

# Thriving Private Practice Outside Managed Care

## Interview of Dr. Zur with Casey Truffo Director International Therapist Leadership Institute

Casey Truffo: Hello, everybody. Once again, it's Casey Truffo here, with the International Therapist Leadership Institute and your host for the Practice Building Conference. I'm extraordinarily excited today to be doing this conference with you, knowing that we have many therapists, coaches, healers on the line, and I'm just so excited about this particular call that we're going to be doing now. You guys are really in for a treat.

The reason I asked Dr. Ofer Zur, many of you know of Dr. Ofer Zur, he provides a lot of web educational stuff at Zur, Z-U-R, institute.com, a lot of CEU programs, and other kinds of information about practice building and about how to be a better therapist there. Years ago, I met Dr. Ofer Zur via his site, actually. I was starting a practice, got a lot of his information, learned a lot, and then over the years we've connected.

One of the reasons that I wanted you to speak on this particular topic, I know you speak a lot about money and a lot about digital ethics and about digital immigrants and a lot of cool, cool stuff, but I know that recently you moved, right? to a new city and you had to practice what you preach in terms of starting a new practice. Is that right?

Ofer Zur: Kind of. Not too intensely, but yes. I have to start some new here, absolutely.

Casey Truffo: I know that you've got-

Ofer Zur: [Crosstalk 00:01:42]- Go ahead.

Casey Truffo: It's different than when you started your practice years ago, right?

Ofer Zur: Oh, I would say. We will discuss it this evening.

Casey Truffo: Yes. Before we get started, just any words of hope that you might reach out to people that might be out there struggling and are trying to get there?

Ofer Zur: The hope will come through the presentation.

Casey Truffo: Awesome.

Ofer Zur: Let me tell you where we are. As you were introducing the topic, I just finished an email I wrote to the faculty of my son's school. It goes like that: "Dear faculty, I hope you had a good weekend." This is actually is the recap of what I wrote on October 3rd and I just reiterated, this is after the death of the Rutgers student, about the cyberbullying. This was October 3rd and I'm just rewriting it today, but here it is.

"I hope you had a good weekend. With the tragic, tragic death of Rutgers University student due to cyberbullying," and then I give the link. "This might be a good opportunity to educate our students that what may seem fun to them in the moment of posting can be hurtful and even fatal. I know that many of the high school students in our school are aware of the suicide and this week can be used as teaching opportunity to help them reflect and to be more aware about what cyberbullying is and the unintended consequences that impulsive and thoughtless posting can bring."

"I think it is important to educate, remind the students to be aware that with absence of direct feedback from the target person or the victim due to online medium, young people are not aware of the impact of their action. Additionally, the internet promoted this inhibition effect, which can often lead young people to post content that would not communicate personally face-to-face. I have a lot of resources online of that," I give the link. "Let me know if I can be of further help."

Casey Truffo: Nice.

Ofer Zur: Okay. What is that? When I was in Sonoma, which is not much different than what happened right now, in 1988, I did a lecture on what you call "Fighting and Loving." This is what we call it. Free lecture to the community on fighting and loving. When you put sex and violence together, you can't miss, you're going to get a draw.

We have a standing-room-only. We didn't charge anything. Not much different to what I did just a couple of weeks ago. There's an issue on the table. I put it out, I'm being invited to talk to the parents and the students about cyberbullying, and before you know, I had in Sonoma a full private practice with waiting list within probably a month of moving in.

That's what will happen here if I continue to do more public presentations here in the new town of Sebastopol. I'm a little bit playing it a little bit lower key because I don't want to build a big practice here right now, but what I would do is, I'll give many tips in this hour of what I'll do, but this email captures a lot of the easiest way to build a private practice, whether there is a rape in the community, where there's gang activity in the community, where there is the bastards of kids on the school for drinking or smoking marijuana during school time, marital rape hits the local paper, whatever it is, whether I do an interview with the local paper, with the local radio on this very issue, or give a presentation.

What's different between now and 1988 that in this email that I just read to you, there is a link to my webpage. If I were to start today, I will identify, what are some of the hot issues in my community? You can live in downtown L.A. and you still have a church community, you have LGBT community, you live in downtown New York or in Manhattan, there are local issues there.

There are communities everywhere, whether it's a school community where this

email is geared to or neighborhood or church or synagogue or whatever it is, ethnic minorities that you have affiliation with, there are issues that need attending to.

Once you put this kind of posting out that this lecture is coming up by such and such on an issue that is very hot and very relevant, two things will happen. First of all, you are being seen as an expert. Secondly, people will go to your website. Now we come to the second point.

Besides presenting or talking to the local paper or to the radio or to the newspaper about relevant, hot issue in the community, I did the same thing in Sonoma where was a school shooting. Again, school shooting happened in our community. Believe me, it was attended by teachers and parents and principal. Who would ignore, this is right after, which one was the big school shooting in-

Casey Truffo: Columbine?

