

APA | Webinar

# *Supercharge* Your Presence

## Generate Side Income Online as a Psychologist

Presenter: Daniel Wendler, PsyD

December 17, 2020 | 2:00 PM – 3:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

# Welcome

## Discussion Topics

The important benefits of extra income

How to choose the right jobs

Additional income streams to consider

Ways to get your idea off the ground

How to overcome mental blocks related to pricing and imposter syndrome

# DISCLAIMER

- The views expressed in this presentation are those of the presenter and may not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

# LOGISTICS

- You are on mute
- Webinar recording after the session



# HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Dr. Wendler by using the "Questions" field located in the webinar control panel.

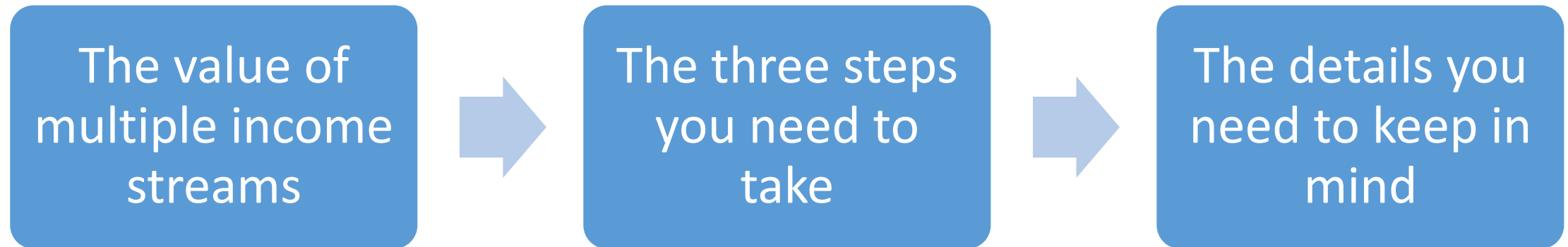


# PRESENTER: Daniel Wendler, PsyD



- Founder of [MarketingForTherapists.org](https://MarketingForTherapists.org)
- Author of *Clicking With Clients: Online Marketing for Private Practice Therapists*
- Postdoctoral fellow at Deep Eddy Psychotherapy in Austin, Texas

# Our plan for today



# A story about a seatbelt



# Financial security

- Protection from job loss
- Weather unexpected expenses
- Avoid delayed retirement



# Financial freedom

- Freedom from debt & financial stress
- Invest in meaningful experiences
- Support causes you care about



