



Therabyte & OTPotential Presents:

5 TIPS FOR STARTING YOUR OT SIDE HUSTLE

1. Self-Assessment – Are You Ready?

Before starting a private practice, assess your readiness:

- Have enough clinical experience to work independently?
- Want to work solo or build a team-based practice?
- What is your risk tolerance and financial safety net?

2. Build Referral Networks

Referrals are essential for building a steady caseload.

- Connect with SLPs, BCBAs, OTs, and other professionals.
- Add yourself to online directories like "OT Near Me."
- Follow up with referral sources and show appreciation.

3. Market Research – Stand Out from The Crowd

Successful OTs know their market before launching:

- Who is your ideal client? What problem are you solving?
- Who are your competitors, and how do you differentiate?
- Are there conflicts with your current employer?

4. Mindset & Self-Compassion

Building a business takes time—set realistic expectations.

- Every decision costs either time or money – choose wisely.
- Expect it to take ~6 months to build up to a full caseload.
- Give yourself grace – small, steady growth is better than burnout.

5. The Logistics – Start Now, Don't Overthink It

The first step is taking action—even one paying client means you're in business.

- Start with home-based services for a low-cost launch.
- Register your business name and get liability insurance.
- Use an EMR to track clients, notes, scheduling, and billing.

Next Step: Scan to get your
OT Business Startup Checklist

Startup Checklist:



50%
OFF

PRACTICE MANAGEMENT SOFTWARE BUILT FOR OTs

DESIGNED TO SAVE YOU TIME

Work Less, Achieve More

Streamline the busywork—Therabyte simplifies scheduling, documentation, and billing, so you can focus on what truly matters.

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Reduce admin work with automated reminders, scheduling, and invoices.

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Smart Client Management

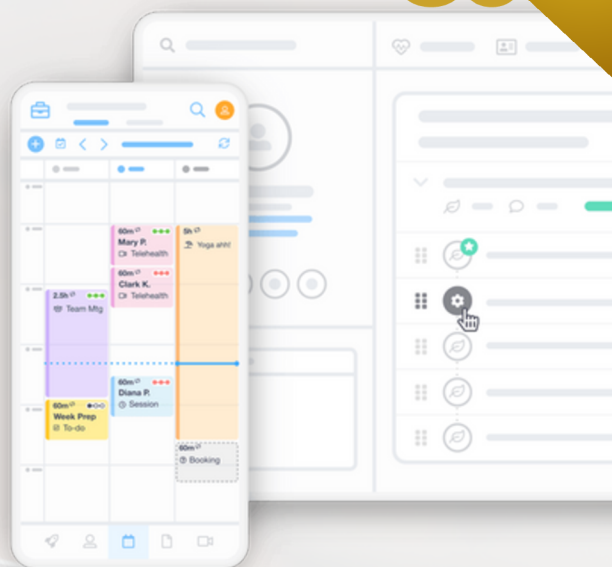
Track session history, goals, and progress effortlessly.

More Time for What You Love

Less paperwork means more time with clients, more time with family, and more time for you.



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FEATURES THAT MAKE IT POSSIBLE

- Online Booking
- Calendar & Scheduling
- Client Reminders
- Notes & Documentation
- Goal Tracking & Reports
- Secure Video Telehealth
- Automated Invoicing
- Payment Processing
- Group Registration

Scan to see
Therabyte
in Action

