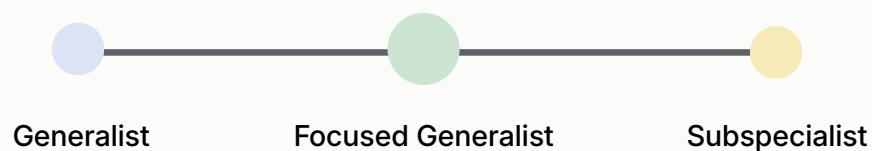


FREE GUIDE

Choosing Your Niche

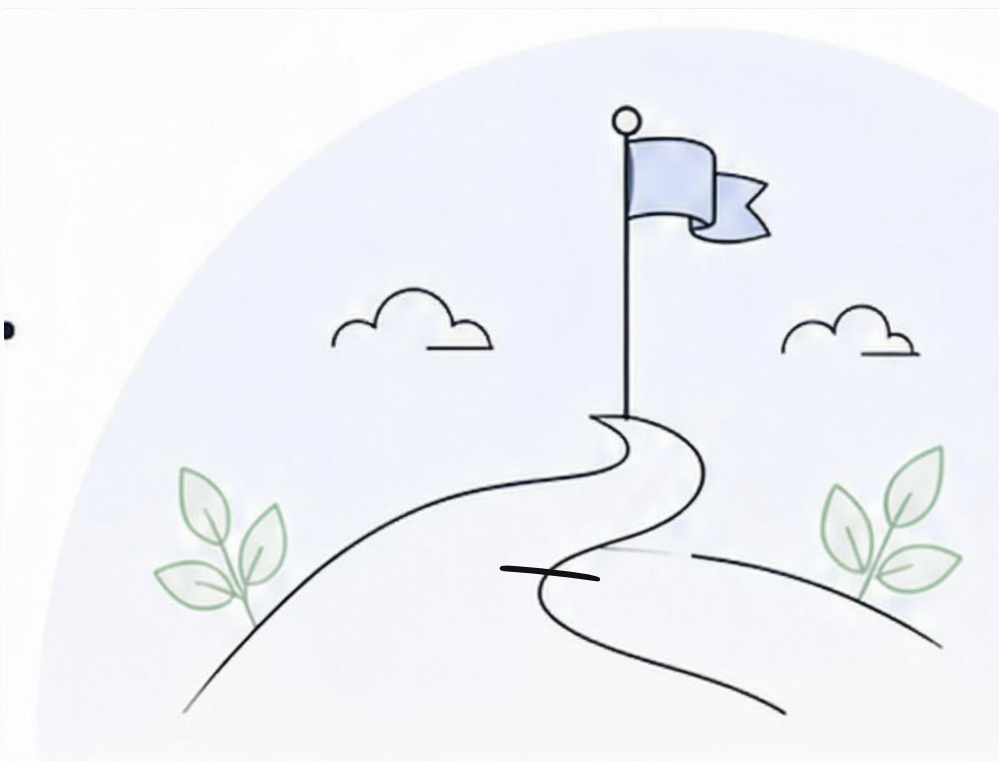
A practical guide to choosing the right direction for your SLP private practice.



Free Guide



5 Minute Read



INTRODUCTION

Should You Specialize or Stay General?

Choosing a niche is one of the first major decisions you'll make as a private practice owner. The right choice depends on your experience, your market, and the practice you want to build.



Your Experience

Where do you already have the confidence?



Your Market

What services are needed (and valued) locally?



Your Vision

Do you value flexibility or clear specialty?



