









Hey there friend!

How's the PT world treating you these days?

Seeing all the patients you want to see? Making the salary you deserve and putting a dent in your student loans or able to invest in things? Feeling appreciated by your boss?

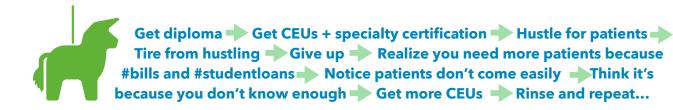
No? Not happening for you?

Hmmm...Lemme guess...Maybe for you it's something like any of these scenarios:



- You're exhausted from seeing so many patients without so much as a bathroom break
- Your notes pile up and you have to stay late or bring work home every night
- The idea of getting out there and marketing feels too "salesy" and desperate for your taste
- You need more money, but you'd have to work more hours or see more patients
- You have tons of good ideas, but you're not seeing the growth you want
- Or you just don't feel like you know enough.

I hear you. And I bet you didn't know when you signed up for PT school that you might find yourself a neverending merry go round of burnout that looks something like this:



Sound familiar?

I've been there. And I learned the hard way that I didn't have to invest thousands of dollars and hours in the wrong places to get off of that merry go round.

It doesn't have to be so hard to be the boss of your career. And to be clear: I don't just mean being a manager or owning a practice. If that is not what you want, this guide is for you, too.





A little back story on me...

In my first 5 years as a PT, I climbed my way up the specialty ladder, took a zillion courses, gave some big presentations, got sweet teaching gigs, did some research, published articles, got more certifications than most PTs get in their entire career. I also had a popular blog and a large social media following.



You might think that with all of that success, the niche of patients and the income I desired came flocking towards me.

I've got news for you, amiga. It was great sometimes, but I wasn't really all that happy.

Yes, I'd checked all the boxes. But I wasn't seeing the patients I truly loved or earning the money I deserved for all of that knowledge and skill. And I certainly wasn't earning the money I needed to put a dent in my 6 figures of student loan debt.

I was spending thousands of dollars on continuing education only to continue making an average PT salary. I constantly worried over how I was going to pay the rest of my bills, if I'd be able to contribute to retirement, buy a house, or support my family.

Plus I just didn't feel fulfilled at the end of the day. I spent more time working than with my husband. "Fun" was becoming something that happened only on the rare vacations I took (assuming I let myself take them).







"With Julie's help, I have learned how to love and respect myself better than I ever have. In doing so, I have seen life-giving improvements in my relationships with others and I have also become closer to achieving my unique life & career dreams. Recently I moved across the country to chase both a beautiful life and career vision I didn't think were possible. I am so grateful for her compassionate, generous, bold, and fearless guidance."

Dr. Jen Wardyga PT, DPT, CSCS Female athlete, running & yoga expert Bend, Oregon









I knew that my niche of patients was out there and that they needed me. I just didn't know how to get them in the door without sacrificing my whole life to do it.

After a series of personal and health problems sent me spiraling toward rock bottom, something had to give. I was spinning my wheels in my career and it not only didn't earn me the income I deserved, but also earned me plenty of personal & health problems.

It was time to step off the merry go round.

I remember panicking in the shower because I had no clue what to do or where to go. I felt frozen and stuck: I couldn't go backwards, but also didn't know the slightest thing about moving forward.

I knew I didn't want to go back to the 50-hour work weeks of outpatient practice where I never felt appreciated or good enough, no matter how many certifications I'd gotten or courses I'd taken.

I knew had a gift to give the world. I just didn't feel like I knew enough about how to do it.

So what did I decide to do? Spend thousands more, of course! But this time I didn't spend it on courses.

Instead, I made what is easily the single most important series of investments I have made in my career thus far:

I invested in my own life, health and business coaches. Getting my head and mindset in the game first was more important than the "how-to."

Yes, this know-it-all-straight-a-student-career-superstar needed someone to hold her hand and walk her through how to stop overachieving and burning the candle at both ends, which was obviously getting me nowhere, if not sending me backwards.

I also needed help learning how to actually build a career and niche that left me full of energy, time, and passion at the end of the day, and didn't derail my health and sanity.

With the help of my own coaches, I learned that all of the clinical knowledge, skill, and certification in the world wouldn't necessarily get me what I deserved. Something had to change.

Against what seemed like every strand of DNA in my body, I quit my job with absolutely no plan, which felt absolutely bonkers as someone who used to operate on being a "planner."

