



## Teaching outline OBM and ABA

1. Introduction
  - a. Why dressed like this
    - i. 1. We don't matter
    - ii. 2. For you – Never forget
  - b. Subject of lecture – unlike anything you'll have in college.
    - i. How to make money – steps to get rich or die tryin'
2. Who Rabbit is
  - a. BCBA + Background
  - b. VP Marketing and Expansion of Full Spectrum ABA
  - c. Author – Behave Like A Boss
    - i. Web: [www.behavelikeaboss.com](http://www.behavelikeaboss.com)
    - ii. FB: <https://www.facebook.com/Behavelikeaboss/>
  - d. Non-profits
3. ABA and Psychology
  - a. Careers in Psychology
    - i. Substance Use - \$40,000-\$60,000 Masters Degree
    - ii. Counseling - \$40,000-\$60,000 Master's Degree
    - iii. ABA - \$60,000-\$250,000 Master's Degree
      1. \$250,000 per year??? How? – Will get to that later
  - b. Developmental Disabilities –
    - i. Why so much higher
    - ii. Medicaid mandates in 50 states
    - iii. Private Equity and Venture capitalists coming in
      1. What that means – What happens when Private Equity comes in
        - a. For money and careers
        - b. For our field and science
      2. Why wrote BLAB
    - iv. Risks to our field
      1. Too many staff too quickly – poorly trained BCBA's
      2. LMHCs / LCSWs / LMFTs practicing as "Lead analyst"
      3. Rate cuts
      4. Private Equity Firms
4. Who is Full Spectrum ABA
  - a. See us online –
    - i. FB <https://www.facebook.com/fullspectrumaba/>
    - ii. Website: <https://www.fullspectrumaba.com>
  - b. 8 BCBA-Ds – Many in core leadership / ownership
  - c. Clinical Vice President Doc Nicole Hausman
  - d. Grant funding for BCBA-Ds
  - e. FSBA DBAs



- i. Bilingual ABA
    - ii. Bible Based ABA
    - iii. 6 BCBA-Ds
    - iv. 3 PhDs
    - v. FSBI
  - f. What is FSBI
    - i. Current publications
      - 1. BLAB
      - 2. Doc Weeden Study
    - ii. Coming publications
      - 1. Why?
  - g. PGP Program
    - i. Train new analysts toward certification with regimented and structured supervision.
    - ii. Mentor recent analysts (2022 BACB requirements)
- 5. Career in ABA – developmental disabilities
  - a. Easy life 80k jobs all over
  - b. How to make six-figures working for someone else
    - i. Choosing the right state
    - ii. Choosing the right provider and model
    - iii. Evaluating your need for support and further training
  - c. How to make 250k working for yourself
    - i. Independent practice
    - ii. Building small client base, aligning with single school campus, renting a single clinic building (least recommended)
      - 1.  $30\text{Hours} * 5\text{ Staff} * \$20 = \$3,000$  per week X 50 weeks = \$150,000 per year.
      - 2. Your hours of billing  $30 * \$70$  per hour = \$2100 X 50 weeks = \$105,000
      - 3. Total = \$255,000 annually
        - a. Seems hard – life isn't easy – this is not as hard as you think. Entire schools without any BCBA support all over America.
  - d. How to make millions – specifically what others have done if time
    - i. 2018-2028 relevance
    - ii. Nationwide certification means flexibility in starting a practice
    - iii. Connecting with others to branch out
    - iv. Getting ahead by starting the business and laying the groundwork that is so hard for everyone else.
    - v. Relocation – choosing your starting spot.
    - vi. Write a grant
  - e. Avoid the OBM allure



