

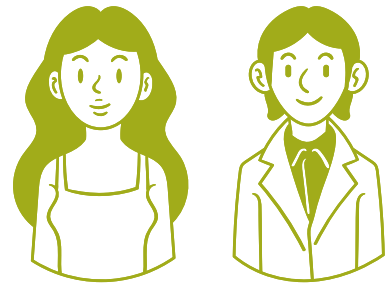
# Your Private Practice Checklist: How To Build Your Therapy Business

**GoodTherapy**

October 12th 2023



# Today's Agenda



## Marketing 101

- ✓ Building your Brand Identity & ICP (Ideal Client Profile)
- ✓ Set-up Basics
- ✓ Pricing



## Leveraging Technology

- ✓ Marketing Automations  
AI and how it can help.



## Standard Tactics

- ✓ Content & Blogging
- ✓ Social Media
- ✓ Google Search



## Q&A



# Marketing 101- Building your Brand Identity & ICP

What comes to mind when we see these logos?



## Step 1: Mission and Vision

- ✓ Why do you practice therapy?
- ✓ How will your private practice assist others?
- ✓ Who do you work to help?
- ✓ What concerns do you help them with?
- ✓ What personal values, if any, contribute to your mission to help others?

## Step 2: Business Description

- ✓ Your niche as a therapist
- ✓ Therapy approaches you use in your practice
- ✓ Areas of specialty
- ✓ The age groups or populations you generally work with
- ✓ Special skills that enhance your practice (Are you bilingual? Trained to work with special needs children? Have a therapy dog on staff?)
- ✓ How many clients you'll ideally see in a week



### Example Mission & Vision

#### Vision:

Our vision is to provide children with lifelong skills. Through the activation of therapeutic techniques, children can become successful socially, emotionally, physically and developmentally allowing them the skills required for play, school and beyond. We will strive to give each child the opportunity to be successful individuals with promising futures.

#### Mission:

- To create a protected therapeutic space where people feel empowered to self-reflect on their past and present, make changes in their current negative thinking, harmful behaviors, and unhealthy relationships, and find happiness in living a meaningful life.
- To create a team of therapists and staff who provide our clients with attentive, empathetic, and reflective partners in the exploration of their lives, through listening, meeting them where they are at, providing tools to move them forward, and helping to guide them on a path to feeling better.
- To establish a cohesive team where team members feel cared for, included, motivated, recognized, and supplied with learning opportunities to grow and develop as professionals.

### Business Description Example

AGENCY provides only the highest quality evidence-based treatments. Given our name, you may have guessed that our treatment focus is Cognitive Behavioural Therapy (CBT), though we offer other forms of therapy if they have been supported by the best research evidence.

Why is this so important? We know that no therapy can be effective if it is not based on a solid foundation of warmth, empathy, and trust. This is why we go out of our way to make you feel welcome, supported, and understood. We will work collaboratively with you in a warm and compassionate manner to help you reach your goals.

In addition, we also know that the specific ingredients, or the type of therapy provided, matters as much in determining how effective and efficient our treatment will be. "Evidence-based" simply means that these therapies have been designed, tested, and shown to work in randomized clinical trials, and continually improved through ongoing clinical research. Therefore, you can be confident that you are receiving the highest quality of treatments that are both cost effective and clinically effective. That way, you can spend less time in therapy and more time living!

## Building your Ideal Client Profile

- What kinds of clients do you do your best work with?
- What sorts of environments/people inspire you?
- What sorts of people make you feel most energized?
- What sorts of clients leave you feeling frustrated?
- What types of clients will allow you to be yourself?
- Don't forget to think about the type of client you don't want!





## Becky Smith

AGE: 35-45

Marital Status: Married with children

Employment Status: Employed (part-time)

Insurance: NO

## Ideal Client Profile Example

### Presenting Concerns

- Communication issues with husband.
- Children acting out at school.
- Coping with symptoms of depression.
- Starting to explore consistent alcohol use.

### What do they want out of therapy?

- Revitalize relationship.
- Improve child's behavior.



## Website Options

**WIX**

 SQUARESSPACE

 **brighter**VISION

## Social Media



# Directories

# GoodTherapy



Jane Doe

Featured

Telehealth Available

Professions: Mental Health Counselor  
License Status: I'm an accredited professional.