# Options for moving from 1 to 2

- Second job
- Side gigs
- Side venture



# Starting your side venture



# The three steps



Finding a  
problem to solve



Breaking the  
joker rule



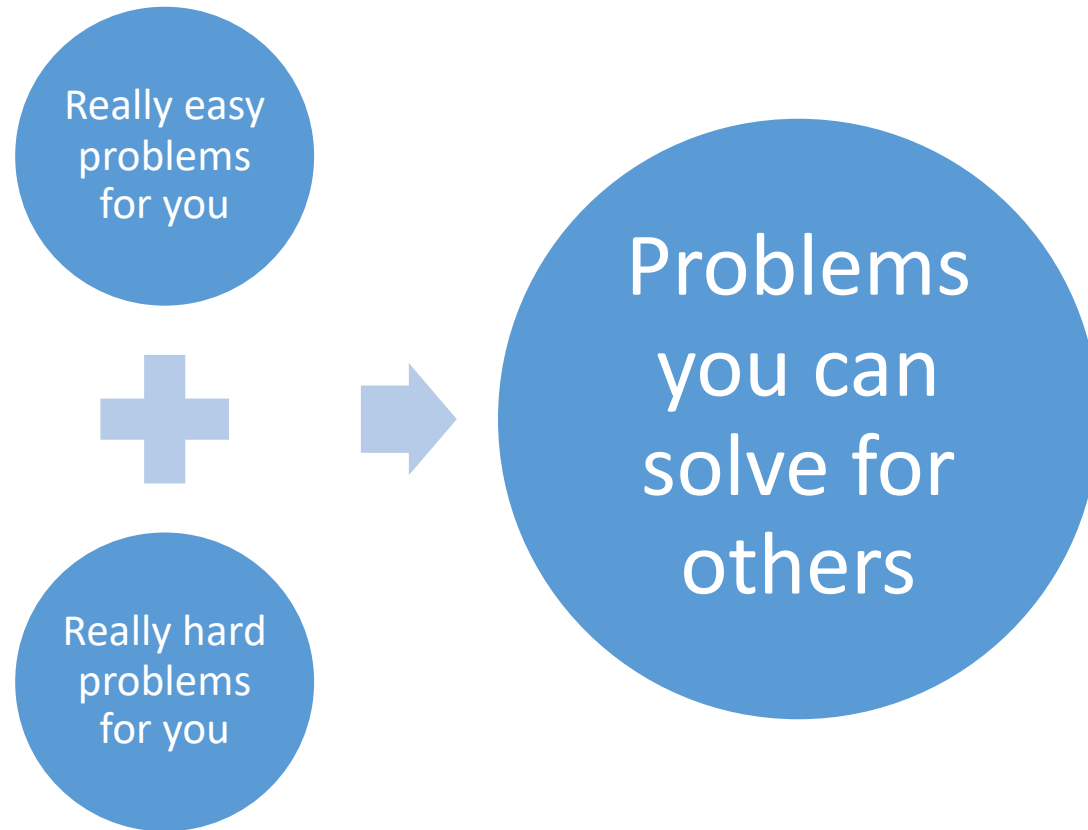
Building your  
audience



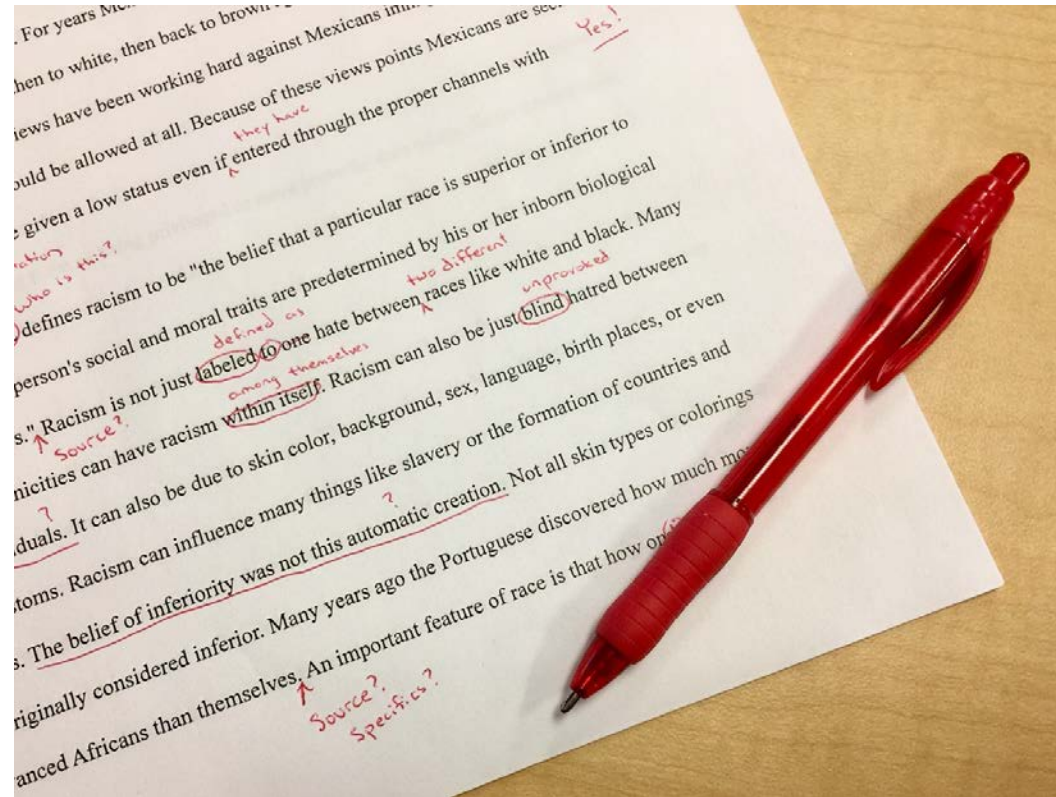
# Finding a problem to solve



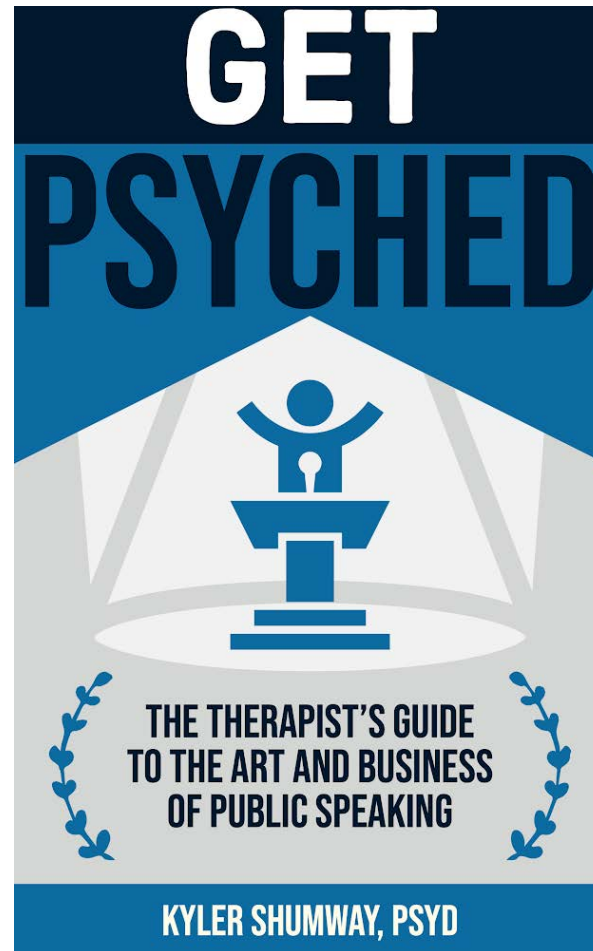
# Finding a problem to solve



# Using a strength



# Using a weakness



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

# Breaking the Joker rule



# Breaking the Joker rule



Build credibility



By solving problems...



For free



# Breaking the Joker rule



INNOVATIVE IDEAS TO START, GROW, AND SCALE YOUR PRIVATE PRACTICE



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

# Breaking the Joker rule



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

# Building your audience



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

# Building your audience

The  
relationship  
approach

The  
broadcasting  
approach



# The relationship approach

- Reach out directly to decision makers
- Find recurring referral sources
- Build one relationship that brings many new customers



# Relationship approach examples



# The broadcasting approach

- Be a guest on another platform
- Work your way to larger platforms over time
- Attract permanent followers