Then, I started my own business. I once said doing this was impossible, terrifying, and downright crazy.









Why? I'd worked for and seen other PT entrepreneurs who lived a life of stress, overwhelm, competitiveness, perfectionism, and running their employees into the ground.

They never had time for their families, let alone themselves.

I didn't want that.

So I rewrote the "rules" and decided to do PT business different than most.

- I worked only 2 days per week, seeing patients for 1-2 hours each
- I traveled on-site for sports performance and video analysis sessions.
- I found creative ways to rent and use space with little to no overhead
- I made thousands of dollars on the side...in my sleep
- I built a thriving health, life & career coaching practice
- I decided to put my life first and work second



And the real kicker–I started up my business with ZERO dollars in savings, no business loan, and no investors, and \$160K in student loan debt.

By focusing first on building a life and second on working, I saw 5-figure months become the norm, not the exception.

I know, sounds backwards, right? Isn't it true that we need to work harder to earn more?

Nope.

Even I didn't believe it for awhile—I remember doing my taxes and nearly falling out of my chair as I texted my husband frantically to tell him that I hit 6 figures by seeing clients 2 days per week. It was REALLY possible.

Believe me, if I can do it, then so can you.

This life and career is not only possible but also a lot closer (and less expensive) than you think it is. And you already have all the clinical knowledge you need. You can start TODAY!









My coaches weren't PTs, and while I wouldn't be where I am without them, there is something to be said about having a mentor and coach who "speaks PT" – one that helps you build a healthy mindset foundation that helps you build a thriving business that won't wear you down.



That would be me! And I'm so excited to share my free Be the Boss of Your Career Blueprint with you. Now it's time to look beyond your scope and get some training in stuff they don't teach you in school or any CEU course.

Please **reach out** at any time with questions or feedback!

And if you're feeling super jazzed, please feel free to jump over to my schedule to set up a complimentary career shift call. In this call we'll get super clear on your goals, what's standing in your way, and the specific steps you need to take to get there.

I'm cheering you on and wishing you much love and the radiantly kick ass career you deserve.

Julie



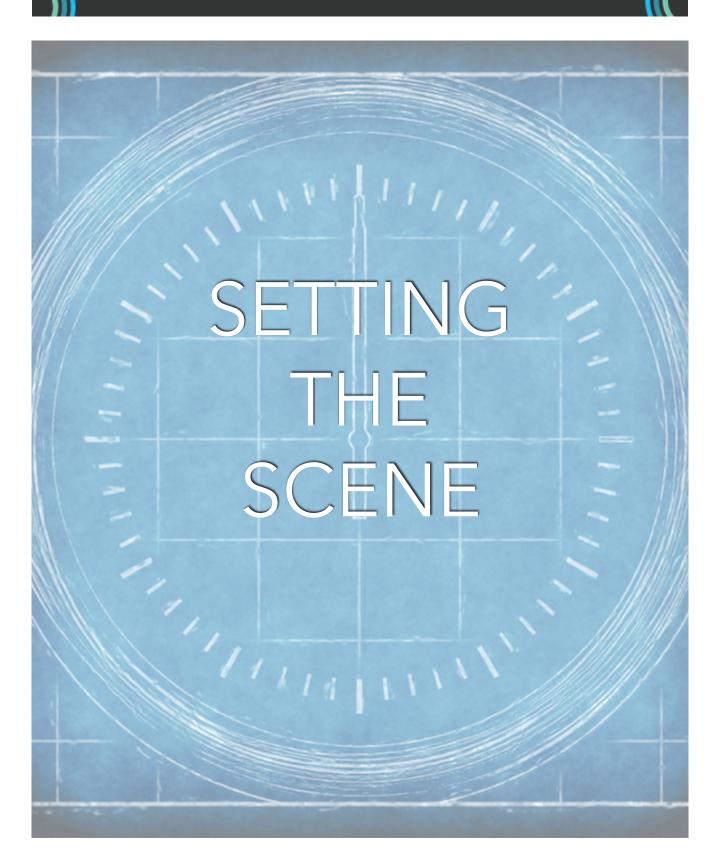


"After speaking with her just once, Julie fueled my passion for physical therapy (I was quickly burning out), and I immediately set up a series of coaching sessions. Thanks to her knowledge, encouragement, and wonderful ability to coach, I recently was able to start my own PT business and be full enough to go full time, walking away from my full-time outpatient PT job!"

