

The Pros and Cons of Going Solo vs. Group Practice

Adapted from Episode 4

Pros of Going Solo

- Flexibility to choose your clients
- Potential to earn more
- Be your own boss
- More control over your environment
- Great for introverts

Cons of Going Solo

- Many necessary business decisions
- Energy and money invested towards marketing
- Potential for loneliness
- No splitting of costs
- Greater financial risk

Pros of Group Practice

- No business license needed
- Bypass many administrative duties
- Less financial investment upfront
- No dealing with city hall
- Potentially more easy referrals
- More accessible trainings
- Less financial risk
- Less isolated

Cons of Group Practice

- Possible pressure to take non-ideal clients
- Potentially lower income ceiling
- Mandatory meetings/trainings
- Sharing office space
- Working around others' schedule
- Having a boss

Best way to decide: Know yourself!