Ofer Zur: In Columbine. Right after Columbine, we did three days, the paper put a notice on the free presentation, I wrote a few words about a, big deal, I Google, and become an expert within 24 hours about school shooting, all the information was there. It happened to be in the area that I have interest, so it was easier for me to catch up, but every educated person, we all have MAs and PhDs and whatever, Masters in Social Work, and we can catch up on the research, and we present.

Then what's the difference between then and now is that now they are going to my website. Every poster, every radio interview, even you right now already gave my website out, that means they can go to my website and identify and see who I am.

That brings us to the next issue. It brings us to the issue of if you want to be successful at this day and age, you need to have a website that will reflect your expertise. Before I go to the website case, if you want to do something more about the first part?

Casey Truffo: No, go ahead. This is awesome.

Ofer Zur: Can you unmute them so that-

Casey Truffo: Yeah. Do you have a question? Please just press star-two if you're on the phone, and if you're on the webcast, put it in that little Q&A box. We truly do want to be able to answer your questions as we go along. There is one question here. Do you want to take that now?

Ofer Zur: Go ahead, yeah. Give it to me.

Casey Truffo: It says basically, I'm paraphrasing here, I understand you wrote the email to your son's school, but how do you get an interview with the radio?

Ofer Zur: A very good question. You just call the radio or email the radio and you write the

same email that I read to you right now. It's the same email. "There is a major issue that happened in our community and we need to attend to that, and I can help."

Casey Truffo: In that letter that you wrote to your son's school, you didn't say, "I'm planning on doing a talk on this." You said, "I think there's a-

Ofer Zur: Actually, it end up like that, yes. It end up, "I would love to propose a session for the students and their parents about ...

Casey Truffo: Like that.

Ofer Zur: ... cyberbullying."

Casey Truffo: You were very directive.

Ofer Zur: I was very direct, and I'm available. For the radio, it's the same email. Something happened in Rutgers, we don't want it to repeat in our hands. As you can see in the email, I show them that I use the word like "dis-inhibition effect," then I talk about the young people do not see the communication, they don't get the feedback, so they're going to sense that I'm an expert. I give them in one sentence, I show them I know what I'm talking about.

The same thing to the newspaper. The newspaper would love to have a local expert being interviewed. Most newspapers are just dying to somebody semi-intelligent to say something semi-relevant.

Casey Truffo: Especially related to-

Ofer Zur: [Crosstalk 00:10:04]- Go ahead.

Casey Truffo: No, I just say, especially related to a hot button, because as soon as something comes up, they don't want to have to go searching for an expert. You send them information. They're often really happy to jump on it.

Ofer Zur: Absolutely. It's a newspaper, radio. Call the radio, send email to five people in the radio station from the manager to the marketing to the program director. When you send it to the local paper, get it to the persons that wrote about these issues in the past. If you put "cyberbullying" into your local paper, you'll see which reporter wrote about cyberbullying recently or in the last couple of years. You're going to be in the archive and you can direct your email to them as well as to the editor. What's the big deal? You just CC as many as you can. It doesn't hurt.

Casey Truffo: Love it. Love it. Great tip.

Ofer Zur: Did it answer the question, Casey?

Casey Truffo: It did, it did.

Ofer Zur:

Now, we are moving along to the part, whether you succeed to get a gig or you were in the paper or not, what happen if they put a presentation about you, you have a poster out there and your name is there, and under your name will be your website. This goes together.

When they get to your website, they need it to find out, first of all, to connect with you and see a picture of you of some sort, and hopefully you are not too stiff, but you are professional. If you love dogs, it's okay to have a picture with a dog. If you are a horse person, it's okay, but just something real about you that they can connect.

Then, the website, that can link about many things within the homepage. The homepage may have a few sentences about your mission statement. What do you stand for? Are you critical of the DSM and believe that most depression is existential and are committed to help people to live with integrity without feeling victimized and accept the relationship to death. Whatever that you feel close to your heart. "I help people with depression or anxiety," whatever you want to write, but something in a sentence or two that people just look at your face, short video of a minute to two can be good, a picture minimum, and some kind of a mission statement.

Then they can go to all kind of links within your website. Some of them will go to your CV, some of them will go to your mission statement. Another link will go to resources, another link will go to your bio, more personal bio. Forget about direction to your office. It's old and stupid. People have navigators on their cellphone right now and the old-timers will find it through Google Maps. Don't worry about direction to your office. You can put it onto, get a Google Map in your "Contact us" information. Your phone should be pretty clear.

Modern-day consumer do a few things. They would like to see a nice, modern-looking website. They do comparative shopping and they would like to get self-disclosure. That means they would like transparency. They would like to get a sense of who you are.

When you have a resources page, one of the many pages that they can link from the homepage, make sure that you don't just give links to American Psychological Association or to CAMHS because they are useless. What you want to have is links to real papers or guidelines that help how to deal with anxiety, how to deal with depression, how to deal with infidelity, how to deal with ADHD kids, if you believe in the ADHD diagnosis.