> Dr. Elizabeth Rudd PT, DPT, CSCS Owner, WellEquiPT Physical Therapy Atlanta, Georgia







Ok friend. Step 1 of taking charge of your career is getting clear on WHY you want to do it.

You may be clear on what you don't want to do or what you want to get away from, which is a great start. AND-you're more likely to actually take steps forward if you have a clear vision of where you want to go and why it's valuable to you. Don't believe me? Look it up!

So before you get to the actual blueprint part, let's pause and get very clear on this.

I know what you might be thinking... "C'mon, just tell me what to do and I'll do it."

Slow down there, tiger.

I used to think that too. But I have done this a lot, and many people get stuck or fall of the wagon because they never paused to get clear on THEIR "why." Chances are they're following someone else's dream or just aimlessly checking boxes they think they "should" be checking.

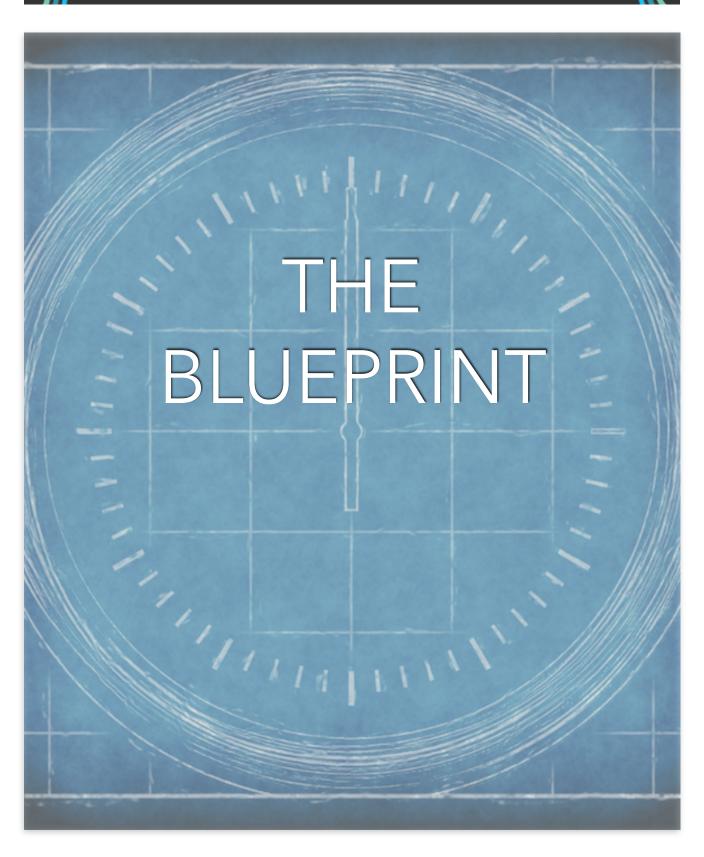
Don't skip this step! This will keep you more motivated to accomplish the actions in this guide.

Print out this page, fill in the blanks below, and post it somewhere that you will see it in case you need a reminder of why you're taking this awesome step to make your career GREAT!

The top 2 things I want for my career are:	
The top 2 ways I want to feel in my career are:	
If I had andless onergy & manay and there were	no rulos or obligations in life. I would:







How much is too much?

1

Get specific on exactly what you want for your life independent of your job. Discern how much money you need to make monthly and therefore how you will spend your time and what systems you need to get there. Include daily self-care as a rule.

Who do you serve?

2

Describe the top 1-2 ideal client groups you serve. Write a paragraph: what are their lives like? This will streamline your marketing & branding. Note: narrowing this doesn't mean this is the only group you actually serve.

How do you help them?

3

Identify what your ideal client struggles with, in their words. Then describe what you help them achieve without mentioning treatment techniques.

Clarify your unique interpersonal (nonclinical) advantage for clients.

How will you get them there?

4

What legal and business "nuts & bolts" are needed to start a practice, get a new job or fix your marketing strategy to get more clients & make more money? How can you do more with less—just get started without spending too much money or time?

How will you attract them?

5

Learn to sell directly to your ideal client without feeling salesy, desperate or aggressive and without spending a ton of money and time on marketing. Understand that sales is the #1 skill to building a practice (even if you don't own it yourself).