Callie Tip

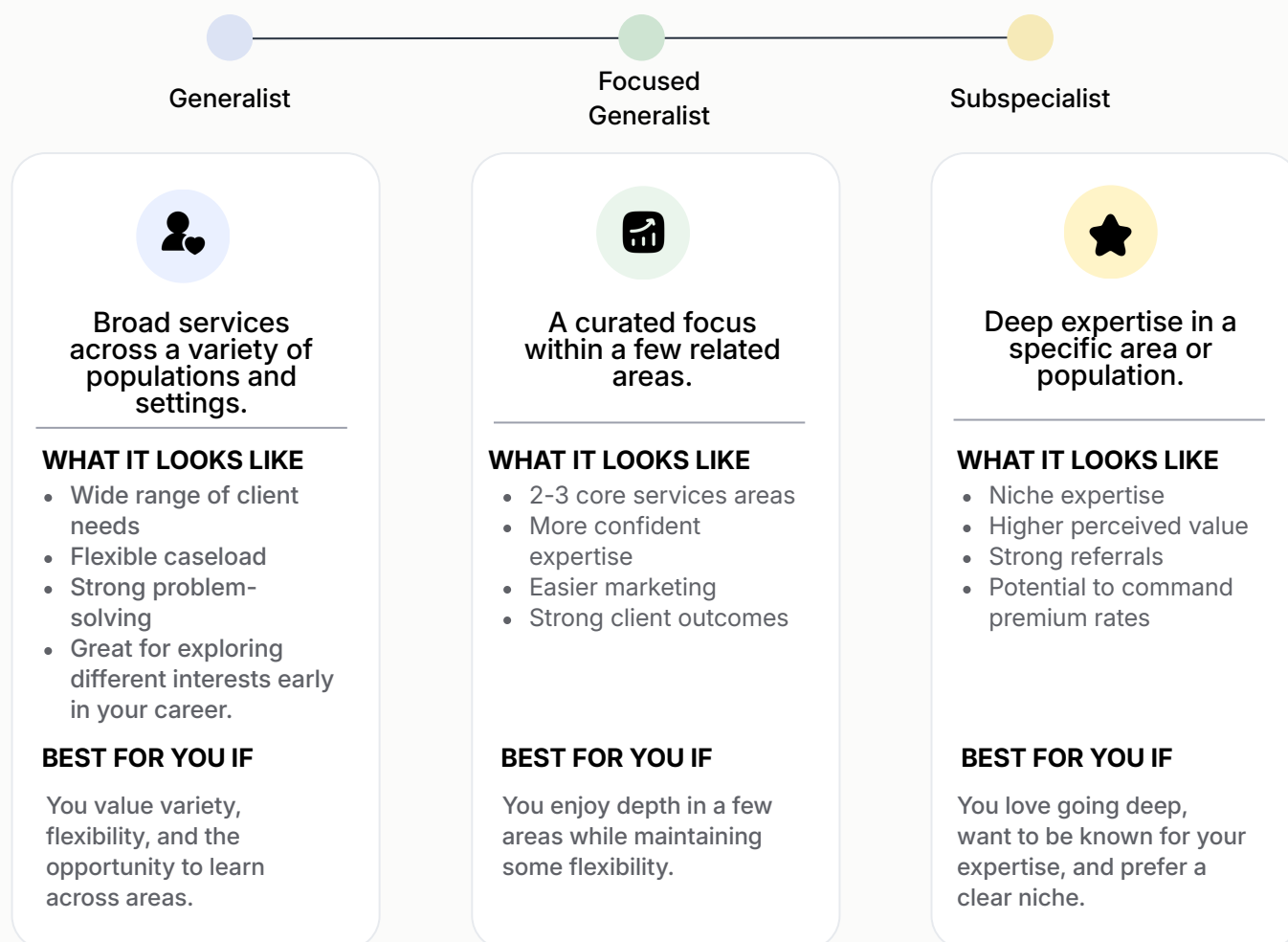
The key takeaway: Most SLP practices do not fall neatly into generalist or specialist. They land somewhere on a continuum, and they often move along it over time.



COMPARISON

Find your place on the specialization spectrum

There's no one-size-fits-all path. Each approach offers unique advantages depending on your goals, strengths, and lifestyle.



Callie Tip

Your niche isn't fixed. As your confidence and experience grow, your place on the spectrum can evolve too.



PROCESS

How to find your niche

You don't need to identify the perfect niche on day one. You don't need to identify the perfect niche on day one. Instead, gather information that will help you make a confident decision.

01 Start with what you know.

Pay attention to the clients who energize you and the sessions that fly by. Your clinical experience has already given you valuable clues about your interests and strengths. That is useful data.

02 Look at your market.

What do families and providers in your area need that they are not getting enough of? A quick scan of other SLPs in your area will show you where the gaps are. If every nearby practice focuses on pediatric articulation, there may be opportunities in adult services or pediatric feeding.

