

Important Takeaways

Top issues selected:

1. Anxiety
2. Relationship Issues
3. Depression
4. Child or Adolescent Issues
5. PTSD
6. LGBTQ issues
7. Personal Growth/Self Esteem
8. Gender Identity
9. Family Conflict
10. Loss or Grief

Top treatment orientations:

1. Cognitive Behavioral Treatment (CBT)
2. Eye movement desensitization and reprocessing (EMDR)
3. Mindfulness Based
4. Somatic Therapy (Body Centered)
5. Dialectical Behavior Therapy (DBT)
6. Emotionally Focused Therapy (EFT)

Choose a niche!

Here are some great articles that will help you find your niche:

- [Marketing to your Favorite Client will Fill up your Practice Faster than Marketing to All Clients](#)
- [Busting Your Niche Hesitations](#)
- [Why Therapists and Coaches Need To Niche Down](#)

Take a high quality photo

- Only include your dog in the photo if it matches your brand
- Go outside and take it in the natural light
- Make sure it has good contrast (blurry background)
- Be authentically you with a real smile
- Crop the photo between your shoulders and the top of your head
- Dress professional casual

How to Write your Intro

All you need to do is speak directly to your client's experience. Your ideal client needs to really connect with your intro. So imagine them scrolling through all the profiles and come up with something that will tap into their emotional experience. Pretend like you can read their thoughts and understand their pain points. Now write an intro that gives them a feeling of relief and a feeling of knowing that you're obviously their best match.

Good examples:

"I help people in anxious relationships feel a lot less anxious."

"Are you scared that you're too needy in relationships? I can help you with that."

"I help single parents find balance and create structure for their children."

"Are you a single parent? You must be exhausted. I can help you feel a lot less stressed."

"I am queer and I help fellow queer people deal with micro aggressions and discrimination."

"I passionately fight for LGBTQ rights. I help queer people feel stronger and more confident."

Fill in the blank:

I help

feel

Your ideal client.

Name the feeling of relief or the new healthy behavior they'll experience.

Character count for each directory:

- Psychology Today: 190 characters
- GoodTherapy: 200 characters
- TherapyDen: 140 characters

What to Write in your First Content Block

In this space, you talk about your ideal client -- the populations and issues that you best serve. You can use it as an opportunity to connect with prospective clients and help them see themselves in your practice. Focusing your content on the prospective client reading your profile, rather than on yourself will help them see themselves as a part of your practice and connect with your profile.

The first content block is important because it gives you space to really explain what type of client you work with. You can set the scene a bit better than your intro. But if you want to use your intro as inspiration you should just continue to expand on what you've already written.

Good examples:

“Are you always a little bit afraid that an anxiety attack is waiting around the corner? Have you been hit with surprise anxiety more times than you can count? I know exactly what you're feeling: the pounding chest, the shortness of breath, the feeling that the walls are closing in and you need out NOW. Attacks can be terrifying, and I don't want you to suffer from them anymore. Holistic practices can reduce anxiety tremendously, and I look forward to teaching you tools to take your life back.”

“Are you feeling sad but you're too ashamed or embarrassed to tell anyone about it? Do you force a smile on you face but inside you're feeling despair and depression? Do you feel completely confused because your life looks good on paper? Are you surrounded by people that are envious or jealous of your life, which makes you feel guilty about not enjoying it? Together, you and I will figure out what's really going on. There is a reason for your sadness and I want to discover where it's coming from with you. I'll help you shed light on your discontent so that you don't have to feel like a fraud or a crazy person. It's going to be okay. We are going to figure this out together. I get what's happening.”

Basically what you need to do is this:

First write a few sentences describing how your client is feeling and what their reality is. You're shooting to empathize with their situation but don't be scared to over empathize with it. Really go for those deep feelings that they may not even be aware of. Pretend like you're tapping into their heart and subconscious mind.

Then finish it up by providing them with a feeling of hope and relief. What do you want them to achieve in therapy with you? How do you want them to feel in their last session with you? What type of clarity do you want to provide? And also, why are you the one to give it to them? Write a sentence or two about what makes you qualified or what you'll do to help them.

