

Developing Your Business Accent: Tips & Tools for Offering Accent Modification Services

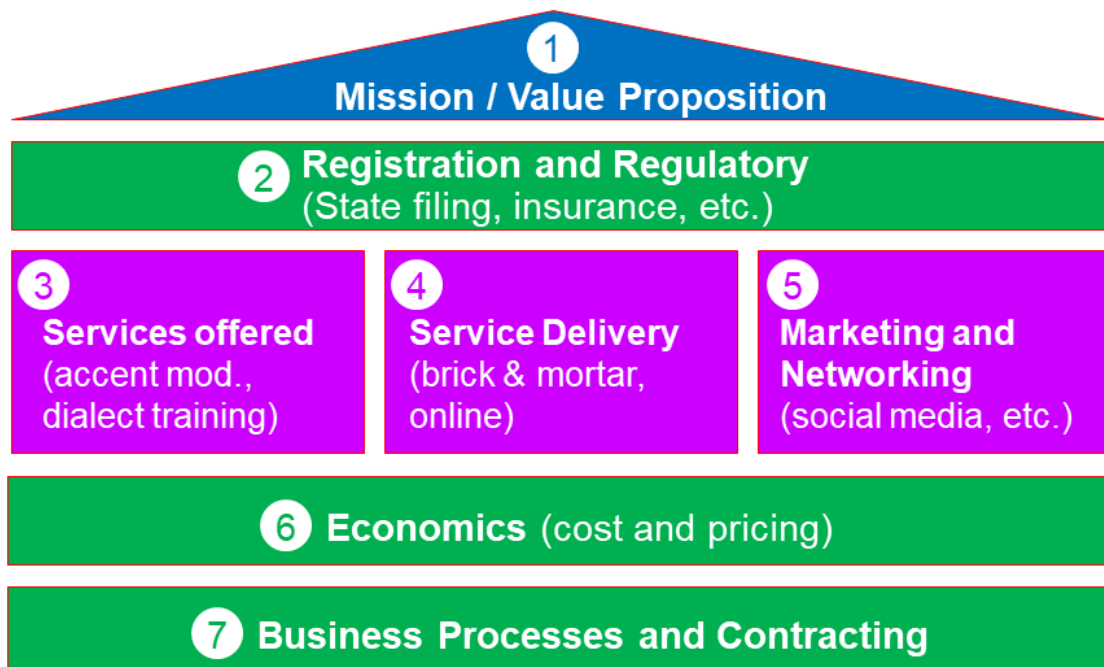
Sonia Sethi Kohli, M.S., CCC-SLP [SoniaSK@GlobalSpeechSuite.com]

Founder & Director, The Global Speech Suite [GlobalSpeechSuite.com]

President (2019-21), The Corporate Speech Pathology Network [CORSPAN.org]

Resource & Planning Guide

7 Key Accent Modification Business Elements



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Disclaimer/Disclosure: This Guide is by no means an exhaustive list of resources and/or planning steps. It is simply a supplemental accompaniment for the Attendees of the course listed above. Its intent is to serve as tool to aid SLPs in establishing/growing their accent modification business. The author receives no ongoing compensation-financial, or otherwise, by promoting any of the products/services listed, nor does the author guarantee the reliability/accuracy/availability of any of the services/products listed. This Guide contains proprietary information and as such, no copying, sharing, altering, or replication of this material may be performed without the explicit written permission of the author.

1. MISSION & VALUE PROPOSITION:

- Your Mission & Value Proposition are very personal to you & your vision. Take some time to create that picture in your mind yourself, prior to getting input/feedback from others.

- SMART Goals

Specific - Measureable - Attainable - Relevant - TimeBound (SMARTER- Evaluated and Reviewed)



Email yourself a goal/goals (small or large) related to establishing and/or growing your Accent Modification business. Schedule to have it sent to you in a specified amount of time- whether that is 6 weeks, 6 months, or 1 year. Have you met or exceeded that goal? Does it need to be modified? What is next?

