

Class Notes

Owning Your Therapist Identity Online and Offline with Liz Beecroft-Ridgway



✓ **Let Your Interests Shape Your Brand**

Liz's journey shows how integrating your personal passions, such as sneakers, sports, and Disney, can help you stand out as a therapist. Embracing what makes you unique can open up unexpected opportunities and allow your practice to reflect who you are beyond the clinical role.

✓ **Burnout Can Be a Catalyst for Change**

Liz's transition out of agency work and into private practice wasn't just about ambition. It was survival. Her story is a reminder that burnout, while difficult, can also be the signal to shift, reassess your values, and design a practice that supports your well-being.

✓ **You Don't Have to Know Everything**

Instead of letting a lack of business knowledge stall her, Liz leaned on support. She hired help for legal setup, management, and brand partnerships. Therapists don't need to master every aspect of entrepreneurship. Delegation can be a powerful way to stay focused on your core work.

✓ **Go Beyond Awareness with Mental Health Content**

Liz challenges the idea that awareness alone is enough. Whether she is partnering with brands or designing workshops, she emphasizes offering tangible tools like journaling exercises or therapy access info so people walk away with real value, not just a message.

✓ **Relationships Are More Valuable Than Reach**

When it comes to brand deals and collaborations, Liz proves that genuine relationships matter more than cold pitches. Many of her opportunities came from people she already knew or who saw her values align with their mission. Trust built over time creates long-term growth.