

Setting up Independent Practices as a Clinical Psychologist

27th March 2023

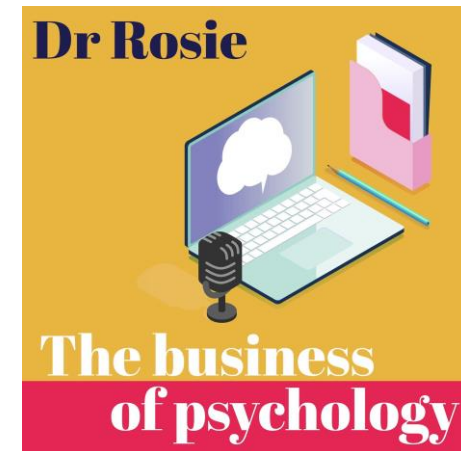
Dr Rosie Gilderthorp (Clinical Psychologist) – Psychology Business School

Clare Veal (Solicitor) LLB Hons – Aubergine Legal

Introductions

Dr Rosie Gilderthorp, Clinical Psychologist
Founder of Psychology Business School

**PSYCHOLOGY
BUSINESS
SCHOOL**
Live your values through your practice



Introductions

Clare Veal, Aubergine Legal

Commercial, IP and DP Lawyer



AUBERGINE LEGAL



5 tips to make you feel less anxious

1. Picking your specialism
2. Creating and protecting your brand
3. Understanding what laws you need to comply with and the legal paperwork you need to put in place
4. Fees
5. Building your network

Tip 1: Picking your specialism

Why specialise?



Tip 1: Picking your specialism

What is a specialism?

Struggle NOT client group

specialism: trauma

client group: perinatal

OR

specialism: neurodivergence

client group: teenage girls



Tip 1: Picking your specialism

What is **your** specialism?

Published research?

NHS specialism?

Best client feedback?

Access to clients?

Lived experience/passion?

Most exciting work

Tip 2: Creating and Protecting your brand



What makes for a good brand?



Check a name is free to use



Registered trade mark vs. unregistered trade mark



Trade Mark application procedure and costs



Use of ® and TM symbol



Think about domain names too!

Tip 3: Understanding what laws you need to comply with and the legal paperwork you need to put in place

Compliance with laws:

- Consumer rights
- Website information requirements
- Copyright legend: **©2023 Aubergine Legal Limited. All rights reserved**
- Data protection obligations / obtaining the right consents
- Advertising codes / Marketing requirements

Tip 3: Understanding what laws you need to comply with and the legal paperwork you need to put in place

Legal Paperwork : For your business

- Structure of your business / company formation
 - Business Bank Account
 - Insurance
 - ICO registration
- Supplier Agreements – accountants / marketing agencies / office management tools (WriteUpp, etc)
 - Protect your IP

Tip 3: Understanding what laws you need to comply with and the legal paperwork you need to put in place

Legal Paperwork for your clients/professional service providers:

- Therapy Business Terms
- Privacy & Cookie Policy
 - Website T&Cs
 - Associate Agreement
- Virtual Assistant Agreement
 - T&Cs for Selling online
- Supervision Agreement

Tip 3: The Legal Paperwork

Dr Rosie



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Tip 4: Fees

Mindset - think sustainability and quality.

