



THE  
*Entrepreneurial*  
CLINICIAN

CHAPTER 5

# WORKSHEETS

How you  
communicate

JO MUIRHEAD



**My name is...** Remember, you are a person, not a credential. So you need to humanise and normalise the experience for the people you are relating to.

**I'm an expert in...** I understand that a lot of people feel that 'expert' is a loaded word, however right now we are not 'treating' or engaging in any therapy, we are trying to meet a prospective client, and when they know we are an expert in something specific then it helps make them feel confident about us.

**I love to help people to...** This is about the problems you love to help people solve.

**I am passionate about...** Share not only your skills and knowledge but also your enthusiasm for your work!

**I am best able to help...** Sometimes it's easier to answer this by stating what you don't do. For me that's easy, I don't work with children, I also won't work with perpetrators, and I'm not a good fit for people with addictions. In being able to describe who it is we are best able to help, we are giving potential clients, or people who may be able to refer to as words to use when describing us.

YOUR TURN TO MAKE  
*some magic...*

1

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2

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3

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4

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I AM  
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