

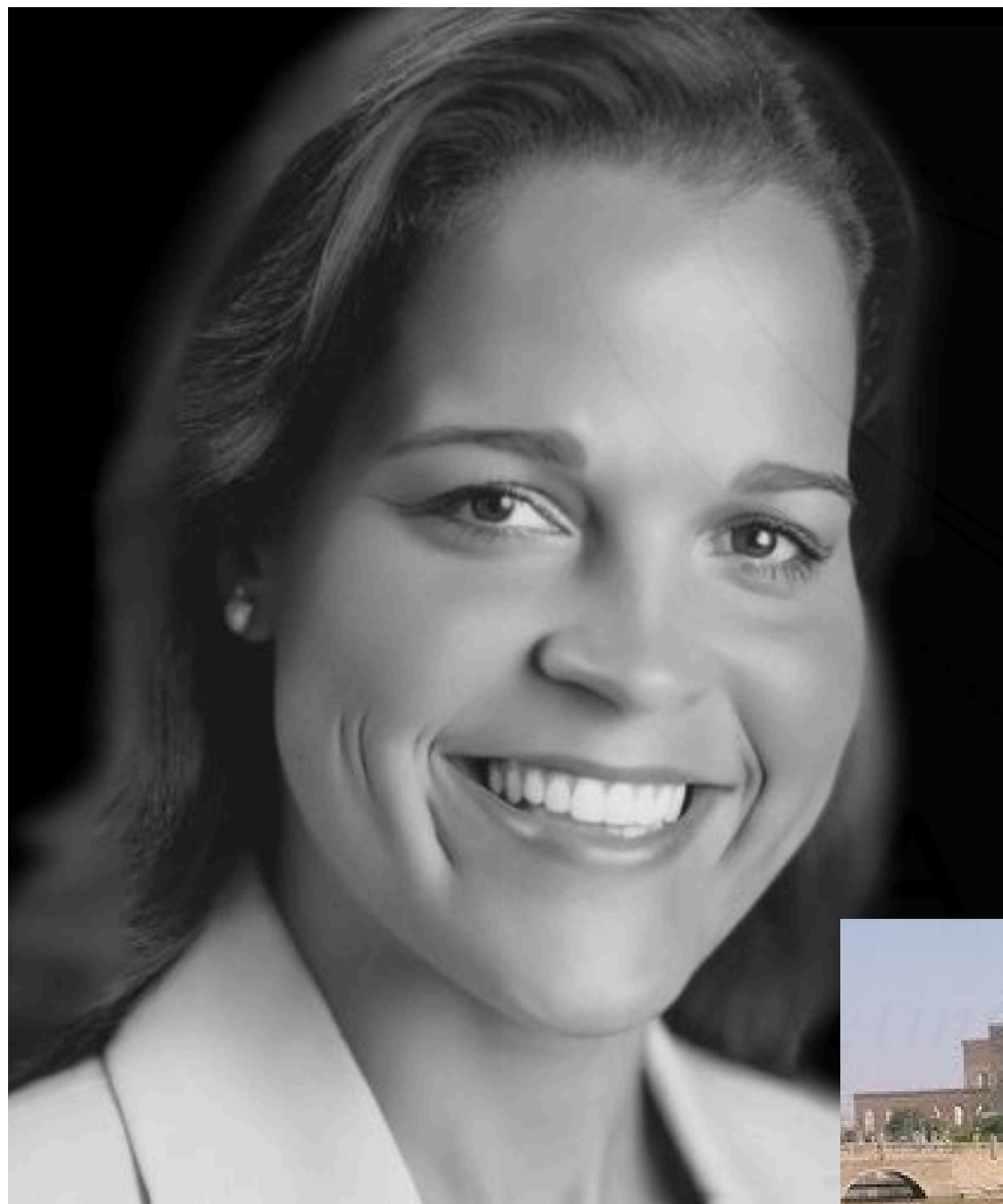


MARKETING *FOR* THERAPISTS

*3 Pillars to move your
practice forward*

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ABOUT ME

- Background in TV Production
- Law school
- Joined the Army after 9/11
- Served for 8 years; Operation Iraqi Freedom Veteran
- 15 as active as an attorney
- Became a Social Worker and worked at The Samaritan Inn
- Marketing in Nonprofits space
- Opened Market-Good November 2023



ASSUMPTIONS

Basics for Your Practice

Be Findable!