Billing and Insurance:

I am an in-network provider for:

- Advocate Health Care
- Aetna
- Beacon

Fees: \$135 per session  
Sliding Scale Available ⓘ  
Free Initial Consultation

Book Now

555-555-1234

Visit Website

# Google MyBusiness



Rating Hours

Tim's Mental Health Therapy  
5.0 ★★★★★ (1) · Counselor  
35 Cheltonwood Ave · (519) 993-4609  
Open · Closes 8 p.m.

Website Directions

Stepping Forward Counselling Services  
No reviews · Family counselor  
Glenburnie Dr · (519) 822-3105

Directions

Affirmative Healing Psychotherapy  
No reviews · Psychotherapist  
(437) 256-4952  
Open · Closes 7 p.m.

Website

More places →

# Marketing 101- Pricing

How do I price my time?



The average cost of psychotherapy in the U.S. ranges from \$100 to \$200 per session (depending on the state)\*





## Pricing rules of thumb.

- ✓ Set personal income goals.
- ✓ Calculate monthly expenses.
- ✓ Account for a no-show rate. \*\*\*
- ✓ Find a sliding scale for your pricing.
- ✓ Offer packages!
- ✓ Annually increase pricing to account for inflation.
- ✓ Offer pro-bono, but only outside of working hours



# Your blog is your voice!

## Benefits of Blogging

- ✓ Helps tremendously with SEO.
- ✓ Fuels your social channels.
- ✓ Attracts potential clients to your brand.
- ✓ Allows you to voice your perspective on trending topics & challenges.

## Rules of Blogging

- ✓ Stay consistent.
- ✓ Write with a purpose.
- ✓ Have a desired outcome for each piece.
- ✓ Avoid politics.\*\*
- ✓ Provide references if possible.

<https://www.goodtherapy.org/blog/high-conflict-divorce-or-post-separation-abuse/>

# Social Media is a Conduit for Communication!

## Benefits of Social Media

- ✓ Gives personality to your practice.
- ✓ Promotes creativity.
- ✓ Attracts potential clients to your brand.
- ✓ Allows you to voice your perspective on trending topics & challenges.

## Rules of Social Media

- ✓ Stay consistent.
- ✓ Be yourself!
- ✓ Have a desired outcome for each posted image/content.
- ✓ Avoid politics.\*\*
- ✓ Less is more!

<https://www.goodtherapy.org/blog/high-conflict-divorce-or-post-separation-abuse/>



# Standard Tactics - Social Media

## Social Channels Described



### Instagram

- ✓ Primarily 1 image or a series of images
- ✓ Video engagement is constantly growing
- ✓ Skimmable, easy to read content.
- ✓ Intent to share, like, comment.
- ✓ Ask questions, provide insight, etc.
- ✓ Millennial + audience



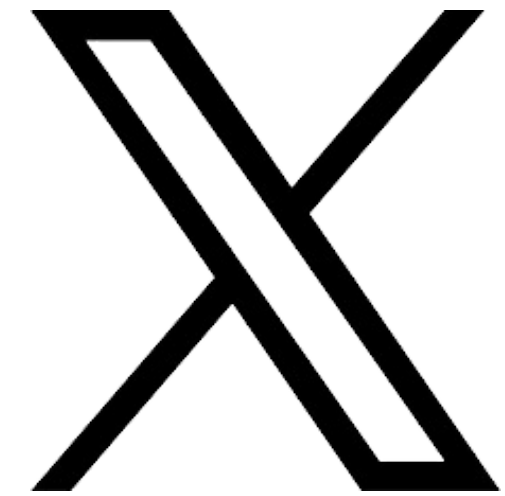
### Facebook

- ✓ Share blogs and events.
- ✓ Sharable and easy to comment on. Video is growing.
- ✓ Promote conversation, engage in though provoking content.
- ✓ Boomers and Gen X



### LinkedIn

- ✓ Network of professionals
- ✓ Informative and helpful content. ie, papers, guides.
- ✓ Video is growing.
- ✓ Intent to show expertise, results, webinars, etc.
- ✓ Millennial + audience.



### Twitter

- ✓ Short form content.
- ✓ Images, but mostly text posts.
- ✓ Good for engaging on trending topics and or news.
- ✓ Millennial + audience.

