



Content Creation

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 (640 characters)

Example: I enjoy working with athletes and performers with traits and tendencies of perfectionism that manifests by way of paralyzing fear on the court/field, obsession with food and exercise, sadness and guilt for taking time off or resting, inability to receive feedback without feelings of failure or rejection, feeling like an outsider in the family system, experiencing confusion/seeking clarity around identity and worth outside of competition.

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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) (360 characters)

Remember that most clients do not speak the way that we do TF-CBT means nothing to them.

Step 3:

Create rapport by being HUMAN. BE AUTHENTIC. And provide them with a way to contact you. (360 characters)