PILLAR #1

PILLAR #2

Build Trust Before They Call

Activate Referral Network

PILLAR #3

ASSUMPTIONS



YOU HAVE A WEBSITE

You should have a website to establish professional credibility, increasing visibility through search engines like Google, and providing 24/7 access to information for potential customers

YOU HAVE SOME KIND OF SOCIAL MEDIA PRESENCE

I don't mean accounts you post on once or twice a month.

YOU HAVE ONLINE PROFILES

Psychology Today, Grow Therapy, Headway, Alma, OpenPath, Talkspace, etc.

YOU DON'T HAVE EXTRA TIME TO DEDICATE TO MARKETING

OTHER TOOLS

email marketing, SMS, printed materials, EHS platform interface, etc.

A hand is holding a black magnifying glass. The lens of the magnifying glass is focused on the text 'Be Findable!'. The text is in a bold, black, sans-serif font and is underlined with two thick, black, hand-drawn lines. The background is white and features a faint, circular watermark with the text 'MARKET-GOOD' and 'helping solutions for nonprofits and startups' around a central star-like logo.

Be Findable!

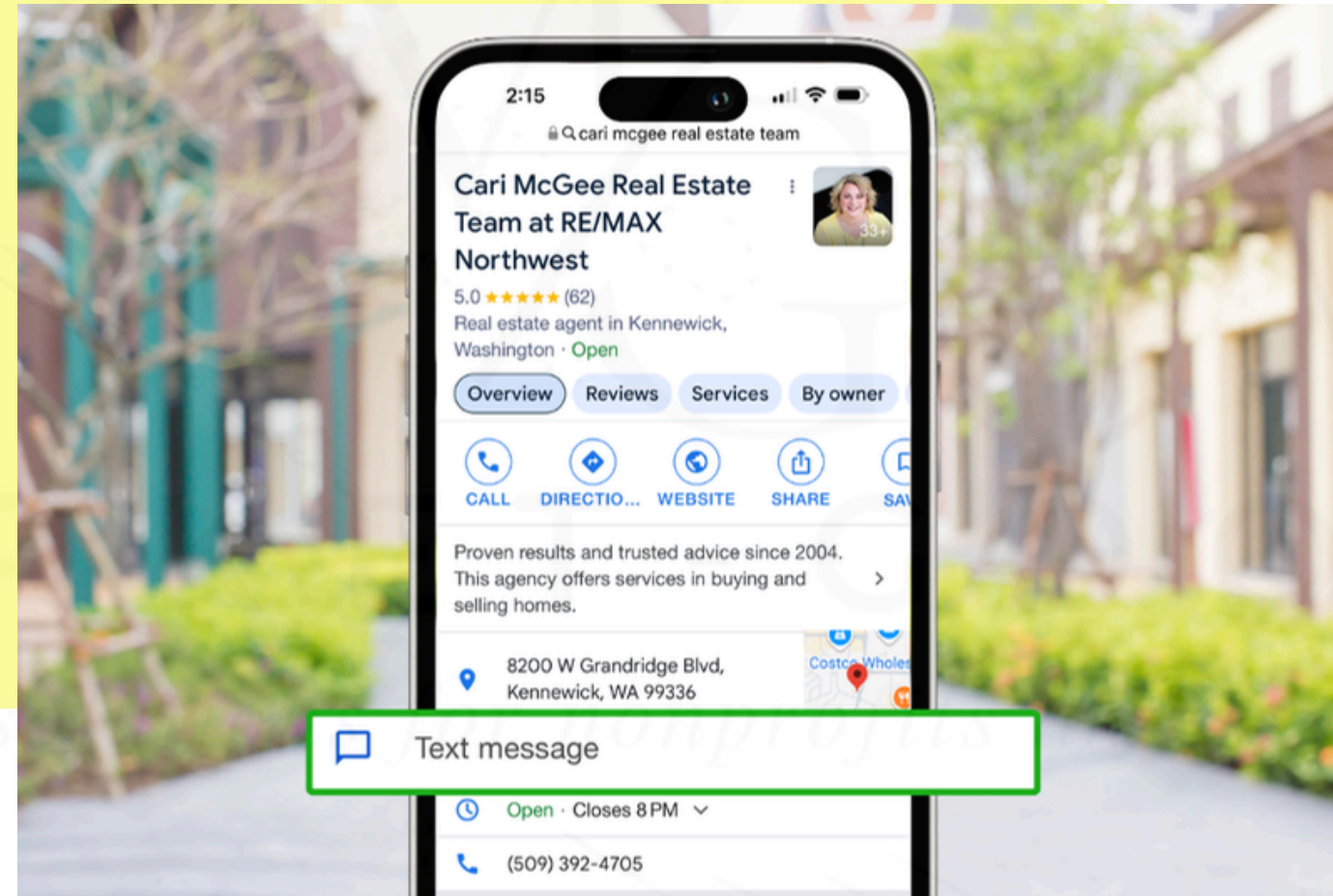
PILLAR #1

MAXIMIZE YOUR Psychology Today PROFILE

- Still leading way for patients to find therapists
- Profile optimization matters (photo, bio, video, specialty keywords)
- Update your information



MAXIMIZE YOUR GOOGLE BUSINESS PROFILE



- Be specific about your specialties
- Think: who is my audience on this platform
- Use plain English and limit technical terms
- Update your information



GATHER REVIEWS



- Ask colleagues, supervisors, or professors for professional references
- Clients: Not during, but AFTER therapeutic relationship ends; anonymously OK
- Focus on service provided, not patient treatment
- Ask client for 5 stars
- Google Business Profile, Grow therapy, Alma, Open Path, Betterhelp, Talkspace all allow for reviews



https://www

YOUR WEBSITE HAS ONE JOB

**TO
COMMUNICATE
YOUR MESSAGE
CLEARLY!**

- Most Important
 - Your niche - specialties