# Social Channels Described



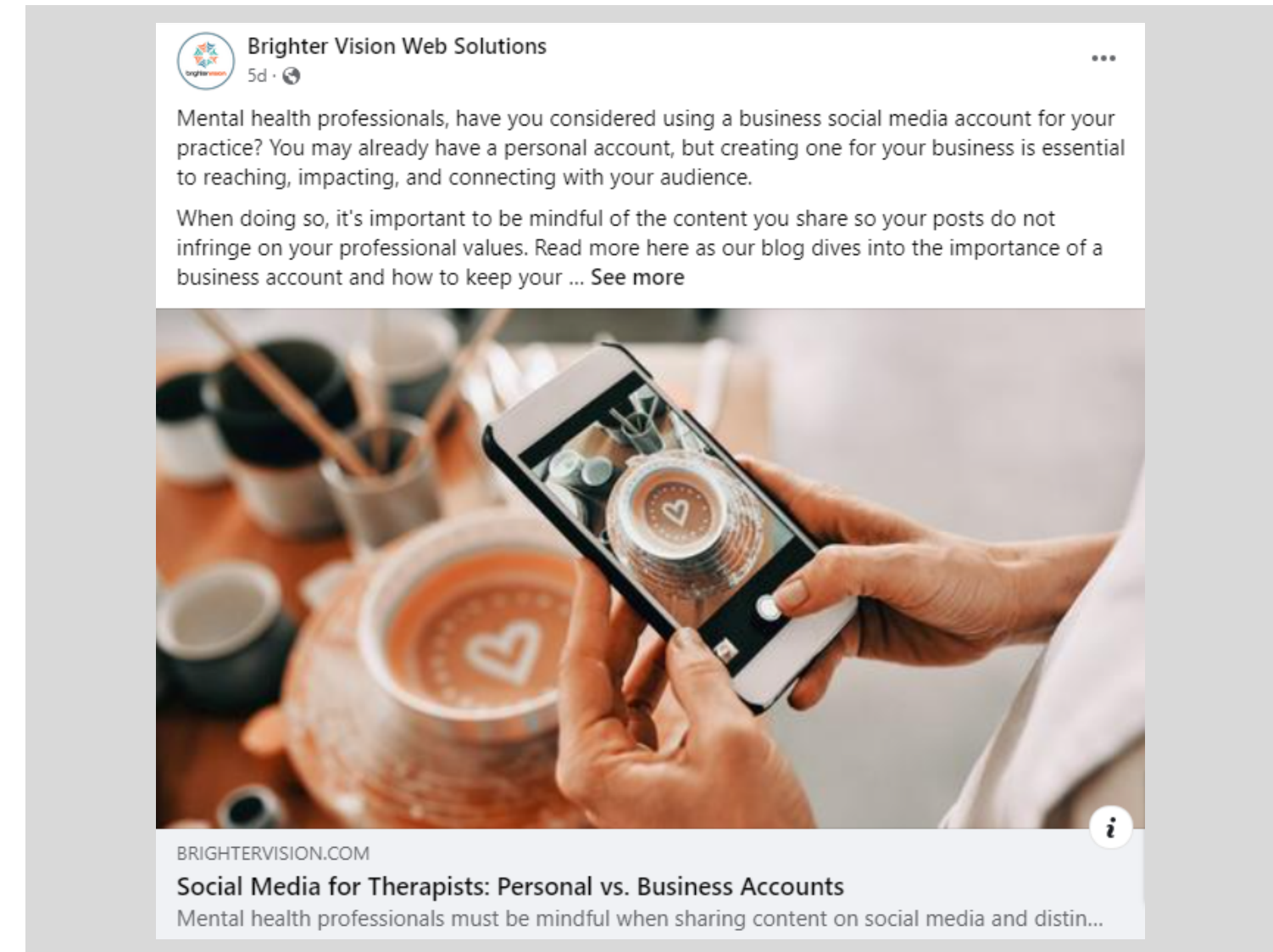
## TIKTOK

- Short-form vertical video is the future.
  - cross-posting across multiple channels.
- Extremely engaging and easy to watch.
- Great tool for promoting yourself and how you approach therapy.
- Brand and personality building tool.
- Gen Z + audience.