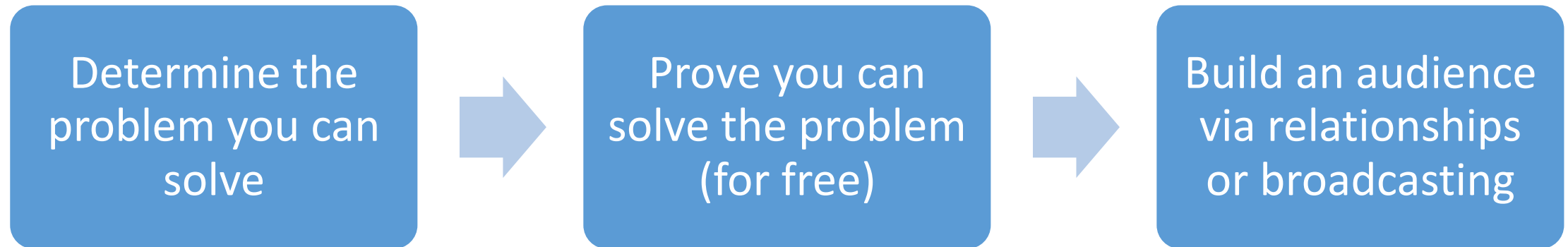


# Broadcasting example



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

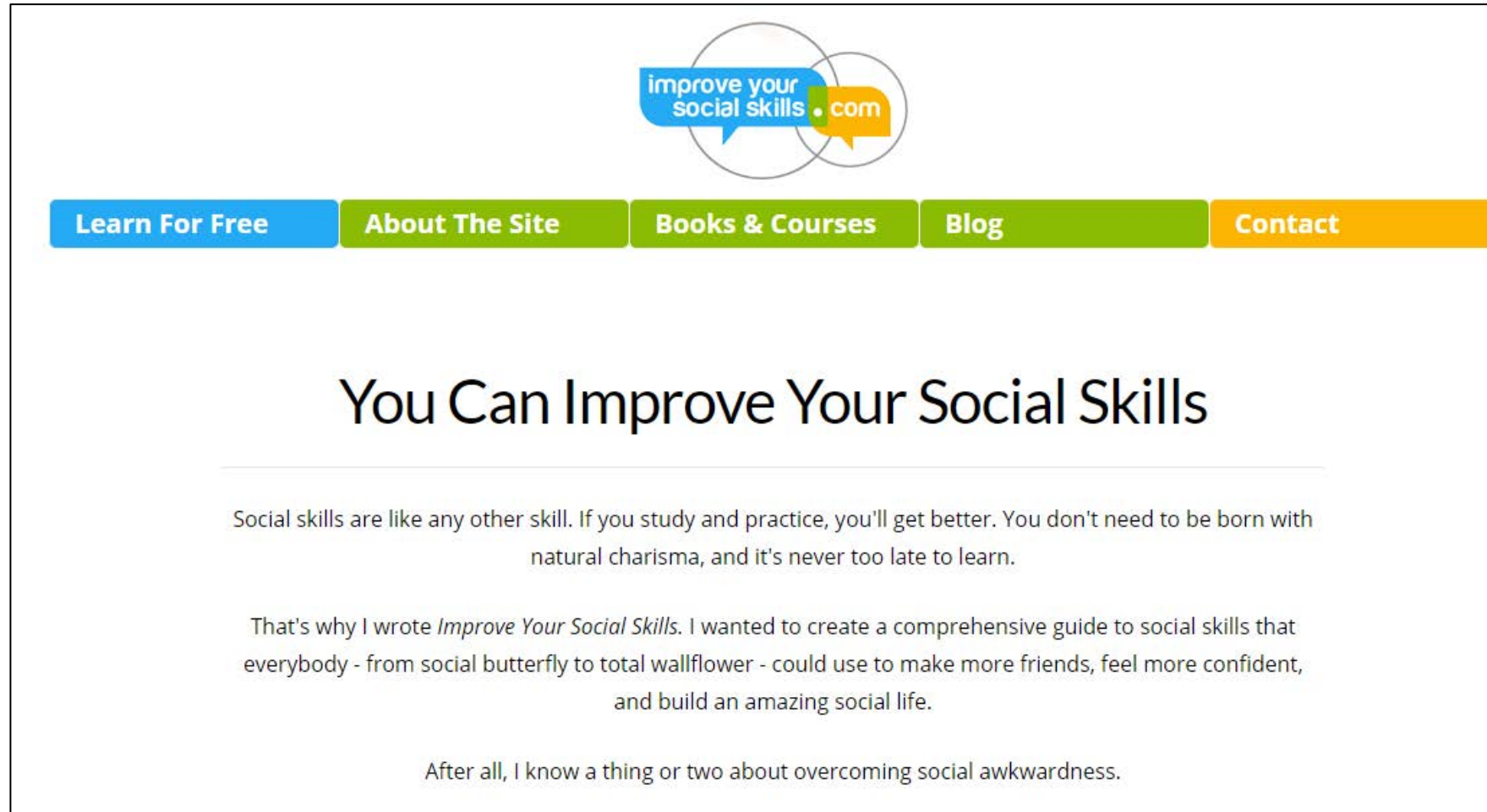
# Putting it all together



# Case Study

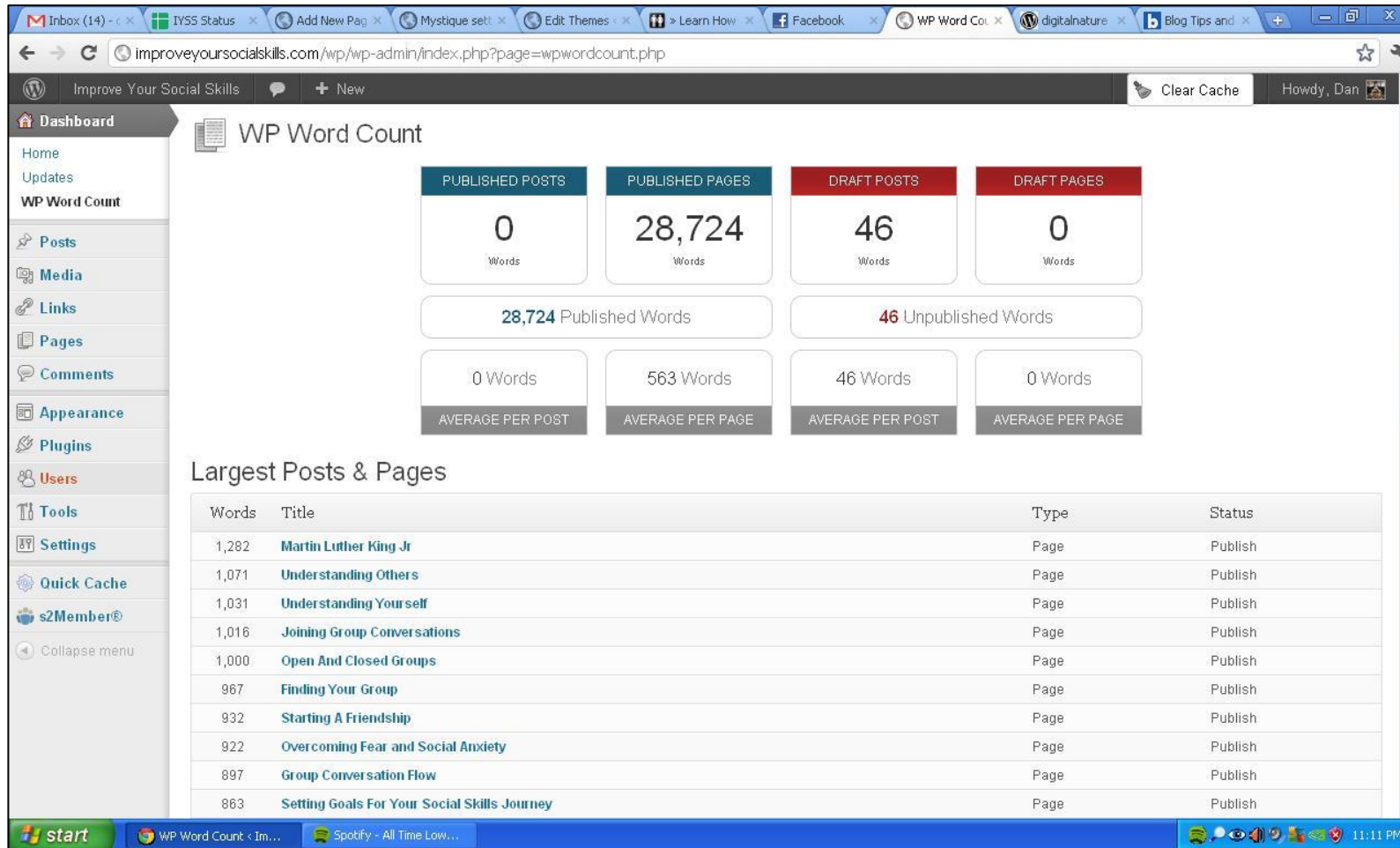


# Case Study



The screenshot shows the homepage of the website 'improve your social skills .com'. At the top center is the logo, which consists of two overlapping circles, one light blue and one light orange, with the text 'improve your social skills .com' in white. Below the logo is a horizontal navigation bar with five buttons: 'Learn For Free' (blue), 'About The Site' (green), 'Books & Courses' (green), 'Blog' (green), and 'Contact' (orange). Below the navigation bar is the main heading 'You Can Improve Your Social Skills' in a large, black, sans-serif font. Underneath the heading is a paragraph of text: 'Social skills are like any other skill. If you study and practice, you'll get better. You don't need to be born with natural charisma, and it's never too late to learn.' This is followed by another paragraph: 'That's why I wrote *Improve Your Social Skills*. I wanted to create a comprehensive guide to social skills that everybody - from social butterfly to total wallflower - could use to make more friends, feel more confident, and build an amazing social life.' The final paragraph at the bottom of the main content area reads: 'After all, I know a thing or two about overcoming social awkwardness.'

# Case Study



# Case Study



14:54

What Being Autistic Taught Me About Being Human | Daniel Wendler | TEDx Talks

94K views • 2 years ago

