

WEBINAR

# Creating Authentic, Relatable, Captivating Content for Your Therapist Website

with special guest Patrick Casale,  
of All Things Private Practice



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Casale Coaching



# Meet the Experts



**Host**

Doug Schatz

*VP of Growth, Brighter Vision*



**Guest**

Patrick Casale

*Owner, All Things Private Practice*

# Writing For Your Ideal Client

- The first step is defining your ideal client and selecting your “niche”
- Choosing your niche can feel daunting, challenging, and confusing to say the least
- Honing in on who you like to work with and don't like to work with is really important in small business ownership
- The more that you can set yourself up as an expert in a specific population or issue, the more likely you will become the go-to referral source in your community, therefore increasing your private pay referrals

# How To Find Your Niche

- Your niche or ideal client is a version of you, ensuring that you know their pain points and lived experiences
- First step is to make a list of all the people, issues, and concerns that you do not want to work with so that you can refer those clients to other resources that are more appropriate for them
- Your second step is to think about all the clients that you “LOVE” working with or who EXCITE you to work with them

# Ask Yourself ...

- Why did you become a therapist? Was there a certain person in your life that you wanted to help? Maybe it was yourself?
- Do you like working with kids?
- Do you like working with adolescents?
- Do you enjoy couples therapy work?
- Are you passionate about a certain demographic of people?
- Do you want to only work with men or women?
- Do you only want to work with certain age ranges?
- Are there certain struggles or behaviors that you do not want to work with?
- Do you have specialized training in any particular area?
- What are your 3 favorite issues/struggles (not diagnoses!) to work with?
- Do you enjoy working with co-occurring dx?
- Do you want to work with clients who are struggling with substance use?
- What stage of change do you enjoy working with?
- Which stage of change do you not want to work with?
- Are there certain dx, behaviors, issues, that you do not want to work with?
- Are there certain trainings that you really want to take? Why?
- Do any of your own struggles come to mind when you think of who you want to work with?

# Techniques for Creating/ Copywriting Dos and Don'ts

# Niche Creating/Copywriting Dos

- Do - Identify a specific realm of therapy (niche) you'd like to work with.
- Do - Know that this niche can change.
- Do - Think about what fuels you to continue the work you do (what did you need to hear?).
- Do - Think about how your message will be received by your client. What about your client's family?
- Do - Use words that you use in everyday speech; this is not a documented progress note!
- Do - Get detailed and descriptive! "You are experiencing anxiety." → "You are waking every morning at 3 am drenched in sweat, heart racing, in a panic, and it takes hours to fall back asleep."
- Do - Give them a part of you; self-disclosure is not the devil! We're human, not blank slates.
- Do - Think about WHO you want your message to be read by.



# Niche Creating/Copywriting Don'ts

- Don't - Use therapy language. Your clients won't be coming to you with "attachment wounds and attunement concerns."
- Don't - Talk about modalities. Save this for the bottom of your About Me page.
- Don't - Talk about your credentials. (See above)
- Don't - Overuse the word "I." Therapy isn't about you, right?
- Don't - Tell them all the things you've achieved or how long you've been in practice. (Ew...)
- Don't - Overuse the same words (empower, guilt, shame, anxiety, strong, etc.)
- Don't - Censor yourself just to be "professional."
- Don't - Make promises you can't keep (e.g., "I will help you with your anxiety." "You will feel better after leaving my office, etc.").



# Content Creation Exercise Step 1

Address your client's pain points. Use "YOU" language when writing. Discuss their everyday experiences, their characteristics, their traits. Forget about diagnosis and modalities. Strictly write down your client's characteristics and traits.

# Content Creation Exercise Step 2

Discuss how you can help your clients through their pain points, how you can help them find hope and peace, what your view on healing is (please refrain from using acronyms).

# Content Creation Exercise Step 2

Create rapport by being HUMAN. BE AUTHENTIC. And provide them with a way to contact you.

**Thanks for  
Attending**

