more effective than spreading yourself thin across every platform or trend.

✓ Mindset Matters More Than Tactics

Success in private practice isn't just about what you do but how you think. Danielle emphasizes acting as if your practice is already full, visualizing success, and building confidence before results show up. That mindset shift can turn anxious waiting into strategic action.

✓ Therapists Deserve to Be Seen

Fear of being visible especially to peers, family, or old classmates keeps many therapists from fully showing up online. Danielle encourages others to push through this discomfort and embrace visibility as a way to serve their community and grow their impact.

✓ You Don't Have to Do It Alone

Danielle didn't scale her business by herself. She hired support, joined masterminds, and sought coaching. Whether it's a virtual assistant, podcast editor, or copywriter, bringing on help can reduce burnout and create space for creativity and growth.