What to Write in your Second Content Block

The second content block is a little more about you and your therapy practice. But don't be fooled into thinking it's only about you. It's important to make sure the focus stays on your client because they still want to see themselves in your profile.

Elaborate on your credentials, experience and specialties. **Connect whatever you say about yourself to a client benefit in some way.** Everything you say about yourself must be tied back to your client niche. So it only goes in if it's about your client in the end.

Basically, you should be more specific in this section about what you're going to do and why it's going to benefit the client. Keep layering on empathy while providing more reasons to feel hopeful if they choose to work with you.

Good examples:

"The tools that I'll provide you with are tools that I have been perfecting over my career helping people just like you. I have dozens of them. My goal for you is to have at least five different tools and techniques that you can carry with you at all times. So no matter where you go, you'll always have access to discreet exercises that can quickly create relief. I am direct and solution focused. We'll work collaboratively to address the anxiety attacks that are bothering you right now. We'll start with what's going on in the moment and how to get control over your body and thoughts. For the past 10 years, my practice has been focused on helping people get rid of anxiety. I have attended trainings that teach leading edge techniques. We'll address what's going on in your brain when you feel anxious and how to get in touch with different parts of your brain to find relief. We'll discuss what happens to your body when fear takes over so you can learn how to quickly calm down. You'll gain resilience so that attacks don't continue in the future."

"You don't need to feel ashamed of your feelings anymore. I have created a safe space for you to talk about your feelings with zero judgment. You and I will gently bump up against the feelings of depression so that you don't get swallowed up by them. I will never force you to talk about something that you don't want to talk about. I can handle anything that you tell me. I have been specializing in treating depression since 2005. There is a way to break free from the grips of your sadness and I can help you explore the different pathways to health. I want to explore the roots of your depression and figure out where it came from. Shedding light on how your depression was created often provides a powerful healing experience. If it turns out that you need to make big changes in your life, I can act as your trusty co-pilot that lights the way and provides you with a safety net and a place to explore your options and their possible consequences. If I need to challenge you, I'll do it gently and only when it provides opportunity for growth."

What to Write in your Third Content Block

The last block of content is where I encourage you to be creative and authentic. It's also the section where you'll add a call to action. In this section, I still want you to keep your ideal client in mind. But I encourage you to talk more about yourself.

In all my focus groups conducted, clients want to know that there is a value match between them and their counselor. Knowing that the counselor matches their core belief systems is usually the final thing they want to know when reaching out to make an appointment.

Use this last content block as a way to show your clients who you are and what you stand for. They should start to get to know the human side of you so that they can feel comfortable sitting in a room with you. What are your political or spiritual beliefs? What are your guiding principals? How do you feel about therapeutic philosophies? What's important to you?

Good examples:

"I believe that everyone can change and grow at any time in their lives. I don't believe that there is a limit to human capacity. I think the main reason we develop mental health issues is because they are unhealthy learned behaviors that we have picked up along the way. Which means that I think you can unlearn the faulty behaviors and replace them with healthy ones. As a child, I suffered from severe anxiety and panic attacks. Through my own therapy, I learned how to handle my anxiety and move past it so that it didn't have control over me. I haven't had a panic attack in years and I want you to feel the same freedom that I experience every day. I believe the Portland Trailblazers are the best team in the NBA, but I will not judge you if you're not aware of that obvious fact. I don't discriminate against anyone. I make it a point to participate in marches and community actions that support the LGBTQ community. If you want to learn more about how I can help, shoot me a message."

"I believe every person has the potential for change. I have witnessed powerful healing and growth in my presence. Being a therapist is truly a gift and I feel privileged to help everyone who steps into my office. I believe that therapy should be a safe space that will always remain confidential. I believe that therapeutic relationships are naturally healing. And even though what we talk about is important, I know that the relationship itself does a lot of the work. While I believe that depression and sadness is a natural part of life, I don't think it should come saddled with shame and guilt. When I was younger I had a hard time being honest and congruent with how I felt inside. And that is what initially attracted me to this work. I believe that being free from fear and shame is a human right. If you are fed up with feeling bad and you're ready to feel relief, I want you to contact me so that we can work together to create a better life for you."

BRAINSTORMING: