

APA WEBINAR

Supercharge Your Presence

How to Get Hired at a Private Practice

PRESENTED BY: Kyler Shumway, PsyD and Daniel Wendler, PsyD



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Daniel Wendler, PsyD

- Founder of MarketingForTherapists.org
- Founder of ImproveYourSocialSkills.com
- Author of three books
- Clinical Psychologist and Supervisor
- Two-time TEDx speaker



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- CEO, Deep Eddy Psychotherapy
- Clinical Psychologist and Supervisor
- Author of three books
- TEDx speaker – What it Takes to Love a Bully
- Featured by Forbes, NYT, CNN, and more



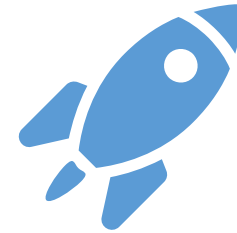
Our Roadmap...



The Search



The Choice



The Next Level



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The Search



Avoiding *The Bachelor* Trap:

Step One - Looking Inward

1. **Identify your practical needs**
 - Compensation
 - Benefits
 - Flexibility
2. **Define your cultural non-negotiables**
 - Awareness and multicultural humility
 - Access to opportunities and growth
 - Support for advocacy and societal change
3. **Imagine a career where you fully thrive**



Avoiding *The Bachelor* Trap:

Step Two – Go Beyond the Listings

1. **Limit your time on the job boards**
 - Highest visibility and competition
 - Diminishing returns
2. **Search from a client's perspective**
 - Discover thriving practices
 - Look for values and vibe congruence
3. **Knock on closed doors**
 - Reach out and show value
 - Stand out instead of being lost in the crowd



Avoiding *The Bachelor* Trap:

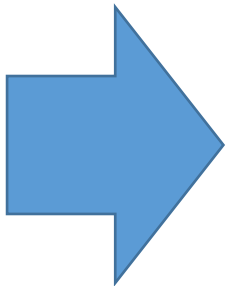
Step Three – Rise Above the Crowd

1. **Tell a story with your cover letter**
 - Why you specifically want to work there
 - What you offer that most psychologists might not
 - How they can trust you'll make a strong contribution
2. **Build a CV that backs it up**
 - Lead with what matters most
 - Claim concrete accomplishments
 - Address their concerns in advance
3. **Stand out with a work sample**
 - 5-10 minute mock therapy clip
 - Deidentified assessment report
 - Include even if not required





The Choice



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Easy Pre-Interview Wins

1. Read and follow the application instructions

- 50% do not
- Missed opportunity

2. Respect reviewer time and energy

- Take a deep dive into marketing materials (website, job listing, social media)
- Ask unanswered make-or-break questions in advance

3. Every interaction is an interview

- Be kind
- Be genuine
- Be mindfully professional



Keys to a Meaningful Interview

- 1. Actually show up**
 - 15% did not attend agreed upon interview
 - 15% did not arrive on time
 - (and look like you want to be there)
- 2. Be prepared to share**
 - A bit of memorable backstory
 - Your primary areas of clinical focus and expertise
 - Address concerns/issues/gaps
 - What you are looking for in your career*
- 3. It's your interview, too**
 - Ask questions unanswered on the site or job listing
 - Be curious about the interviewer
 - Request to meet with other community members



1. Send a “thank you” note

- 95% do not
- Chance to share more, if needed
- If follow up not discussed, ask

2. Negotiation

- Calculate the full value of the offer
- Know your worth (based on data)
- Play to your strengths (written vs. live)
- Think beyond the dollar sign

3. Be willing to walk

- Keep coming back to the table
- Ask for time and apply elsewhere
- You don’t have to accept an offer

Acing the After Interview





The Next Level

Internal Opportunities

1. Look for the gaps

- Identify areas of organizational need
- Be willing to “clean the gutters”
- Translate needs to business goals

2. Make your pitch

- Ask for an intentional meeting
- Present plan for meeting the need
- Think big, start small

3. Lead without a title

- Create spaces for friendship and connection
- Be a first follower
- Set the example



External Opportunities

1. Formal leadership

- Community organizations & nonprofits
- Politics & advocacy

2. Thought leadership

- Writing, speaking, social media
- Solve real problems for free

3. Self leadership

- Personal growth and skill development
- Follow your north star (even if there's no obvious payoff)



Let's stray cat-nected!



- MarketingForTherapists.org
- DanielWendler.com

- DeepEddyPsychotherapy.com
- KylerShumway.com

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THANK YOU!

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