It's like a little bit of a how-to. When they go to this section of your page, they can get real help. Giving them American Psychological Association.org, apa.org, with their thousand and thousands of pages is not very helpful. People would like to go with a click or two to get to the place where they know how to deal with the recent affair, what to do with internet addiction, what to do if my child spend too much

time on Facebook. Whose child doesn't spend too much time on Facebook?

You are being helpful in your website, you are being personal, and you look modern.

Casey Truffo: You think it's okay to put links in off of your site? I usually recommend people don't do that because I want them to see me as the expert, but you're saying that it gives you added credibility if you give them links off your site?

Ofer Zur: It depends. That's a very good point. I don't give much external link because I wrote on, I don't know, it's ...

Casey Truffo: Yes, you have an answer for almost everything on your site.

Ofer Zur: Thank you, Casey, for bailing me out so I don't need to say it myself. I have dozens and dozens of articles online that I wrote on all the topics that I mentioned and many, many more. I have a free articles page that is get bigger by the hour.

Most people, and most therapists, if they get help in issues of parenting, internet addiction, ADHD, infidelity, anxiety, they'll view you as helpful. If you don't have the articles yourself and you didn't write it or you could not compose guidelines, use links.

Sometimes you can post other people's pages if you get permission. I ask regularly people to frame my articles and say, "As long as you put the link to my original page, you are fine to do that." In this case, they stay on your site.

What else do you need--your thoughts about website?

Casey Truffo: Do you think we need to spend a lot of money to make a professional-looking website?

Ofer Zur: It depends on your technology. My daughter thinks it's idiotic. She's a digital native, she's young, and she can do her website in probably 20 minutes and it won't cost her anything. I think that it depends on your technology.

If you can do it yourself, you can do it for free, if you are a digital immigrant, that means you are in the 45 or 50 years and older and you are not highly techie, you can pay somebody a few hundred dollars, it doesn't need to be a few thousand dollars, and you can have a website being ready.

Make sure, it's very important that your domain name reflects your name or reflects some kind of a content: anxietytreatment.com or doctoroferzur.com. In my case, zurinstitute. Have a name so it's not like a name of a company that gives you the website "/yourname." Make sure it looks much more professional.

Casey, help me say it clearer than that.

Casey Truffo: No, I think that that's very well done. You want it to look professional, and I think that you can also use your city, like [marriagecounselinginberkeley.com](http://marriagecounselinginberkeley.com) ...

Ofer Zur: Yes, excellent.

Casey Truffo: ... which is nice. Always buy your name, and then buy something else that would help them get to you. I do think that's important.

I agree. I don't think that we need to spend thousands of dollars anymore. You can either get a templated system. I know Juliet Austin, one of our colleagues, does websites for therapists. I really like what you said about having it both personal information and showing that you're an expert and not linking to professional organizations. I think that drives me crazy, too.

We jumped over the money issue. Did you want to talk about that?

Ofer Zur: Let's do a little bit more, get a chunk a little bit about the website and then we'll come back ...

Casey Truffo: Gotcha.

Ofer Zur: ... to the money and ...

Casey Truffo: Go for it.

Ofer Zur: ... the business. How is that?

Casey Truffo: Okay.

Ofer Zur: Can we do that?

Casey Truffo: Perfect.

Ofer Zur: Now, you have a website that you either create yourself and you show up. Again, you are being personal. Your bio is very personal. Your pictures are personal. People can connect with you, so when you do comparative shopping, they see that you are real and they can connect with your values being expressed.

Then, in this day and age, you need to market your website, and there are many ways to do that. This is, unless you are really an expert, you may need to get some help here. Starting a blog is one idea. People like to interact with material online.

I have a blog on victimization, blog on DSM, blog on infidelity, blog on touching people in psychotherapy, on boundaries. I have six, seven blogs. People go there and just enter. They're interacting with me. This is a way that they, especially the young ones, view the internet. They do not view it as a passive site.

Another way that you need to market your website, and if you don't know what SEO, don't worry about it, just hire somebody. You don't need to pay thousands of dollars, but it may cost \$100, \$200 a month to perform search engine optimization. I won't get into that. If you don't know what it is, you need to hire somebody.  
[Crosstalk 00:19:16]-

Casey Truffo: Peter will be talking later about that for us.

Ofer Zur: Excellent. Keep the content fresh and change it. Now you may want to do Google ad, and if you don't know what it is, either learn or hire somebody.

One of the newest things that help with the website right now is to invest in social networking marketing. All the old digital immigrant ethicists and professors who know nothing about the internet are all up in arms about, "Oh, my goodness, you're going to use social networking for marketing." It's a way of the future.

If you start your practice today and you don't use Facebook page or Twitter to market your practice, you will stay behind. If you don't believe me, check on IBM and Bank of America, on Casey number of sites, and anybody else. There is a way to do this Facebook page that is not interactive, but people can like it.

