

# **JEAN FAIN**

[www.jeanfain.com](http://www.jeanfain.com)

## **Checklist: Building Your Ideal Mindful Eating Practice**

### **Preliminary Tasks**

- Envision: Ideal Client
- Develop: Specialty
- Decide: Setting, Managed Care or Private Pay

### **Pick and Choose**

- Affiliate: Major Institution
- Join: Peer Supervision Group
- Network: Colleagues
- Network: Doctors and Other Area Healthcare Professionals
- Join: Referral Service
- Give: Lectures, Workshops, Teleconferences
- Build: Relationships with Journalists
- Write
  - Announcement of New Practice
  - Advertisement (on-line or in print)
  - Brochure, Flier, Business Card
  - Press Release ([www.freepressrelease.com](http://www.freepressrelease.com))
  - Article, Column, Newsletter
  - Help: Client Write Article about Therapy Gains (if it makes therapeutic sense)
- Create: Website
- Produce: Audio CDs & Videos
- Join: Social Networking Sites (Linked In, Facebook, Twitter)
- Attend: Workshops on Building/Promoting Practice
- Hire: Professional Coach
- Read: Books on Promoting Practice

### **Favorite Book on the Subject**

Grodzki, Lynn. *Building Your Ideal Private Practice* (W.W. Norton, 2000)

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**Jean Fain**, MSW, LICSW, is a Harvard Medical School-affiliated psychotherapist specializing in everyday eating issues and the author of ***The Self-Compassion Diet***. A publicist emeritus and veteran journalist, she's been writing health and fitness features for newspapers (from the Boston Globe to the LA Times), magazines (O: The Oprah

Magazine, Shape, Self...) and on-line publications (Huffington Post) for three plus decades.