

BUSINESS SUPPORT TEAM

THERAPIST FEE SETTING WORKBOOK

A practical pricing guide for
counsellors, therapists,
psychologists in private
practice

Created by Business Support
Team



Business Support Team

Private Practice Support
for Therapists

Setting your fees can feel uncomfortable — but it doesn't need to feel confusing.

This workbook will help you understand your business costs, identify your income target, calculate a realistic session fee, review local therapist pricing, and make confident fee decisions.

Your Current Fee Position

Current private practice fee:

How did I choose this amount?

Do I feel confident stating this fee to clients?

What feels uncomfortable about charging?

Monthly Private Practice Costs

Supervision £_____

Insurance £_____

Room hire/platform £_____

Memberships £_____

CPD £_____

Website/software £_____

Directory listings £_____

Admin/VA support £_____

Accounting £_____

Marketing £_____

Other £_____

Total Monthly Business Costs £_____

Your Income Target

Desired monthly personal income £ _ _ _ _

Monthly business costs £ _ _ _ _

Minimum monthly target required = £ _ _ _ _ _

Realistic Client Capacity

Ideal client sessions per week _ _ _ _

Approximate client sessions per month _ _ _ _

Baseline Session Fee Calculation

Minimum Monthly Target ÷ Monthly Client Sessions = Baseline Fee

£ [] ÷ [] = £ []

Local Market Research

Research 5 therapists in your area and note their fees.

Therapist Name		Specialism		Fee
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Pricing Confidence Check

I worry clients will think I am too expensive

I feel guilty charging for emotional support

I compare myself to more experienced therapists

I fear saying my fee confidently

I keep my fee low to feel safer

Concessions & Boundaries

Will I offer reduced-fee spaces? Yes / No

Number of concession spaces _ _ _ _

My concession fee £ _ _ _ _

My criteria for offering concessions:

My Final Fee Decision

My Standard Private Practice Fee £____

My Concession Fee £____

Fee Review Date ____

Fee Confidence Script

“Sessions are charged at £____ per 50-minute appointment.”

Confidence often comes from clarity and repetition.

Why Business Support Team Is Different

This is not generic administration support.

Business Support Team provides therapist-specific operational support built around the unique needs of private practice and clinic environments – managed by a qualified therapist and experienced practice manager with a deep understanding of ethics, confidentiality, compliance, client sensitivity, and the practical realities of clinical work.

Support is designed to give therapists back time, create organised backend systems, and ensure their practice runs professionally behind the scenes.

READY TO SET YOUR PRACTICE UP PROPERLY?

Private Practice Setup Support | Therapist VA Support | Ongoing Practice Management

Enquire about bespoke therapist operational support from Business Support Team.

Business Support Team – informed operational support for ethical, organised and sustainable therapy practices.

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