Then, you need to have an office policies that matching telling people that you don't deal with confidential information and stuff like that. I have no doubt ... Do you have somebody in this conference to talk about social networking marketing, Casey?

Casey Truffo: Yes. We have Shama Hyder Kabani who wrote the book "The Zen of Social Media Marketing" and she's going to be talking about the Zen of social media for therapists.

Ofer Zur: Marketing as well?

Casey Truffo: Exactly.

Ofer Zur: Excellent. Don't listen to your old ethics professors who don't even have a Facebook page and ...

Casey Truffo: Those people ...

Ofer Zur: ... [crosstalk 00:20:48]-

Casey Truffo: ... are driving me crazy, Ofer.

Ofer Zur: Say that again?

Casey Truffo: Those people are driving me crazy.



Ofer Zur: I know, I know. They are so behind time. So much of our educators as well, they are so behind time, educator for our kids and educator for us in school.

I've lectured in L.A. for the Department of Mental Health. It was so enlightening. Some of the young therapists, I asked them, "Do you have a Facebook—I said, "Do you have a Facebook page for marketing," and said yes. I wanted to know, to push a little bit more, "Do you have yourself in a bikini in a Facebook page that your clients can see?" I asked her. She just gave me a look and she say, "You are old dinosaur. What's with you?" She didn't say anything, just her look said it all, you know?

Casey Truffo: Yeah.

Ofer Zur: The transparency that young people are used to and accustomed to and feeling it's the way of life for them, it's something that just, you, Casey, we have never known and we barely can comprehend it, but we better comprehend it if we want to teach people how to do that.

The transparency is enormous. Not that I advocate that you put your bikini picture on your Facebook for marketing but the tolerance for high level of transparency without an eyebrow, it's just incredible among the digital native, the output.

Casey Truffo: Let me sit back and get what you're trying to say. What you're saying is the younger people expect us to be infinitely more transparent, is that what you're saying?

Ofer Zur: Absolutely. Bikini and all, in some regard even though, goodness, I would not put my myself in a bi- Would you, Casey?

Casey Truffo: No, but I actually have a colleague who is a therapist who is losing weight and has a picture of herself in a bikini showing her weight loss, and she's a therapist, on her site. She is getting good response from people because part of it is because she helps people lose weight, and so she's showing it's possible. I couldn't do it just because I'm 57 years old and don't want to put myself in there, but what you're saying is, you're not recommending we do that, but what you're saying is that it's not unexpected.

Ofer Zur: It's not unexpected among the natives, among the young ones. You need to listen to the section here this week on internet marketing, on SEO, and if you don't want to do it, like me, like my daughter does my Facebook marketing. In the internet, you go to Facebook and you put "Zur Institute" and you'll see what my daughter is doing there.

My two sons cannot believe that I pay my daughter to go on Facebook. They are so upset at the idea that somebody is getting paid to go on Facebook. Hundreds of dollars a month. I pay her happily, so I don't need to be involved.

Casey Truffo: If I can just say this, social media now is what websites were like 10, 20 years ago. If you got on and had a website early on and you're marketing with that website, that was awesome. Now, websites are so common, yes, you need one, but everybody has one. If you're not marketing on social media, you're going to catch up. Then there's going to be so many other people on it that you're going to be lost in there. I hope you will listen to Ofer and also to Shama's presentation, too.

Ofer Zur: Excellent. Listening to two dinosaurs like Casey and I ...

Casey Truffo: Exactly.

Ofer Zur: ... if we say, there must be something to it. If you start today, not only a website with the key elements that I described earlier, you have somebody who does the ad words, try to get you inbound links. If you don't know what I'm talking about, get an expert, get an SEO, and get the social networking marketing.

Casey Truffo: Now what about marketing to a specialty?

Ofer Zur: Online or in-

Casey Truffo: Online.

Ofer Zur: There are many ways to do that. I'm not super expert with that. I would've done it through the ad words.

Casey Truffo: No, would you recommend it, taking a specialty ...

Ofer Zur: Absolutely.

Casey Truffo: ... for your website?

Ofer Zur: If you have an expertise, like if I have ethics, kind of a huge part of my stuff, if you put, do a relationship with ethics are come first, not because I really did anything spectacular to marketing, just because I have a lot of material online, so if you focus on your website, on anxiety, and anxiety appears in hundreds of your pages or dozens of your pages, not just in the meta tags, but in the titles, as well as in the text, and you have been around for a while and you update your pages, and you have somebody who does the SEO, you will be picked up by specialties. This would be my approach.

Probably there are more specialized approach that that. Because I wrote so much about each of these topics, I show up really high, number one, number two, often on Google, because a lot of material that's focused on certain issues where my expertise is. Does that answer your question?

Casey Truffo: Yes, it does, but I think I'm going to have to put in my two cents here. I think things ...

Ofer Zur: Please.