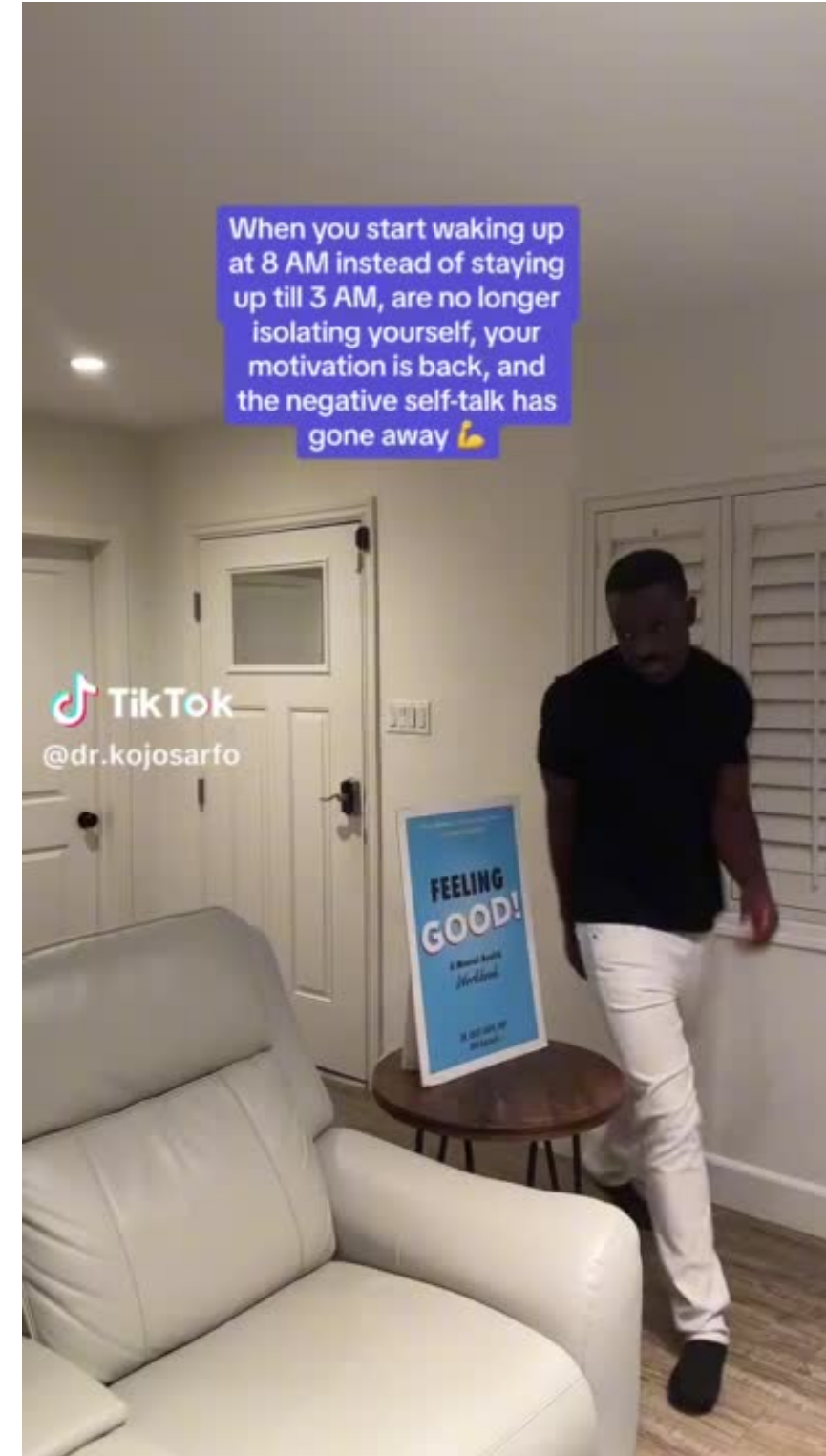


## Examples





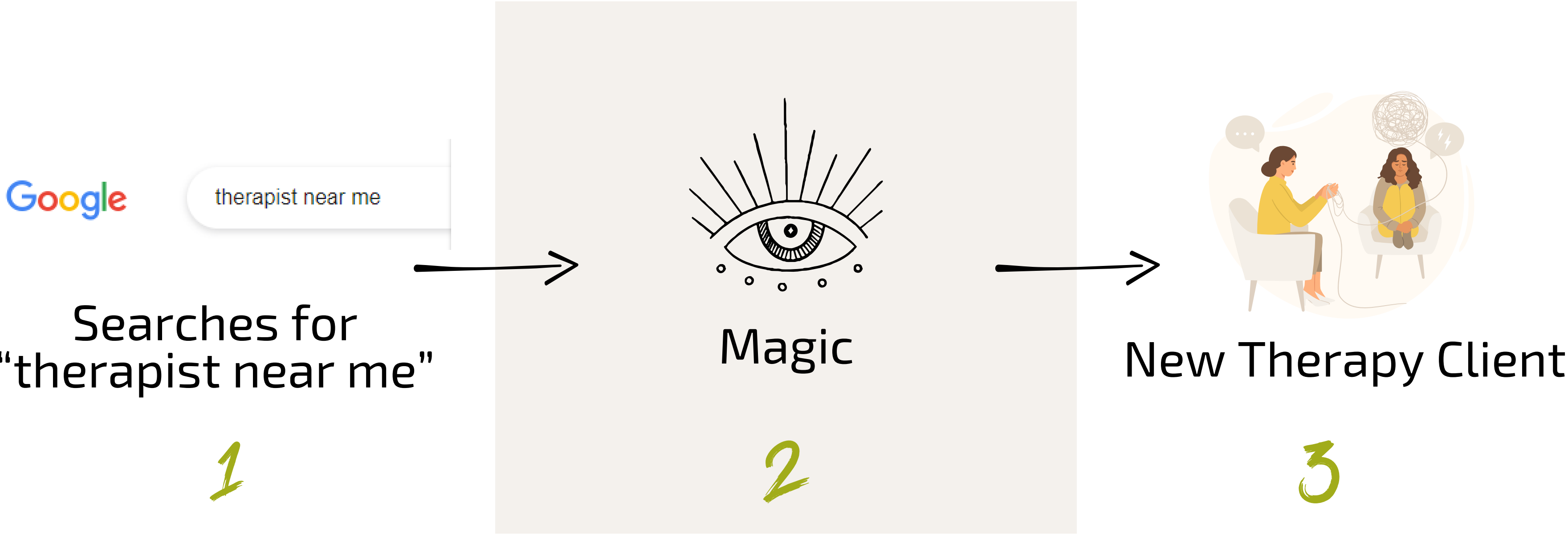
# Examples





# What is Search Engine Optimization (SEO)?

We live in a world where we need to convince Google that we have the right answer.



## What is Search Engine Optimization (SEO)?

We live in a world where we need to convince Google that we have the right answer.

1



### WEBSITE

- Content on the site. (keywords, blogs, etc.)
- Site structure. (indexability, speed, etc.)

2



### LINKS

- Google MyBusiness
- Directories.
- Social Channels.

