

A CLINICAL BOSS GUIDE

6 Income Streams for Licensed Clinicians

The proven ways to monetize your clinical expertise beyond the hourly model. With space to map your own next move.



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Before you dive in

There is no single right stream.

Every one of these can work for a licensed clinician. The question is not which is best in theory, it is which fits your expertise, your energy, and the people you want to serve right now.

You are meant to stack them over time.

Most clinicians start with one stream, get it working, then add another. A CEU can feed a course. A course can feed a community. You are building an ecosystem, not picking a lane forever.

Use the boxes. Be honest.

Each stream has space to brainstorm where it could fit for you, rate how aligned it feels today, and flag the ones worth building. The last page turns those notes into a first move.

Then take imperfect action.

You will never feel fully ready. Pick one or two streams, take the first messy step, and refine as you go. That is how every real business actually gets built.

Quick reminder

Pick depth over volume. One stream you actually finish beats six you only think about.



INCOME STREAM

Consulting & Coaching

A strategic path to a specific result.

You build the path, then you deliver someone toward the result. Work one to one, or take a whole group through the same transformation at once. You are paid for your judgment and your plan, not for hours logged behind a desk.

MAP IT FOR YOU

What broader problem could you solve, for a wider audience, that you would not mind doing direct work on and could charge more for?

Would you deliver this one to one, as a group, or both?

Fit for me right now (1 to 10):

Build this one

2

INCOME STREAM

Private Pay Work

Forget insurance. Forget the diagnosis.

Focus on the problem you solve, and the people who have it will come to you. Deliver real value and charge for results, not for codes, authorizations, and whatever the payer decides you are worth this quarter.

MAP IT FOR YOU

What problem do you solve so well that people would pay out of pocket for it, no insurance and no diagnosis required?

What result are they actually buying from you?

Fit for me right now (1 to 10):

Build this one

3

INCOME STREAM

Courses

Clear steps to a transformation.

Pick one narrow, specific problem and solve it well. Teach the concepts, beliefs, and actions someone takes to reach a desired outcome. Run it live, or let it sell asynchronously while you are doing literally anything else.

MAP IT FOR YOU

What one narrow, specific transformation would your course deliver, and who is it for?

Will you teach it live, asynchronously, or both?

Fit for me right now (1 to 10):

Build this one

4

INCOME STREAM

Resources

Lower ticket, higher volume, more competition.

This one is tricky. Win by raising perceived value: bundles, mini-courses paired with tools, templates, and spreadsheets people actually want to own. And sell them on your own store, not on someone else's platform where you compete on price.

MAP IT FOR YOU

What template, tool, bundle, or mini-resource could you create that would feel worth far more than its price?

How will you raise its perceived value (bundle, format, the outcome it unlocks)?

Fit for me right now (1 to 10):

Build this one

5

INCOME STREAM

CEUs

The easiest gate to walk through.

The demand already exists and clinicians are required to keep buying. Create content in an area you know well or genuinely care about, and you have a repeatable income stream built on expertise you already have. This is the natural entry point for most clinicians.

MAP IT FOR YOU

What topic could you teach for CEUs that you already know well or genuinely enjoy?

Which credential audience is this for (BCBA, SLP, OT, LCSW, other)?

Fit for me right now (1 to 10):

Build this one

6

INCOME STREAM

Communities

Get paid every single month.

Build a space where people pay you on repeat to learn from your expertise, reach a shared goal, keep growing, and connect around a common interest or skill. Recurring revenue on one side, compounding relationships on the other.

MAP IT FOR YOU

What would people happily pay you for every month (access, accountability, ongoing learning, connection)?

What shared goal or identity would hold the group together?

Fit for me right now (1 to 10):

Build this one

Your next move

Look back at the streams you flagged. Turn those notes into one honest plan.

The 2 streams I am most excited to build:

Why these two:

The first step I will take this week:

What I want this stream earning in 12 months:

Think that number is a stretch?

Turn the page. The math is smaller than you think.

The math is more doable than you think

Inside Clinical Boss you get the training, tools, tech, and marketing to build any of these. Then it only takes a handful of sales to cover your investment. Everything on top is profit.

Sell a \$10 resource to 20 people and your month is already covered.

Create one CEU. Sell a \$25 CEU to 60 clinicians = \$1,500.

A full year of membership, covered. The demand is already there. Reach 200 and it is \$5,000.

Build one course. Sell it at \$97 to just 16 people = \$1,552.

Your whole year, paid for. Sell to 100 students and the same course is \$9,700.

Open one community. 15 members at \$29 per month = \$435 every month.

Recurring revenue that covers your monthly investment with profit left over. 50 members is \$1,450 a month.

And these stack. One stream funds the next, then the next.

NEXT 72 HOURS ONLY

Join now, get a free homepage

Join Clinical Boss in the next 72 hours and I will build your homepage for you (a \$995 value), so you have a professional home base from day one.

Join and claim my homepage

clinicalboss.com/income-streams-oto

Illustrative math to show what is possible, not an income guarantee. Membership pricing current as of 2026.