



# Praktis Start Up

How to start a Private Practice  
Course Guide



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# Welcome and congratulations

## Praktis Start Up

We invite you to join us in Praktis Start Up and “choose your private practice adventure”.

In our start up program we start by finding out all about you. What makes you tick, where do you find natural work flow, what zaps your energy, what type of clients are tricky for you?

Then we find out where you make magic, matching your personality, your skills and experience and your business vision.

Using your magic zone we explore your ideal customers, where to find them and who you are competing against to win their business.

Then we take you step by step through how to set up your business structure considering legal, tax and regulatory factors.

Once these foundations are in place we look at how to set up your practice, will it be home based, do you need to find a practice space and what gear and systems will you need such as a patient management system or accounting package?

To ensure success we go through risk management processes so you have your bases covered if something unforeseen happens, including protecting your health and safety, your data and your assets.

We look at how to brand and market your business and make happy repeat customers. We look at budgeting, bookkeeping and accounting practices so that you get paid and keep the tax office happy too!

Good Luck!

**Nicole Nott**

# Praktis Start Up

## Course Overview



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### Welcome

Introduction	
Private Facebook Group	Acceptance of Facebook Group Rules
Praktis Hangout	Calendar
	How to submit a question
	How to join

### Module 1- It's All About You

Introduction	
In the zone	Video
Personality profile	Personality test
Love/loathe	Video and worksheet
Make Magic	Video and worksheet
Lifestyle goals	Video and worksheet
Business goals	Video and worksheet
Dream team	Video and worksheet

### Module 2- Your Great Idea, Business Vision - Products and Services

Vision	Video and worksheet
Mission	Video and worksheet
Culture and Values	Video and worksheet
Value Proposition	Video and worksheet
Ideal customer	Video and worksheet
Competitor analysis	Video and worksheet
What does great look like	Video and worksheet
PESTLE	Video and worksheet
SWOT	Video and worksheet
Business Model Canvas	Video and worksheet
Business Planning	Template

### Module 3 Keeping it Professional - Professional Compliance - Rules, registrations and regulation

Introduction	Video
Registration	Video and Fact Sheet
Regulation	Video and Fact Sheet
Codes of conduct/code of ethics	Video and Fact Sheet
Professional Associations/Memberships	Video and Fact Sheet
Continuing Professional Development	Video and CPD Planning Tool CPD Record

## Module 4- Business Planning and Structure

Business Structure	Video Online assessment of structure Checklist
Business Name	Video and Passwords worksheet
Legal structure	Video and links
Domain Name	Video and links
Social Media Handles	Video and links
ABN	Video and links
GST	Video and links
TFN	Video and links
Business Bank Accounts	Video and links
Password Management	Worksheet
Financial Planning	Video

## Module 5 - Risk Management

Risk Management	Video Risk Management WorkSheet Risk Management Example
Insurances	Video Links
Business Continuity	Video and Template

## Module 6 - Practice Set Up

Comparison of software	Video
Accounting systems	Video
Bookkeeping	Video and Checklist
Administration	Video and checklist
Security	Video and checklist Links
Data protection	Video
Confidentiality	Video and confidentiality agreement
Self care- ergonomics	Video and Checklist
Self care-vehicle ergonomics	Link and Checklist
Self care- posture	Video link
Practice locations/lease	Video and checklist
Practice equipment/IT	Video and Checklist
Practice Management Software	Video and download
Accounting software	Video
Merchant Facilities	Video and links
Maintenance and servicing	Video
Chemicals	Video

## Module 7 - Marketing and Advertising

Marketing and advertising	
Website	Video and Guides
Free directories	Resource List
Social Media for business	Video and links
Hard copy marketing collateral	Video
Advertising registered health professions	Video and AHPRA advertising guidelines
Advertising Non regulated health professions	Video
Branding	Video and links
Media release	Download

## Module 8 - Money, Money, Money - Pricing and budgeting

Gazetted Fees	Video
Health Funds	Video
Fee Setting	Video
Income	Video and links
Costs/expenses	Video
Cash flow	Video and worksheet



# Finito!

Now make your way to Praktis Pro  
to develop and grow your business!

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