3



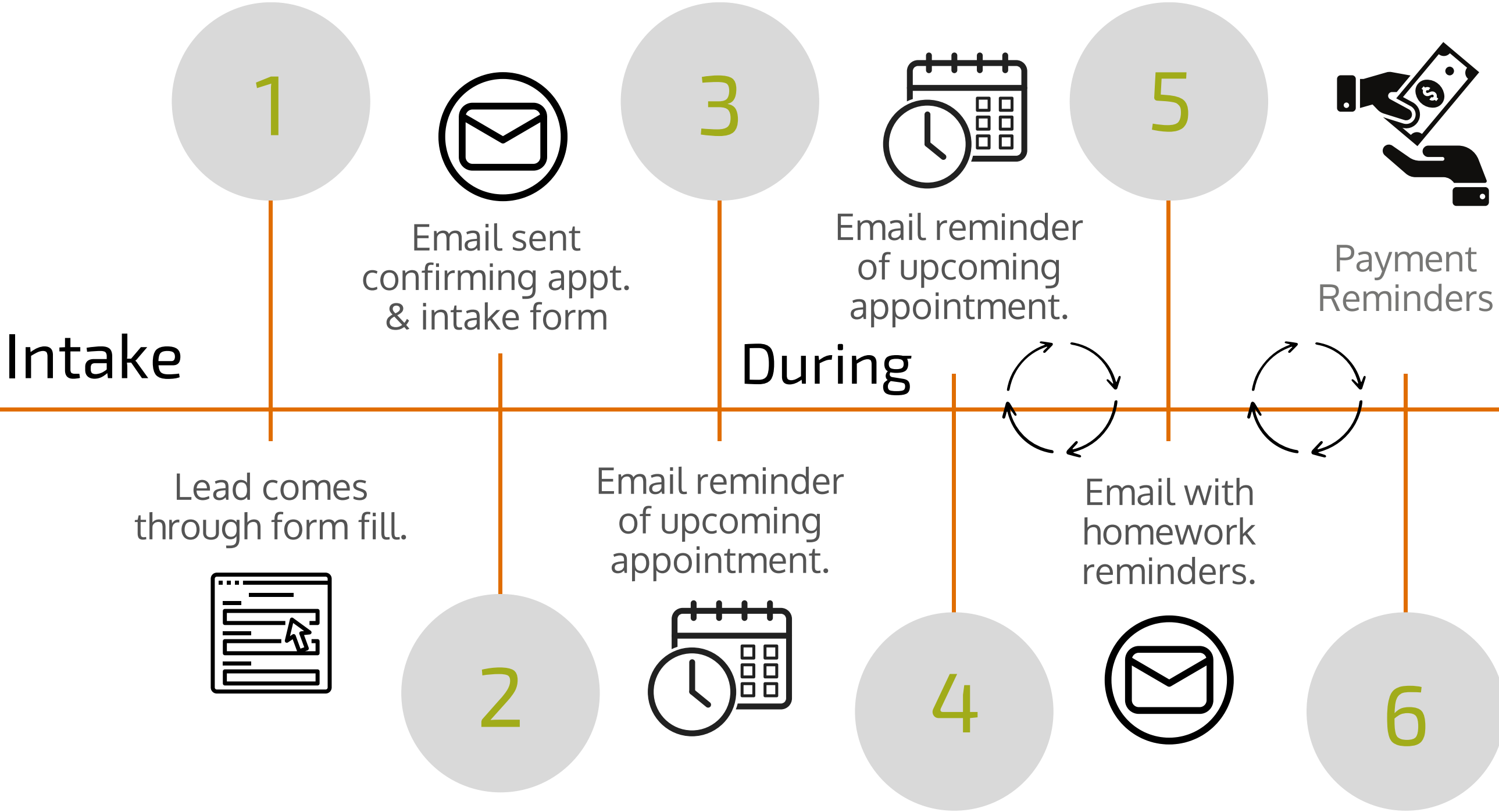
### TIME & CONSISTENCY

- Keep posting.
- Use SEO tools for better insights.

# Leveraging Technology - Marketing Automation

## Marketing Automation Strategies

### Email Marketing - Map the Client Journey



## Marketing Automation - Choosing the Right CMS

### What to look for?

- ✓ HIPAA compliant data storage.
- ✓ Payment processing.
- ✓ Client portal and automations.
- ✓ Form and assessment creation.
- ✓ Scalability.

**FrontDesk**  
by **GoodTherapy**



# Leveraging Technology - AI and how it can help.

## AI for Automation



### ChatGPT

- ✓ Great for blog writing, social copy, idea generation, etc.
- ✓ The more information you give the better.
- ✓ Never post directly what is provided, always edit and change what is necessary.



### Canva

- ✓ Awesome tool for social posts, copy editing, etc.
- ✓ Free for basic plan.
- ✓ Good place to get started with a new social calendar

## Leveraging Technology - AI and how it can help.

### AI for Automation

# FrontDesk

## FrontDesk by GoodTherapy

- ✓ Simple, all-in-one CMS for sole practitioners.
- ✓ Low-cost.
- ✓ Payment processing, notes, client reminders, etc.
- ✓ Available through GoodTherapy Pro Membership.



# Hootsuite®

## Hootsuite

- ✓ Great for scheduling social postings.
- ✓ Robust reporting functionality.
- ✓ Consolidate all of your channels.

GoodTherapy



# Questions and Answers

???

thank  you



# Contact

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Use code "Cash2023" at checkout for a 20% discount on a GoodTherapy membership.