

# Psychotherapy Finances

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## ***The trend is your friend: steering Baby Boomers toward 'the juice'***

The Baby Boom began in 1946, which means the oldest boomers are turning 62 this year. This was the first generation that embraced therapy as a way to enhance their lives. And the next step for them is retirement and pre-retirement counseling.

For Ofer Zur, a California therapist and consultant, that trend presents multiple opportunities to help this population "get juice out of their lives."

Zur, 57, climbed Mt. Kilimanjaro last year and believes that Boomers are looking for active, healthful lifestyles.

Many, he adds, have the money to help them achieve those goals.

"We're so wedded to the DSM that we forgot where the money is...As therapists, we are in a fantastic position if we can realign ourselves out of the 'medical field' and into the 'health industry,' to help people grow old with meaning, integrity and joy.

"I'm working with Boomer professionals who are ready to transition, but they're not ready to go to retirement communities. I'm developing a reputation that I can help

them live life fully."

Specifically, Zur's work is aimed at steering clients in new directions, talking with them to draw out their goals and dreams. He uses a short questionnaire, which you can see here: [www.zurinstitute.com/vocation.html](http://www.zurinstitute.com/vocation.html).

He agrees this falls into the category of coaching, but adds, "Regardless of what you call it, or how you package it, this is where the money is."

Work with other professionals who are also targeting pre-retirement Boomers, Zur advises. These include personal trainers, nutritionists, and Pilates instructors.

Market the specialty with an extensive Web site that prominently features your own personal story in a way that suggests a connection with potential clients.

"Tell your story in a way that people say, 'I want this guy to hold my hand into the next phase.' Be real. A lot of Baby Boomers will Google you."

**Contact Ofer Zur** at Sonoma Medical Plaza, 181 Andrieux St., Ste. 212, Sonoma, CA 95476, (707)935-0655, email: [drzur@zurinstitute.com](mailto:drzur@zurinstitute.com).