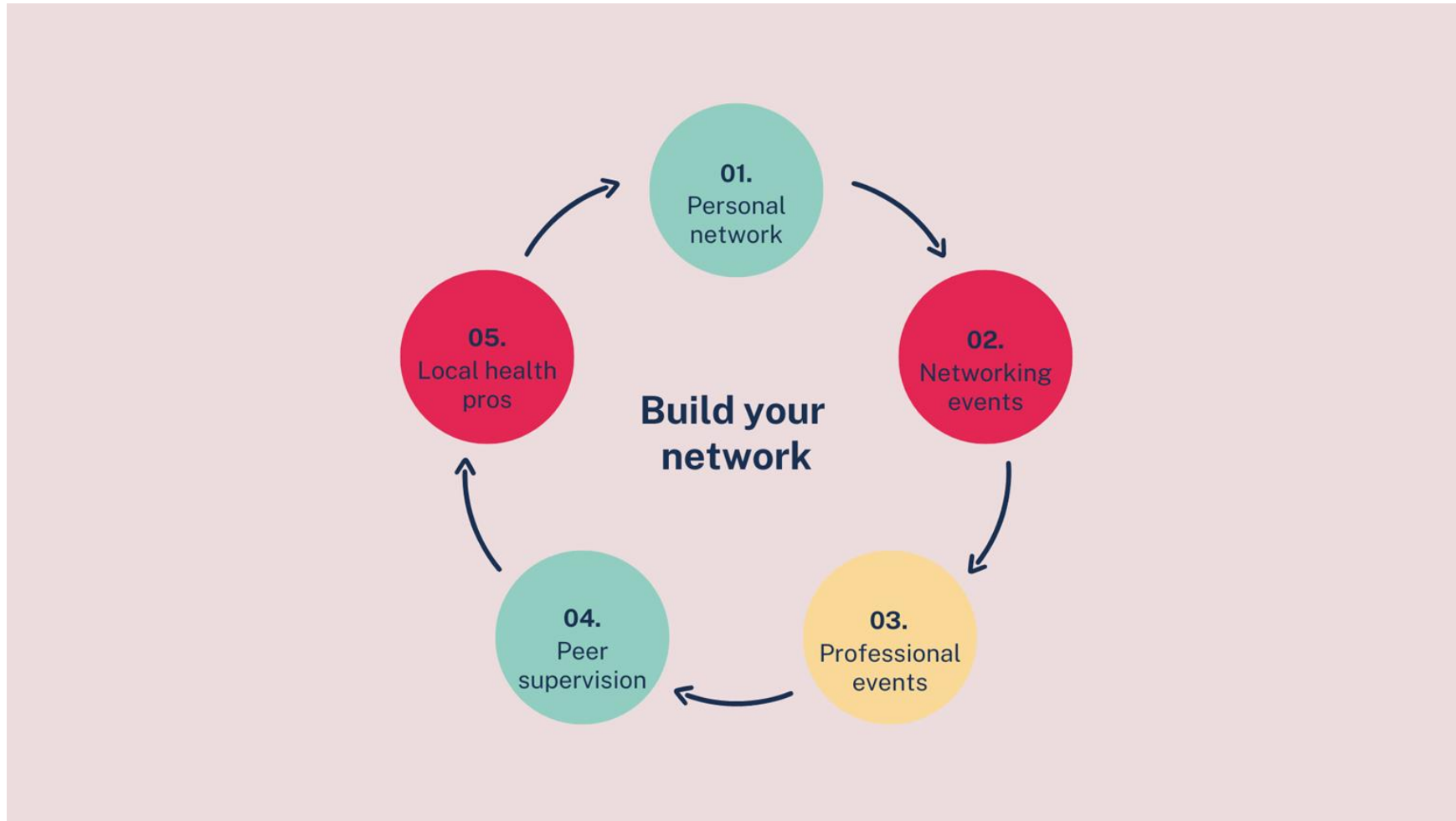
Minimum fee = costs + salary / hours with clients

Do not offer **discounts** or sliding scales

Do not apologise for your fee - point to alternatives instead

Pro-bono work can be done through **charities** or referrals from providers you trust.

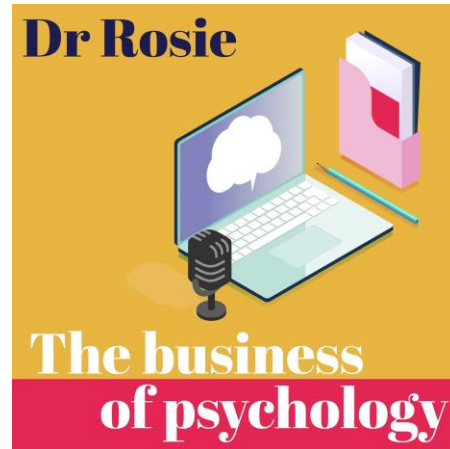
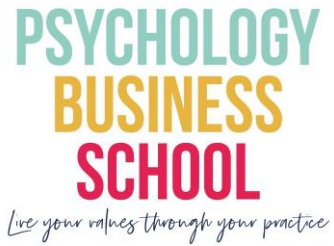
Tip 5: Building your network



Questions?



Contact Us



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