 - Answer the question: ***Do you treat people like me?***
 - Your contact information
 - ***Are you accepting new clients?***
- Less Important (but still important)
 - Ability to make an appointment through the website
 - Ability to pay through the website



Build Trust Before They Call

PILLAR #2



CONTENT & CREDIBILITY

CLIENTS WANT TO FIND A SOLUTION TO THEIR PROBLEM

- Potential clients are less interested in "buying therapy"
- They must feel connected to the person they see on a webpage

GENERALIST BIOS = REPEL SPECIFIC BIOS = ATTRACT

"I work with first-responders dealing with trauma"
better than

"I help individuals and couples"

- Rewrite your bio in the voice of your ideal client's problem, not your credentials

PICK ONE CONTENT STRATEGY AND STICK WITH IT

a short blog,
a LinkedIn presence,
short informative videos,
mental well-being tips

If lack of time is an issue:

- Consistency > volume
- Rhythm builds search equity with Search Engine Optimization (How high your name comes up on online searches.
- Your content is for your referral network, not necessarily for prospective clients



HIGHLIGHT YOUR DIFFERENTIATORS

- Lead with what makes you different than other therapists
- Differentiators:
 - Years of experience
 - Race, ethnicity
 - Education
 - Specialties
 - Reviews
- Keep your message consistent on all your mediums (website, social media, business cards, fliers, online profiles, etc.)





Activate Your Referral Network

PILLAR #3

EXPAND YOUR REFERRAL NETWORK

WHO TO TARGET?



- PCPs
- psychiatrists
- school counselors
- OB/GYNs
- EAP coordinators
- Other therapists with different specialties

CREATE A ONE-PAGER

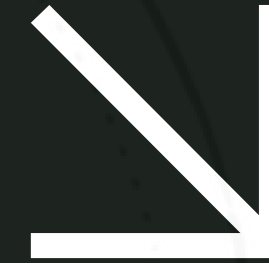
- Printable or emailable document
- Simple, easy to understand
- Tells referral sources exactly who you help and how to send someone your way



RECIPROCAL REFERRALS

Know 2–3 therapists in adjacent niches you can confidently refer to, so you have something to offer

THANK YOU



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