



Melissa Hofstetter, PhD, MDiv
Licensed Clinical Psychologist (PSY25696)

595 East Colorado Boulevard
Suite 409
Pasadena, California
(626) 437-3866
<http://www.drhofstettertherapy.com>

Starting a private practice: Marketing & Consulting

When: Friday, April 10th, 10a-11:30p

Where: 595 E. Colorado Blvd., Ste 409

For Whom: Advanced PsyD/PhD & MFT students
planning ahead for their future independent practices

Why: While graduate school does a great job teaching students to be excellent clinicians, there are many facets to “the business end” of running a private practice that are rarely explicitly taught in academic settings.

Learning Objectives: This seminar aims to introduce the “ins-and-outs” of getting started in private practice, including:

- a) **Effective Marketing Strategies**
 - Common Marketing Mistakes
 - Online Presence
 - Creating Referral Partnerships
- b) **Consulting**
 - Identify the Intersection: Your Skill/Community Need
 - Making Your Services a Benefit to Organization
- c) **Establishing Professional Confidence**

Presenter: Dr. Hofstetter is an alum of FTS, taught a semester-long course entitled, “The Future Psychologist” at APU’s Dept. of Graduate Psychology, and supervises clinical students.

RSVP by April 6: dr.hofstetter@gmail.com, 626.437.3866

Fee: \$10: kindly submit payment to Ste. 409 upon registration. (May be waived in cases of financial hardship)