Casey Truffo: ... have changed because you had so much content for such a long time that you already had some pretty high rankings, because of the amount of content you had. If you're starting today, I think what is important is to pick something that interests you and become known for that, but also, we're trying to build a practice that I'm sure you're going to talk about this, or actually you already did, which is beyond internet marketing, which is really about getting back out into the community.

Ofer Zur: Definitely. Let's focus. We covered the original, kind of, present in your community. We talked about internet. We can talk about it for hours, but you have other sessions. Let's continue beyond the website. Can we do that?

Casey Truffo: Please. Go for it.

Ofer Zur: At the heart of marketing is your relationship to being a businessman or a businesswoman. All of us here in this conference did not go to get our Masters in Business Administration, we didn't go to school to study business, we didn't take course in Business Management, profit or non-profit. We just went to the field because we're interested in healing.

Many of us not only don't know much about business and marketing, we have almost antipathy to that. We have a negative response to the whole idea that we are entrepreneurs. I grew up with this idea. My mother was a psychologist in Israel. She never was paid by one client that she had ever seen in her life in our house. She was paid by university, University of Tel-Aviv and the Ministry of Education, but for her, therapy was just giving.

I remember. For me, I felt guilty for charging \$5 a session when I started in 1984, because I didn't think about myself as a businessman. I was following my calling, I was following my vocation to do healing, to healing about war and gender issue and marriages, et cetera, et cetera, et cetera.

I think the idea of following our calling can really interfere with the idea of being able to be successful as business people. We need to think about ourselves as entrepreneurs. The young ones, I think, with the internet and the website can think about themselves easier than the middle-age and the older therapist.

It's nice value to have a calling, and definitely therapy is my calling and my vocation, but that's not enough. I need to think myself as an entrepreneur, as a businessman, and to run it as a business. That brings it to our relationship to money, not only to business.

A lot of us see healing and profit as something that are incompatible. I had to overcome it myself, and many people say, "Ofer, you did a good job," and I sure worked on it really hard. If I say you are a businessman first or you're an

entrepreneur first and you have a recoil response, set a consultation with Casey, set a consultation with me, or talk to your therapist, but maybe your therapist may not be very helpful because they have the same problem as you do, and start getting, overcoming your negative responses to being an entrepreneur, because if you are not, you won't be successful and your website will not reflect this entrepreneurial drive that people will need to see in it.

Vocation is wonderful and calling is wonderful, but by itself, it's actually a hindrance rather than an asset to the business of psychotherapy. Casey, you and I have talked about it a lot in other conferences. Can you put it in your words what I'm saying?

Casey Truffo:

That's funny, because that's the title of my new book is "The Entrepreneurial Therapist." Somebody said to me the other day, "How much do you love doing your business?" I said, "Oh, I love it." They said, "Would you pay to do it?" You have to think about that for a second. If we're not treating our business as a business, then on some level we're paying to do it.

I think that's an important thing to think about. We really do need to be our business's fiercest advocate, we need to figure out what is best for our business, not just for us personally, and I know that that is a little bit of a stretch for many of us.

The other thing that I'm seeing is that we are growing as a community and we are changing, and I think we are having more of a curiosity about business, and I agree. I think that having a curiosity about business, and then the money part goes along with that, is the single biggest thing that keeps people from being as successful as they'd like.

If they're not curious about business, wanting to learn more, if they over-identify with their business success, "If the business is doing well, then I'm okay," and if they don't have their ducks in a row about money, I think that those are the big things that make a successful clinician in private practice versus not as successful.

Ofer Zur:

The questions around money are, what have you learned about money in your family of origin? What did you learn about the relationship to entrepreneurship? Who taught you about money? What happened if you think about yourself as making a lot of money?

A lot of people are snubbing their nose at these ideas. You will not be successful if you don't just allow yourself the idea that you can be wealthy, as Casey called her other book, "The Wealthy Therapist," if you can be wealthy as well as a healer.

Again, the idea of the calling needs to take a second place to the business, because you have to be first in the business, and then the calling on top of it. If you get the order wrong ... You talk to somebody who is very idealistic and fought for a lot of- I left Israel for moral reason, so idealism is not foreign to me, but I look at my private

practice as a business where I employ myself.

Casey Truffo: Exactly. Exactly. That's one of the things that, the business has needs. It needs resources, it needs time and attention, and we as individuals need that, too, but sometimes they're separate.

Ofer Zur: You need to invest in a business. Everybody thinks that they're investing in the renting of room and in the business card, it's enough. It's idiotic. This is not how people succeed in business, whether it's a shoe store or amazon.com. You have a budget for marketing. Either you know how to run the business or you get an accountant and a business manager that help you run the business of private practice.

Casey Truffo: It's also not rocket science. There's things ...

Ofer Zur: It's not.

Casey Truffo: ... you can learn to make it go really easily and smoothly. On the kick-off call, Mark Silver called it, you want to create a sacred container for your business, because your business is a separate container. I really like that.