- Your Mission/Value Proposition are at the core of your business. Make decisions about who your clients/customers are and how your mission/value proposition benefit them. How will you communicate/demonstrate that to them? (Westfall Exercise)

Who is your client/customer? _____

Your Strengths || Delivery Method || Client Benefit || How Do You Communicate/Demonstrate Benefit



2 Registration and Regulatory (State filing, insurance, etc.)

2. REGISTRATION & REGULATORY:

- Decide between LLC, PLLC, Series LLC, SCorp, Inc., etc. based on your local/state governmental rules/regulations
- Research rules related to each locality (state/city/county/international rules) if you plan to service clients in other states/internationally
- Maintain professional licensure/certification/membership
- Liability Insurance-(Potential Professional Organizational Membership Discounted Rate—e.g. ASHA-Mercer/Proliability); general liability if brick & mortar physical space?
- Refer to ASHA Code of Ethics/Scope of Practice; Keep up to date if any compact licensure agreements for telepractice are passed
- Small Business Administration (SBA.gov)



3. SERVICES OFFERED:

- Accent Modification Training Program
 - Counseling/Managing Expectations
 - Advocacy-promote better workplace communication practices
 - Clinical Structure in a Non-Clinical Setting of:
Assessment-Goal Setting-Training/Modification/Practice Activities-**Functional Outcomes**
 - Assessment/Training Programs/Resources to Gain Expertise
 - ~[AccentFreedom \[Christensen, B.\]](#)
[accentfreedom.com](#)
 - ~[Comprehensive Assessment of Accentedness & Intelligibility \(CAAI\) \[Shah, A.\]](#)
[caaiassessment.com](#)
 - ~[Institute of Language & Phonology Pronouncing English as A Second Language \(PESL\) \[Compton, A.\]](#)
[800-language.com/workshops](#) or [comptonpeslonline.com](#)
 - ~[LDS & Associates Proficiency in Oral English Communication \(P.O.E.C.\) \[Sikorski, L.\]](#)
[ldsassoc.com/](#)
 - ~[Plural Publishing Here's How to Do Accent Modification: A Manual for Speech-Language Pathologists \[McKinney, R.\]](#)
[pluralpublishing.com/publication/hham](#) or
[amazon.com/Heres-How-Accent-Modification-Speech-Language/dp/1635500079](#)
 - ~[Continuing Education/Professional Development ASHA.org, Courses on SpeechPathology.com, etc.](#)
- Practice Activities
- Accent Training/ Dialect Training
- Other Related Corporate SLP Services: ELL/ESL, Advanced Grammar/Vocabulary, Business Presentation Skills, Cross-Cultural Communication, Professional Writing, Voice Projection, Interview Skills, Leadership Communication/Executive Presence
- SLP Expertise/Niche/Client-Centered
- Referral for Other Services??
- Customer Service Experience



4. SERVICE DELIVERY:

- In-Person vs Online
 - Brick & Mortar [Office Sharing? WeWork, Regus, etc.]
 - Public-Community Place/Home?/Place of Work/School?
 - Online-Telepractice Expertise
 - ~Facebook Group: Telepractice for SLPs
<https://www.facebook.com/groups/1615760262004826/members/>
 - ~Telepractice Training:
<https://www.onlinespeechsite.com/telepractice>
<https://online-speech-services.teachable.com/>
 - Online-Telepractice Platforms
 - Zoom.us, Skype, WebEx, Google Hangouts, Facetime, GotoMeetings.com
 - WhatsApp, DropBox for audio/video file share/storage
- Individual vs Group/Corporate vs Combination?
 - Training Activities/Materials-packaged from published certifications/programs or customized
 - Materials:
 - ~Audience-Appropriate Photos (e.g.Pexels, Unsplash, Pixabay, Canva, your own photos)
 - ~Recording equipment/apps
 - ~Audio/Video/Document storage/sharing
- Self Pay vs Sponsored
 - Paying out of pocket?
 - Portion or all covered by employer/professional development money?
 - may require varied documentation/goals
 - scheduling considerations
 - contracting considerations