Who is on your team?

6

Don't do it all yourself. Isolation is the enemy of health and wealth. Surround yourself with a team of coaches/mentors, admin/tech assistants and other like-minded providers who support your growth and life goals.

How will you track progress?

7

Track more than client outcomes, like marketing efforts like speaking events and workshops, cnoversions, expenses and revenue. Replicate what works and let go of or ask for help on what doesn't work. Use a daily system to stay on track toward







"I'm not seeing
who I want to
see, so I must
need more
clinical skills
and/or
certifications."



You and I both drank this
"kool-aid" in PT school.
Don't get me wrong—
learning clinical stuff
ROCKS. But trust me—
you know enough already.
What you need now are
business, finance,
marketing, and most
importantly—a strong
dose of confidence for
heart-centered SALES
skills. You won't learn
those in clinical courses!

"A strong social media following, perfect website and beautiful rack cards will get me more clients."

2

These "shiny objects" are important, but can be a distraction from more bang-for-your-buck activities like building community relationships and doing speaking events and workshops where people can really get to know you.

Spending too much time crafting the perfect insta or blog post is a great way to hide, not succeed.

"Nobody wants
to come to a
cash-based or
specialty
practice because
it's too
expensive."

3

Get your head out of the client's wallet & into the game. Some people won't pay you. Get over it. Your job isn't to sway them. You need to sell directly to your ideal client (see the blueprint) who. is more than willing to pay you! They may not come from physician referrals or be rich people! Your ideal clients want to connect with you on a deep level.







Congratulations! I'm celebrating you!

Just by being here, you've taken a bold move to take care of yourself, which is something I'd bet you probably don't do as often as you would like. If you're anything like every other amazing provider out there, it's because you have an amazing heart and care so deeply for helping others.

And you've probably realized that all of that caring for others means you're putting yourself last. And I'd be willing to bet you are kind of tired of doing that, it's wearing on your career, and you know a change is necessary, but you don't know how to move forward!



As you read over this guide, I'd invite you to think about the following questions:

- What improvements or changes seem easy to implement?
- What seems challenging, daunting, or downright impossible?
- What more would you like to learn?
- How do you feel about being able to keep up the progress you made?

If you haven't already, feel free to send me a **private email** and share your thoughts!

Work with me

I just LOVE to work with go-getter professionals who are dedicated to being rockstars in their careers and their lives.

This guide does just scratch the surface on all of the tricks and tools I teach my career & business coaching clients daily. Maybe you got that hunch when you worked through this guide. If you are happy with this as a jumping off point, that is fantastic. Go blaze some trails and let me know how it goes!









But perhaps you need a little more support. Perhaps you have taken a few business coaching courses or you have seem some webinars. You know *what* to do, but the problem is you need the hand holding, accountability, and strategy that is specific to *your* practice to make sure it not only gets done, but gets done the right way.

I totally get it. You like to learn, and you like to seek information. But at the end of the day, all that learning and information isn't giving you the clarity and confidence you need. And you don't have a lot more time or money on your hands to figure out the rest.

What if you knew that it wouldn't take a ton of time or dollars to figure it out?

I have developed a unique program that takes care of this for you.



The Be the Boss of Your Career Coaching Program & Course enrolls just twice per year.

This unique 6-week coaching program and continuing education course offers convenient virtual group coaching sessions and classes, during which you'll learn specific proven steps and strategies necessary to get the career you deserve and love.

To ensure that we have a strong, dynamic group full of professionals that are not only ready to stretch themselves and grow, but also willing to support each other, all participants must complete a phone interview to be accepted into the course.





Space is limited to ensure high quality interactions with myself and your classmates.

<u>Click here</u> to learn more about the course and schedule an interview.

I can't wait to hear from you!

Congratulations again for taking the bold step to give yourself the gift of a kick ass career.

You are so worth it!

Not sure what you need? Got questions? **Email me now.**







"Julie was hugely instrumental in my biggest career decision to date ... finding the courage to leave a job that was slowly killing me. She helped me to see that I am worth more and that pleasing others shouldn't come at the expense of my own wellbeing. If not for Julie's coaching and gentle nudging in me being my own advocate, I'd still be working a job that was robbing me of joy and life everyday. She's helping me to see that ANYTHING is possible in my career. I feel that truly the best is yet to come."

-Dr. Ashley McFarland, Physical Therapist



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