

How to Successfully Market Your Private Practice

Practical Tools and Strategies
for Beginners & Pros





**Ready for
even more
resources?
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My Journey

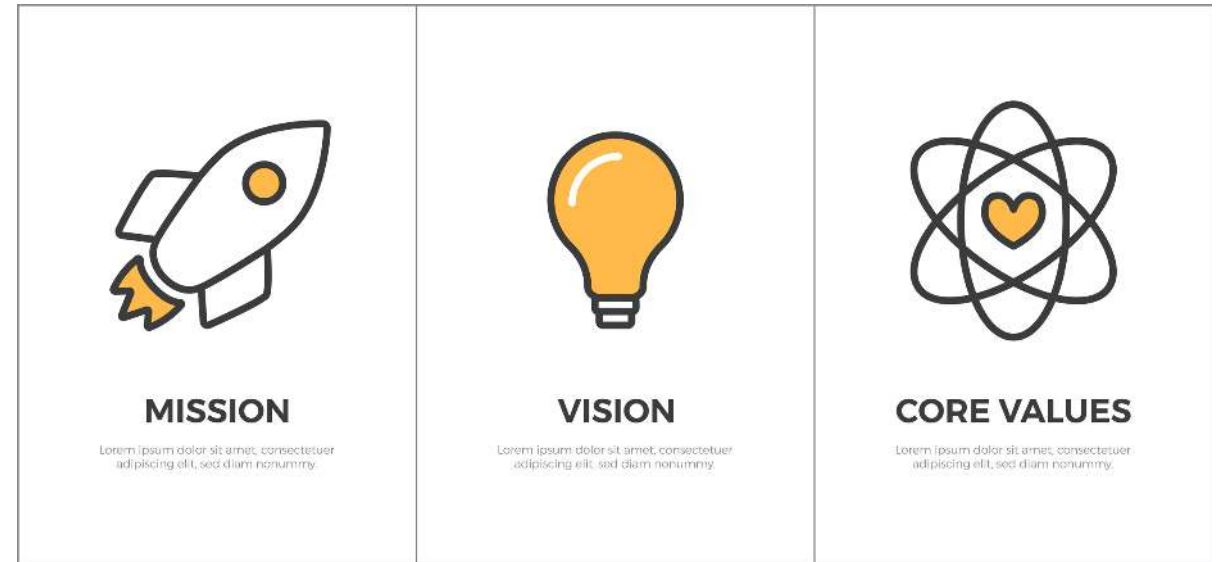
Shift Gears from Marketing to Business

- Who do you serve?
- What is problems do you solve for your clients?
- How are you uniquely qualified?
- Why? What is your purpose?



Develop a Mission Statement

- Two to five sentences
- How you are doing good in the world
- Make it something your clients and staff can get behind
- Include on website and marketing materials



Develop an Elevator Pitch

- Describe who you are and what you do in under 60 seconds
- Practice
- Ask for feedback
- Don't be afraid to use it in personal settings
- Show your passion



Pay Attention to Language

- Inclusive
- Affirming
- Speak in lay terms (avoid clinical jargon)
- Reduce mental health stigma
- Speak in terms of “you” versus “I”
- Warm and welcoming



**INCLUSIVE
LANGUAGE**

Develop Your Brand

- Colors
- Logo
- Design style
- Fonts
- Tagline
- Image
- Keep it simple
- Make it memorable/unique
- Work within your budget



Fiverr
<https://www.fiverr.com>



Website

- Domain Name (Network Solutions)
- Templates (SquareSpace, TherapySites, etc.)
- SEO website (geotags, location and service landing pages, etc.)
- Include search words
- User friendly
- Add a blog page to your website for additional searchable content



Printed Materials

- Business cards
- Brochures/postcards
- Flyers
- Branded giveaways for events
- Exhibit booth tablecloth & signage
- [Moo.com](https://www.moo.com)
- [VistaPrint](https://www.vistaprint.com)
- [RedBubble](https://www.redbubble.com)



You are Your Brand

- How you present yourself
- How you treat others
- Professionalism
- Relatability
- Integrity
- Reliability
- Expertise
- Google yourself and set up a Google alert for your name and your business



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**“Good counselors
lack no clients.”**

