

Group Therapy Launch System

Scale Your Impact & Income With Groups

CloneYourself for Psychologists

Premium Members Resource

Why Group Therapy?

Group therapy allows you to serve more clients, create additional income streams, and offer powerful healing experiences that individual therapy alone cannot provide. A single 90-minute group can generate the equivalent of 3-4 individual sessions while providing unique therapeutic benefits.

Group Economics

Example: 8-person group \times \$60/person = \$480 for 90 minutes vs. 1 individual session \times \$150 for 50 minutes. Groups can significantly increase your hourly rate while making therapy more accessible.

Step-by-Step Launch Plan

Week 1-2: Choose Your Group Focus

Select a topic you're passionate about and experienced in. Popular options: anxiety, depression, grief, divorce, parenting, relationship skills, DBT skills, mindfulness, trauma recovery.

Week 3: Design Your Structure

Decide on duration (typically 8-12 weeks), session length (90 minutes is standard), group size (6-10 ideal), and whether it's open or closed enrollment.

Week 4: Create Marketing Materials

Write compelling group description, create social media posts, design flyers, update your website with group offerings.

Week 5-6: Fill Your Group

Email current/past clients, post on social media, reach out to referral sources, host a free info session.

Week 7: Screen Participants

Brief phone screening to ensure group fit. Remove anyone who isn't appropriate for group setting.

Week 8: Launch!

First session focuses on norms, introductions, and building safety.

Sample Group Topics & Curriculum Ideas

8-Week Anxiety Management Group

Week 1: Understanding anxiety • Week 2: The nervous system • Week 3: Cognitive patterns • Week 4: Grounding techniques • Week 5: Exposure principles • Week 6: Lifestyle factors • Week 7: Building a toolkit • Week 8: Maintenance & closure

8-Week DBT Skills Group

Week 1-2: Mindfulness • Week 3-4: Distress tolerance • Week 5-6: Emotion regulation • Week 7-8: Interpersonal effectiveness

6-Week Grief Support Group

Week 1: Sharing stories • Week 2: Understanding grief • Week 3: Processing emotions • Week 4: Meaning-making • Week 5: Self-compassion • Week 6: Moving forward

Group Facilitation Best Practices

- ✓ Establish clear group norms in session one
- ✓ Protect balanced air time—redirect dominators gently
- ✓ Process group dynamics openly when they arise
- ✓ End each session with a closing ritual
- ✓ Follow up individually with struggling members
- ✓ Document well for clinical and legal protection