

MARKETING YOUR PRACTICE

How to Create a Steady Stream of Patients for Your Therapy Practice

6 PRIMARY TOOLS:

1. Identity

- Your Specialization and USP (Unique Selling Proposition)
- Your Office
- Business Cards
- Brochure
- Website (Including Targeted Landing Pages if Appropriate)
- Facebook Page (optional)

2. Internet Marketing

- Search Engine Optimization
- Directory Listings (In More than 30 Local & Industry Directories)
- Email Bottoms
- Pay Per Click Advertising (Google / Yahoo / Bing, Facebook)
- Optional - Email Marketing (Opt-Ins, Autoresponder Series, Newsletter)

3. Networking / Outreach

- Healthcare Practitioners / Medical / Professional Referrals
- Community Organizations / Groups (Presentations and Events through Chambers of Commerce; Religious Organizations; Service Organizations such as Rotary, Kiwanis, etc; Local and Regional Fairs and Exhibits/Booths; Nursing Homes and Senior Centers; Hospice; etc – May Include Co-Marketing with Other Practitioners)

4. Patient Referrals

- Email Bottoms
- Brochures with List of Services
- Patient Orientation to Services Offered
- Optional – Newsletters

5. (Optional) PR and Promotion

- Press Releases
- Newspaper Column, Radio/TV Appearances or Shows
- Blog and/or Facebook Postings
- White Papers, Published Articles and Books

6. The Art and Science of Follow-Up

- Reminder Cards / Database Follow-Up system

Specialties (examples)

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| <p>Issues:</p> <ul style="list-style-type: none">• Addiction• Child or Adolescent• Chronic Pain or Illness• Coping Skills• Domestic Abuse• Family Conflict• Narcissistic Personality• Obsessive-Compulsive (OCD)• Peer Relationships• Self Esteem• Sexual Abuse• Trauma and PTSD <ul style="list-style-type: none">• Anger Management• Chronic Impulsivity• Chronic Relapse• Depression• Emotional Disturbance• Life Coaching• Obesity• Oppositional Defiance• Relationship Issues• Self-Harming• Sexual Addiction <p>Mental Health:</p> <ul style="list-style-type: none">• Bipolar Disorder• Impulse Control Disorders• Personality Disorders• Thinking Disorders <ul style="list-style-type: none">• Dissociative Disorders• Mood Disorders• Psychosis <p>Sexuality Gender:</p> <ul style="list-style-type: none">• Bisexual Issues | <p>Client Focus</p> <p>Alternative Languages: Hebrew</p> <p>Age:</p> <ul style="list-style-type: none">• Adolescents / Teenagers (14 to 19)• Adults• Preteens / Tweens (11 to 13) <p>Categories:</p> <ul style="list-style-type: none">• Bisexual Clients• Cancer• Gay Clients• Heterosexual Clients• Lesbian Clients• Transsexual Clients <p>Treatment Approach</p> <p>Treatment Orientation:</p> <ul style="list-style-type: none">• Coaching• EMDR• Humanistic• Hypnotherapy• Interpersonal• Mindfulness-based Cognitive Therapy (MBCT)• Psychodynamic• Transpersonal <p>Modality:</p> <ul style="list-style-type: none">• Couples• Family• Individuals |
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