~William Shakespeare

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Make It Easy for Your Clients to Recommend You

- Have brochures or business cards in your waiting room
- Encourage reviews on your website for Google, Yelp, Facebook, Healthgrades, etc.
- Have client satisfaction surveys with a box to click for consent to share testimonial with anonymous option



Join Insurance & EAP Panels

- Pros and cons
- Contact provider relations to apply
- Credentialing software such as Sympir
- EAPA
- NIEAPA



UnitedHealthcare



Networking

- Professional associations
- Community events
- Chambers of Commerce
- Rotary Clubs
- BNI Business Builder groups
- The Dames (6 & 7-figure women)
- Cross referral opportunities
- Have an abundant mindset
- Think in terms of how you can help them



Cultivate Relationships with other Practice Owners

- Identify a mentor or coach
- Join or establish a practice owner's group
- Get involved in IMHCA
 - Insurance Task Force



Develop Strategic Partnerships

- Psychiatrists
- Doctor's offices
- High schools
- Small colleges
- Wellness providers
- Treatment centers
- EAPs and insurance companies
- Salons



Blogging

- On your website on a blog page
- Pitch to Choosing Therapy, Psychology Today and others
- Guest blog on other sites
- 400-1200 words
- Bullet points
- Tips focused
- Shine your expertise



E-Newsletters

- Gather emails from your website with a subscribe for newsletter form
- Have a join newsletter list on your consent form
- Link to MailChimp, Constant Contact or similar
- Send weekly, monthly or quarterly
- Provide useful content



Media & PR

- Journalists may reach out after reading your blogs
- Use sites like Help a Reporter Out (HARO) to respond to journalists' queries
- Submit pitches to podcast and radio hosts, local news, etc.
- Critical Mention Media Monitoring



Social Media

- LinkedIn (business page too)
- Instagram
- X
- TikTok
- YouTube
- Snapchat
- Pinterest
- Hootsuite or similar for posting



Joyce Marter ✓ (She/Her)

International Speaker/Author Inspiring Mental Health
Wellness Globally

Talks about #keynotespeaker, #financialhealth, #corporate
#mentalhealthmatters, and #mentalhealthawareness

Cape Coral, Florida, United States · [Contact info](#)

[9,236 followers](#) · [500+ connections](#)

Social Media Engagement

- Conducts Lives
- Reels and short videos are popular
- Ask questions, use polls
- Comment on other people's posts
- Post about professional/business updates or links to articles
- Hire or enlist help from staff and/or interns



Public Speaking

- Submit proposals for conferences
- Contract with EAPs to do workplace wellness trainings
- Offer complimentary or low-cost talks to potential referral sources
- [Toastmasters](#)
- [National Speakers Association](#)
- [NSA Illinois](#)



Paid Advertising

- Google Ads
- FaceBook Ads
- Yelp Ads
- Exhibitor booths at conferences
- Banner ads on websites
- Community newsletters
- Direct mail, newspaper or magazine ads and “featured therapist” scams not recommended



ILLINOIS MENTAL HEALTH COUNSELORS



Therapist Referral Sites

- [Psychologytoday.com](https://www.psychologytoday.com)
- [Findatherapist.com](https://www.findatherapist.com)
- [GoodTherapy.com](https://www.goodtherapy.com)
- [TherapyTribe.com](https://www.therapytribe.com)
- [Networktherapy.com](https://www.networktherapy.com)
- [Seekand findcounseling.com](https://www.seekandfindcounseling.com)
- [ChoosingTherapy.com](https://www.choosingtherapy.com)



Innovative Counseling Partners, LLC

Counselor, MA, LCPC

✓ Verified by Psychology Today 🇺🇸 2 Endorsed

Our life's work is helping clients achieve a better sense of self and happiness...more recently we've recognized that without good mental health providers finding this balance in life can be more difficult and stressful. As a result, we tend toward an Integrative approach and have our clients transform into the people they want to be. We see each client as an individual with many parts to their identity. Utilizing a holistic and systemic approach we help clients reintegrate the parts of themselves to function better as individuals and within their systems. Our focus tends toward a systems based approach using behavior methods.



“

“To open a shop is easy, to
keep it open is an art.”

- *Chinese Proverb*

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Thank You!

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