Ofer Zur: I'm not sure it's sacred. Separate. "Sacred" gets me worried because it gets into the calling and we get idealistic and then we all get huffy about the business. I'll be watch out a word "sacred," "calling" and "vocation," because it's so easy derailing us from the business part, even though I can relate to all these words with all my heart and my soul.

Casey Truffo: Right, though what you're saying is that it has to be a separate thing we give attention to. That, for therapists and coaches, traditionally has not been something like that because it doesn't take much. It's not like starting a restaurant. If we're starting a restaurant, it takes a lot of investment, financial investment, energy, other resources. Starting a practice, you just need some kind of phone and maybe a website, and maybe some office space.

Ofer Zur: The mental space you need to be is to be like a restaurant.

Casey Truffo: Exactly.

Ofer Zur: I need to get people into this restaurant, I need to reach them, I need to tell them what's unique about this restaurant, what they'll get when they come to the restaurant. I have to be personal about my statement, so in some regard, look at it as a restaurant even ...

Casey Truffo: Exactly.

Ofer Zur: ... though of course it's so ... Look at it as a shoe store. Look at it as a restaurant.

We talked about how to deal with recent events in the community. We talked about the website. We talked about the mind frame, what kind of frame of mind you need to bring to the business of therapy. Casey's materials and my material, we have been dealing with that for years and years and years to try to help therapists look at this differently.

Regular schools are so useless and even harmful when it come to the issues of business, but what's the saving grace right now, that the young people who love the website and love the social networking are going also much more business-oriented in some regard. They can see that the internet can bring money. There's a little bit more business orientation to the young one and less the idealism of the psychodynamic psychotherapist, bless their hearts.

Then, let's go a little bit about part of the business is you need to get something—you don't need to reinvent the wheel, you get the clinical forms, and probably many of you that listen to that knows that I have 61 clinical forms that you need to have in place.

What's important part that I've added lately to the clinical form is because we are going to use social networking marketing, you need to have some forms that explain to clients what is your social media policy. My new forms include social media policy that explain is that "I don't do therapy online. Please don't post confidential information. I will not respond to confidential information," blah blah blah.

Do I accept people to Facebook friends or not, do I Google my clients or not, all this stuff goes into the office policies. Somehow as we have new business practices, they need to reflect in the office policies that all clients get before they come into the first session. Then-

Casey Truffo: We have a question that. It says, "When you discuss Facebook marketing, were you referring to marketing on your personal Facebook page?" You're talking about your business' Facebook page.

Ofer Zur: I'm talking my business one, and my daughter told me it's a bad etiquette on Facebook to have two profiles, personal and professional. I don't have personal. I have Zur Institute. One, they forced me to call it Ofer Zur PhD, and the page is for the Zur Institute.

I don't see why you can't have two Facebook pages, but my daughter say it's bad etiquette. I have no idea why. I'm talking about my professional Facebook ...

Casey Truffo: Gotcha.

Ofer Zur: ... page.

Casey Truffo: Great.

Ofer Zur: Very good question. Then, the question is, what about the personal one that you allow to connect with your buddies and stuff? Do you have the answer for that, Casey?

Casey Truffo: No, but maybe we'll ask Shama when she talks about social media.

Ofer Zur: I'll check with my daughter on that because perhaps she changed her mind.

Casey Truffo: I don't have a personal one. All I have is my business one.

Ofer Zur: That's what I do, too. Any more questions?

Casey Truffo: No, that's all I got ...

Ofer Zur: [Crosstalk 00:38:20]?

Casey Truffo: ... so far.

Ofer Zur: Comment? Let's talk a little bit more marketing the old way, because just doing it online doesn't do the trick, because I see that the internet, the Web pages, are being used often when somebody refer, like your physician refer a client to you, and before they see you, they usually do two things: they check your website and they Google you. They do both, to be in one swoop. Hopefully your website will show on a Google search very high, but they'll Google you in other. They may check your Yelp rating and to see whether people commented on you in yelp.com.

The website itself, most people, if you put "anxiety" and "therapist in New York City," they will not find you, even though you deal with anxiety in New York City because there will be millions of other sites that will show up. The website, they'll often get there after they got a referral to you or heard about you other ways, i.e. through what we talked about, the radio or talk about the school lecture.

There's other way to market yourself in the community. We talked about free lectures on old topics or new topics for the PTA, for rotary club, for the local emergency room staff. All of these groups are looking for intelligent people who will entertain them during lunch, or give some content to a PTA meeting, it would be a better draw. For the ERs, for the emergency room staff, you can talk about the nature of bipolar and what do we know about recent developments in the field of schizophrenia.

So, you look around your community and see, how can I establish myself as an expert educator? This is the next point I would like to make. You want to establish yourself as an expert educator, because then people will refer clients to you, and then the clients, before they see you, will check your website, so it's all tied together.

Most modern clients will not see you before they check you online. Seventy to 85% of the people will check you online before they see you, and that's probably why they are calling you. On the first call, while they're talking to you, they'll Google you and seek out on what your website looks like.