03 Learn from your referral sources.

Pediatricians, ENTs, and other providers will tell you what they struggle to find. Those conversations can shape your niche before you see your first client.

04 Allow your niche to evolve.

Your niche at month six does not have to be your niche at year three. Many thriving practices started general and specialized over time as the owner discovered where they did their best work.



Your niche can evolve.

The practice you build in year one does not need to look exactly like the practice you run in year three.



Building your private practice?

See how Callie can support you from day one.



CHECKLIST PAGE

Niche clarity checklist

Use this checklist to get clear on your starting point.
Aim for clarity, not perfection.

Passion & Strengths



I enjoy working with this population

☐

I feel confident providing these services.

☐

Market & Opportunities



There is a need for this in my area

☐

Referral sources have confirmed the need.

☐

Lifestyle & Goals



This niche supports my ideal schedule

☐

This niche aligns with my income goals

☐

Next Steps



I have a plan to learn more before committing to a niche.

☐

I will take action within the next 30 days

☐

Callie Tip



Clarity attracts the right referrals, simplifies your marketing, and helps you build confidence over time.



WORKSHEET

Your niche snapshot

Use this worksheet to reflect on your current situation and plan your next steps.



Callie Tip

Revisit this every few months. Your niche can (and should) evolve as your practice grows.



Clients I most enjoy working with

Who do I most enjoy working with?



Skills and services I feel most confident providing

What am I known for?



Needs I've noticed in my local market

What gaps or opportunities do I see?



Referral sources I could speak with

Who could become a referral partner or champion?



My starting niche statement

I help _____
with _____
so they can _____



Ready to put your plan into action? Callie can help simplify the day-to-day of running your practice.

[Start Free →](#)



Free Guide



5 Minute Read

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FAQ

Common questions

Answers to common questions about finding your niche.



Do I have to pick a niche right away?

Not at all. Many SLPs **start broad and naturally narrow** their focus as they gain experience.

Can I serve multiple age groups?

Absolutely. Many SLPs serve multiple populations. As your experience grows, you may naturally discover where you enjoy practicing most.

What if I enjoy treating everything?

That's completely okay. Exploring **different populations** early on can help you discover what fits best before narrowing your focus.

What if my interests change?

That's normal. Many SLPs change specialties throughout their careers as their interests and experience evolve.

Callie Tip

You don't have to have it all figured out.

Curiosity is often a better guide than certainty.



Remember

Choosing a niche isn't closing doors—it's simply choosing where to start.



NEXT STEPS

Build systems that can grow with your niche.

Whether you're a generalist or a specialist, Callie helps you spend less time on admin and more time doing what you do best.

Built to grow with your practice



Scheduling

Easy online scheduling, reminders, and calendar that syncs with your day.



Documentation

AI note taker and templates built for SLPs, by SLPs.



Billing & Insurance

We assist with claims, denials, and follow up so you get paid!



Practice Management

Manage clients, caseload, files, and more all in one place.



Growth Support

Resources and tools to help you grow your practice with confidence.



Our mission:

Helping SLPs build thriving, sustainable private practices.



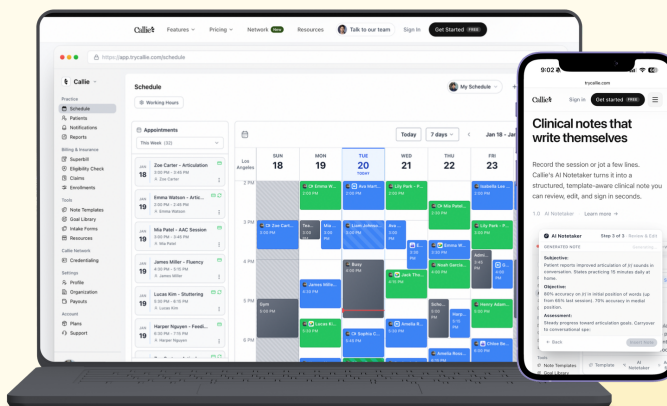
Since switching to Callie, I spend less time on paperwork and more time treating clients.

- Callie User

Ready to simplify your practice and grow with confidence?

Join Callie today so you can focus on your clients.

Start Free \$0/month →



Free Guide



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