5. MARKETING & NETWORKING:

- Determine target audiences & brand for marketing: individuals/organizations; local vs international; in person vs online; industry-healthcare, business, students, research/scientists, IT, etc.; Brand/Logo (e.g. Fiverr, contests)
- Web Hosting/Website Design: Siteground, Go Daddy, Wix, Wordpress, SquareSpace, etc., local developers/designers—keep in mind your mission/value/branding and also determine how much or how little you want to use your website (e.g. blog? client access to online practice/payment?), security/website maintenance
- SEO: Search Engine Optimization—takes time to rank higher and 'be found'; post original content regularly; do research on keywords that your target customer is looking for; add location of physical space to help guide searches
- Digital-Social Media: Facebook, LinkedIn, Twitter, Instagram, YouTube, etc.
 - ~check demographics of the social media platforms you choose; are they in line with your target market?
 - ~research what typical trends are in terms of best time of day to post/types of posts, etc.
 - ~try to block time to work on multiple posts/schedule when to post
 - ~to start: find articles that are related to your service of Accent Modification/your target clientele's needs, and share them on your business social media pages with a few thoughts attached
 - ~keep personal and professional separate; keep personal Facebook page 'private'(or whatever settings you choose) but attached business page should be 'public'
- Other Marketing: In person-host free/low cost events/sample class/lecture, Get listed in Directories, Press Releases/Media Spotlights, Write content for culturally-linguistically diverse publications, Reviews/Testimonials
- Networking [External-Clientele]: Small Business Administration (SBA.gov), Chamber of Commerce, specified groups to generate business leads, local business networking groups on social media (Facebook)
- Networking [Internal-Resources,Community]:
 - ~**Facebook Group: SLPs in Accent Modification**
https://www.facebook.com/groups/543299812453471/learning_content/
 - ~**Facebook Group: SLP Private Practice Beginners**
<https://www.facebook.com/groups/slp.private.practice.beginners/>
 - ~**The Corporate Speech Pathology Network (CORSPAN)**
[CORSPAN.org](https://www.corspan.org)
- Think about your Executive Presence : Build Brand Awareness—> Become Go-To Expert Source
- Beyond marketing to increase referrals/clients, remember that Marketing & Networking via Social-Digital Media &/or In-person can serve to advocate for our client population, educate the public on best workplace communication practices, and advocate for the Corporate SLP Community as being uniquely positioned to provide this type of service



6. ECONOMICS:

- Cost: physical space, technology- phone, laptop/tablet, recording equip/apps, training/professional development, assessment materials, training/practice activities/materials, website maintenance, marketing- business cards/brochures/social media/vendor event participation, networking-external and within your field, business registration/insurance, professional licensure/certification/organization membership, employees?, professional consultants/advisors?, travel?, percentage of income for tax
- Small Business Administration (SBA.gov)-Research potential grants/loans/awards for small business owners, small business owners from underrepresented communities
- Pricing: Do Market Research! Many Accent Mod Trainers will put pricing information directly on their websites. Network with other Accent Mod Trainers in your area and outside of your area to get an idea of how they are pricing/structuring payment schedules. Do not set a fixed price among Accent Mod Trainers in the area-do not engage in the illegal practice of price-fixing!
- Remember in addition to monetary costs, costs also come in the form of your time, energy, & effort.
- Remember your value! Remember that you are offering a service that can impact an individual's personal and professional growth and relationships, has psychosocial impact, can impact job-specific performance, but also influence long-term career advancement/opportunity. For organizations, your service broadens their ability to fully utilize the talent they have hired, and can lead to financial and other gains, as an increase in communication efficiency is achieved. Pricing can be different for organizations/corporate vs individuals.
- Accent Modification-better to offer a package or at least a specific number of sessions as an 'installment' to allow for some change to be noticed/skills to be gained vs pricing session by session; separate evaluation only fee?; evaluation/screening/initial consultation free?
- Find a balance between pricing low enough to not scare away potential clients/get a higher volume of clients, but high enough to reflect your value/reputation/quality of programming.



7. BUSINESS PROCESSES & CONTRACTING:

- Determine your business policies & regularly revisit them/modify as appropriate
- You are operating a business! Enforce policies/procedures; Only you can gauge how much leniency to give for special circumstances.
- Decide process/policy for Communication—text/WhatsApp ok? email only? calls?
- Payment/Invoicing- Check? Cash? ECommerce/Mobile Payment—Venmo, Zelle, PayPal, Square, etc.?
- Contract/Proposal:
 - ~Business Logo, Your Contact Info
 - ~Client/Organization Contact Info
 - ~Services Promised (be as detailed as possible)
 - ~Service Delivery Details (where, scheduling, what a 'session' entails, non-disclosure if needed, etc.)
 - ~Payment Policy -cost breakdown, accepted payment methods, payment schedule
 - ~Practice Agreement
 - ~Cancellation Policy
 - ~Signatures: Client, Financially Responsible Party (if different than Client), Your Signature



Notes/Thoughts/Inspiration