If you go to a meeting of a PTA and give a lecture about, I don't know, internet addiction, ADHD, zillions of other, bullying, letting go, transition to high school, transition to college, transition out of the house. You go to a, taking care of the caretaker, you go to old people's home and you are looking to the family member who take care of the older people, either at home or in the nursing home, primarily women, and they need care. They need self-care.

You go to the nursing home and the old people's home and try to gear your presentation towards those taking care of the people in the nursing home and you give a lecture about self-care. Probably most therapists are capable of doing it.

If you are not comfortable in giving a presentation, write a little article in the local newspaper for the nursing home. It will come to the caregivers. Write an article for the PTA bulletin about some relevant issue about kids and multi-tasking. If you don't know anything about it, spend half a day getting some good articles about multi-tasking. What do we know about brain research? What do we know about the kids? Write an article.

Casey Truffo: I think what you're really pointing out is, instead of coming from a scared "Oh, my gosh, I'm trying to get clients. I hope you like me" place, you're coming from a place of "I have something of value and there's a hot button that I imagine is on your brain right now and I want to be a resource for you."

Ofer Zur: Exactly. I'm an expert, and I can help you. I can be a resource for you. I can help you. I can help you deal with your own burnout if you take care of your mother-in-law. I can help you deal with a toddler that you think seems to you out of control. Who doesn't need help with their kids from age 13 on with their internet use? Talking about one parent, show me a parent of kids between 13 and 18 and not concerned about Facebook.

Casey Truffo: People are asking. If you're interested in Dr. Zur's forms, you want to go to, is it [zurinstitute.com](http://zurinstitute.com)?

Ofer Zur: Yeah, [zurinstitute.com](http://zurinstitute.com) and on the left side you'll see the clinical forms.

Casey Truffo: There you're also going to have examples of the policy statements you're talking about, about social networking and things like that?

Ofer Zur: It's in the forms. They are actually suggesting how to use the social networking.

Casey Truffo: Great. I started out with those forms, so I highly recommend those forms.



Ofer Zur: This was long time ago, Casey!

Casey Truffo: Yeah. It was, gosh, I don't even want to think when that was. That was almost 17, 18 years ago.

Ofer Zur: I know.

Casey Truffo: We have a question here. Can we take that?

Ofer Zur: Go ahead. Sure.

Casey Truffo: I'm going to unmute a wireless caller here from Kentucky. Go ahead, please.

Marilyn: Hey, Casey, it's Marilyn ...

Casey Truffo: Hi, Marilyn.

Marilyn: ... from Kentucky. I have a question back to Facebook. I don't understand how you can just have one Facebook page, because when I did my business page, I had to have a personal account, so if there is a way around that, I'd love to know that.

Ofer Zur: My personal account of Ofer Zur PhD, you go check it out. Just go to Facebook and put "Ofer Zur," you'll see what's my Ofer Zur PhD look like, and then go ...

Marilyn: Right. I've been there.

Ofer Zur: ... to Zur Institute page that is tied to my profile. You'll see that both of them are actually highly professional, thank God.

Marilyn: I've looked at that before, so I will do that again.

Ofer Zur: I don't have my picture in a bikini there. I do have, if you really search my website, you'll find out my Kilimanjaro picture. Casey, I'm going to China, I think, in December because ...

Casey Truffo: Wow.

Ofer Zur: ... I'm going to lecture in Singapore again. This time I'm going to do China, I think, some remote part of the world, because you know my interest in boundaries?

Casey Truffo: Yes.

Ofer Zur: What is more the bigger boundary on the planet than the great Chinese wall, yeah?

Casey Truffo: Yeah.

Ofer Zur: I'm going to do China. Anyway, so-

Casey Truffo: Marilyn, we'll get more information from the social media expert, too. How's that?

Marilyn: That sounds good.

Casey Truffo: Because I think that Ofer and I know a fair amount about it from a 30,000-foot view, but if I speak for both of us, I doubt both of us know all of the details ...

Ofer Zur: Oh, no.

Casey Truffo: ... at the five-foot view. Is that right, Ofer?

Ofer Zur: Oh, my goodness, no, no, no. I leave it for my daughter. Oh, my goodness, no, no, no. Don't scare me even, Casey.

Casey Truffo: Okay, thanks, Marilyn. All right, great, but thank you for the question. On your handout, people are asking, you have a section on flexibility?

Ofer Zur: Oh, my goodness. You want to stop me on that, give me five days on that. The Baby Boomers, we're growing older and we like to be served, and we like to be served when we like to be served. We want to be served and we are going soon. Even though Casey is doing her bike-riding and I'm climbing Kilimanjaro and going to the great China Wall, sooner or later we are going to get injured or get home-bound and we would like our therapist to come there.

Two ways for us to connect Baby Boomers with our therapist. It's a generation that has money and the resources and we like to get what we want, how we want, when we want. We can afford it. The last generation that probably can afford it with really a lot of money.