- i. Money isn't there
  - ii. Jobs aren't there
  - iii. OBM: being turned into a joke by academics who are not business-savvy.
6. How to get rich in any field
  - a. Start now – “Life is a checkerboard quote – “The compounding nature of life’s demands, require as early a start as possible”
  - b. Start a biz
  - c. Write a Book
    - i. Use this to establish yourself as authority figure
    - ii. Co-write with established authority figure in arena if able
    - iii. Use platform to connect self with others in arena who are authority figures – podcast, interview, content
  - d. Start a non profit
  - e. Don't diversify, go big or go bigger.
  - f. Write a grant – People want to give money away
  - g. Read – if you want to be rich, you've got to read
    - i. Reading list
      1. Think and grow rich - [https://www.amazon.com/Think-Grow-Rich-Landmark-Bestseller/dp/1585424331/ref=sr\\_1\\_3?crd=1IR5UH0XCZP3F&dchild=1&keywords=think+and+grow+rich&sprefix=think+and+grow%2Caps%2C221&sr=8-3](https://www.amazon.com/Think-Grow-Rich-Landmark-Bestseller/dp/1585424331/ref=sr_1_3?crd=1IR5UH0XCZP3F&dchild=1&keywords=think+and+grow+rich&sprefix=think+and+grow%2Caps%2C221&sr=8-3)
      2. Breaking the habit of being yourself - [https://www.amazon.com/Breaking-Habit-Being-Yourself-Create/dp/1401938094/ref=sr\\_1\\_2?crd=3PFWESZYEMKB&dchild=1&keywords=breaking+the+habit+of+being+yourself+book&sprefix=breaking+the+habit+of+%2Caps%2C238&sr=8-2](https://www.amazon.com/Breaking-Habit-Being-Yourself-Create/dp/1401938094/ref=sr_1_2?crd=3PFWESZYEMKB&dchild=1&keywords=breaking+the+habit+of+being+yourself+book&sprefix=breaking+the+habit+of+%2Caps%2C238&sr=8-2)
      3. The Genie in your genes - [https://www.amazon.com/Genie-Genes-Dawson-Church-Ph-D-ebook/dp/B0028MVH28/ref=sr\\_1\\_3?dchild=1&keywords=genie+in+your+genes&sr=8-3](https://www.amazon.com/Genie-Genes-Dawson-Church-Ph-D-ebook/dp/B0028MVH28/ref=sr_1_3?dchild=1&keywords=genie+in+your+genes&sr=8-3)
      4. The Kybalion - [https://www.amazon.com/Kybalion-Hermetic-Philosophy-Ancient-Greece/dp/1603864784/ref=sr\\_1\\_3?dchild=1&keywords=kybalion&sr=8-3](https://www.amazon.com/Kybalion-Hermetic-Philosophy-Ancient-Greece/dp/1603864784/ref=sr_1_3?dchild=1&keywords=kybalion&sr=8-3)
      5. The 48 laws of power - [https://www.amazon.com/48-Laws-Power-Robert-Greene/dp/0140280197/ref=sr\\_1\\_2?crd=C224IWYIXE1O&dchild=1&keywords=48+laws+of+power&sprefix=48+la%2Caps%2C199&sr=8-2](https://www.amazon.com/48-Laws-Power-Robert-Greene/dp/0140280197/ref=sr_1_2?crd=C224IWYIXE1O&dchild=1&keywords=48+laws+of+power&sprefix=48+la%2Caps%2C199&sr=8-2)
      6. Behave Like A Boss - <https://www.behavelikeaboss.com/product-page/behave-like-a-boss-book>



7. The Bible - [https://www.amazon.com/Holy-Bible-Standard-Thumb-Burgundy/dp/1432102400/ref=sr\\_1\\_2?dchild=1&keywords=bible&sr=8-2](https://www.amazon.com/Holy-Bible-Standard-Thumb-Burgundy/dp/1432102400/ref=sr_1_2?dchild=1&keywords=bible&sr=8-2)

7. Imitation to success
  - a. Skinner on Imitation –
  - b. Success is not a place, it is a set of behaviors” – White Rabbit

Advanced leadership training.  
Knowledge is like compounding interest

It takes great talent and skill to conceal one’s talent and skill – you don’t matter

Bezo’s and baseball – taking risks – Example of taking everything have – Can always go back to work in this field

Not fearing polarization  
Enemies are ok – hausman quote – rabbit quote – soros quote

Scientist + Creative = inventor  
Write grants  
Do what others do – comment from Skinner on imitation  
“When one animal imitates another, for example, it sometimes profits from the consequences of what the other is doing.”  
<https://www.youtube.com/watch?v=ffb5VJS1hjg>

Discussion of OBM

Bro Marketing – won’t work in ABA

Talk about non-profits and how they work

Talk about grants and how they work

Talk about setting up your own llc / S-Corp

Talk about breaking into new arenas

Going from zero to 1 hardest



Internet Presence –

Behave Like A Boss

Website: [www.behavelikeaboss.com](http://www.behavelikeaboss.com)

FB: <https://www.facebook.com/Behavelikeaboss/>

Full Spectrum ABA

Website: <https://www.fullspectrumaba.com>

FB <https://www.facebook.com/fullspectrumaba/>

PGP Supervision Program

Website: [www.pgpaba.com](http://www.pgpaba.com)

FB: <https://www.facebook.com/pgpsupervision>

6 BCBA-Ds ABA Therapy

FB: <https://www.facebook.com/6-BCBA-Ds-933094996833648/>

Website: <http://www.6bcbads.com>

Bilingual ABA

FB: <https://www.facebook.com/Bilingual-Behavior-Analysis-2935023950056521/>

Website: <https://www.fullspectrumaba.com/bilingual-aba>

Bible Based ABA

FB: <https://www.facebook.com/BibleBasedABA/>

Website: <https://www.fullspectrumaba.com/bible-based-aba>

A.E. Wood Foundation

Website: <http://www.aewoodfoundation.org/>

FB: <https://www.facebook.com/A-E-Wood-foundation-776360175885619>