



Dating Coaching: A Scalable Side Hustle

When I opened my private practice, I embraced the idea that I am now a small business owner and an entrepreneur. With that in mind, I started learning a ton about business and marketing. I knew almost nothing when I began.

The more I learned, the more I realized that therapists have a big barrier to business growth. When you do 1:1 work, it's very difficult to scale your business. There are only so many clients we can see in a week before we get tired, burned out, and less effective as therapists.

Sure, you can offer groups, which helps. Or, you can expand to a group practice. But many of us aren't dying to become managers or administrators.

Yet, if someone asked you if you would like to expand your level of positive impact on others, or make more passive income, would you say yes?

I did. So I've been exploring how I can take what I know and serve it to a larger audience.

I joined a course for therapists who want to become coaches, consultants or course creators. I thought about a non-clinical need I could fill with my knowledge and expertise.

As a therapist, one of my specialties is helping people with relationship issues. And one of my favorite parts of that work is helping people navigate dating so they can find solid relationships.

Now *that* I could scale.

I thought about everything I go through with clients when they need help with dating. I developed a system I could repeat with anyone I worked with.

I wanted the system to be something I could do 1:1 with people to start, while gathering information about what was working and what was missing. I also wanted it to be something I could eventually teach in an online group or as a course, for scalability. This niche fit the bill.

I'm still fairly new at this, but it has been exciting to see my peers in the course take their ideas out into the world and start having success. I'm excited to get started too.

If you are a therapist who would like to expand your impact beyond the office, I recommend considering coaching, consulting or course creation. Do you have a non-clinical area of expertise that you could share with a broader audience?

I know what you might be thinking. Coaching has a bad reputation because it is unregulated. I think that as more clinically-trained folks enter the arena of coaching, it will naturally elevate the field. Until coaching is regulated, there may always be bad apples, but clinicians can set an example of excellence and ethics in coaching.

If you have anyone in your life who could benefit from personalized support with dating, I hope will consider me as a referral. You can learn more about me and my dating coaching at: www.coachingwithkeriann.com. You can also learn more about my therapy practice at www.therapywithkeriann.com.