We are going to do it via home. We would like our therapist to do home visits and via telehealth. If the market is leading to more home visits, get off your butt and go do a home visit. You get paid by the second from the moment you leave the office and you talk to your clients in their homes.

If they prefer to do it via telehealth, get informed on telehealth. I have three online articles on home visit. I have an online course on home visit. I have an online course on telehealth. I have 119 online courses. I have an online course of social media ethics. It's a very popular, digital ethics with Keely Kolmes.

Flexibility, whether it's telehealth, texting with young clients; how else would you reach a suicidal or not suicidal 16-years-old? You're going to call them? You're going to reach them via text or via Facebook. Because Facebook is not conducive to psychotherapy, because confidentiality can be easily compromised, you do it via texting, through the phone. By the way, another hot topic to lecture in schools and to parents is sexting. Just another hot topic.

You learn and you have the client, the teenager, and the parent, sign in the office policies so they understand that perhaps the texting is not encrypted and blah blah blah, so they understand the vulnerability of emails and texting. The flexibility is that we need to just meet our clients where they are.

Of course it's applied to issues of gifts and when do we touch our clients and of course I have courses on gifts and touching and our free article on all these things. When I talk about flexibility is you need just to get to think about the box, forget about the psychodynamic psychotherapy classes that taught you to stay in the office and to minimize self-disclosure, won't get you very far in this day and age, and start being flexible. Meet the clients where they are, whether it's via texting or via home visit, via the phone.

Today, I see this lady and we go for walks with her two dogs. This is what she likes. She's a side-by-side kind of a girl. Girl—she's almost 70. We're going for walks with her dogs. I love it. Gets me out of the office. She's side-by-side, like my daughter. She talks better. I have some paranoid clients who will not be in the office, we do therapy in the car.

Meet the clients where they are, especially people who are paranoid, the youngsters, and of course the Baby Boomer who likes to be in control. We can talk about flexibility forever and ever.

One more thing. Because we use texting, because we use emails, because we have electronic records of our session, get HIPAA compliant. It would take you just probably an hour or two. If you are very good, it will take you even less than that. I have the text, I have the HIPAA form in one of the online courses. You can get it within 30 seconds.

Get HIPAA compliant. HIPAA is a part of the start of care. It's not that hard and it will not require many changes. One more form at the beginning when you see clients, the HIPAA notice of privacy practices that we all sign when we see all our doctors. Because you're flexible and you use emails and you keep some electronic records, for example, of the emails, you need to be HIPAA-compliant.

Casey Truffo: This is just really amazing to me. I think the underlying message that I'm hearing throughout is that coming from a place of confidence and that you are a valuable resource and picking hot topics and inviting people to make use of you is what is one of the big things of dealing with the economy today. When a lot of people are struggling, I think part of that is fear that's keeping them, but you're saying just step out. Don't be afraid, just step out, and I know that you have something to offer.

Ofer Zur: Absolutely. When it comes to issues of marital problems and divorces and affairs and children, people will pay. Then you have the Baby Boomers who will talk about the meaning of life and dealing with their bucket list and they'll pay as well.

There is money, and we don't cost as much as houses or cars. We're relatively affordable. Seeing us can save \$30,000, \$50,000 in divorce costs, and we will not cost even a fraction of that.

Casey Truffo: Exactly. Exactly. One of our favorite clients, Zora from San Francisco, says "I'm still using Ofer's autobiographical intake form from I don't know how many years ago" and then she re-

Ofer Zur: Oh, my goodness.

Casey Truffo: Then she reminds us that social workers have been doing home visits almost since the beginning of their profession.

Ofer Zur: I know. I just lectured to 80 of them in Los Angeles Department of Mental Health. What a wonderful day. I learned as much as I taught. They are the social workers who do the home visit in L.A. What a wonderful day.

Absolutely true, social workers have been doing it for a long time. The problem is NASW they try to compete with the psychoanalysts and look super clinical, so they try to say, "Oh, we have clinicians, too." I think NASW in some regard abandoned some of the original values of social workers and they try to compete with professionalism, so to speak, which is sad in my book.

Casey Truffo: Agreed, agreed. This has just been such an incredible call. Again, zurinstitute.com, if you want to check out Ofer's stuff. You're just always an incredible gift and joy for us and I just want to thank you for taking this time out with us.

We've just got some comments. Thank you so much. Just somebody says, "I was already making a few changes to my site while you were talking before I forgot all the gems that Dr. Zur dropped." She's out there making changes to her site right now based on what you said.

Ofer Zur: Excellent. Oh, I love it. Casey, you have been fantastic. You are so intelligent and personable and right on the money, so it's just a pleasure to connect with you. You are really pushing the field, the entire field, in the right direction, so thank you for all what you have been doing. I don't give compliments easily, you know that.

Casey Truffo: I know. Thank you. I'm very touched. Thank you again and I'm just going to open up the lines. Everybody, we just want to say goodbye and thank you. The lines are open, so everybody say good night or goodbye, whatever ...