TEDx Talks

Daniel Wendler grew up bullied, lonely, and awkward because of his diagnosis of Asperger's Syndrome. In this talk, he shares his journey and how he learned to embrace his differences.

CC



18:06

My life with Asperger's: Daniel Wendler at TEDxUniversityofArizona

418K views • 7 years ago

TEDx Talks

How can we make sure everyone has a community where they feel accepted? For many people, the answer is to be different.

CC



29:12

Improving Social Skills with Dr. Dan Wendler

893 views • 11 months ago

The Lifehack Show

In this episode of The Lifehack Show is author Dr. Daniel Wendler, who has a Doctorate in Clinical Psychology and specializes in helping people with social skills.



3:19

Daniel Wendler, PsyD - A Few Key Social Skills

268 views • 11 months ago

Deep Eddy Psychotherapy

Daniel Wendler, PsyD, with Deep Eddy Psychotherapy discussing A Few Key Social Skills.

# Managing your expenses

- Be wary of business gurus
- Make a \$100 plan
- Treat \$1,000 as a critical warning



# Choosing your rates

- Charge for value, not effort
- Ask for more than you think you should
- Give customers two or three options



# Managing ethical issues

- Tread carefully with coaching
- Don't sell if you can't date
- Be conservative with credentials



# QUESTIONS & ANSWERS

# Final Thoughts

- Webinar recording will be emailed to you in 2 weeks
- Take our survey immediately after the webinar has concluded
- More Supercharge webinars coming in 2021!

APA | Webinar

*Supercharge* Your Presence

THANK YOU

For more webinars, visit [apa.org/members](https://apa.org/members)

