
Marketing Essentials Workbook

for Therapists



Marketing Essentials Workbook

Before you begin...

This workbook will walk you through an analysis of five marketing areas where clients may find you:

Website

Online Directories

Social Media

Local Community

Media/PR

Set aside 30-60 minutes **today** to get started and then schedule another 60 minutes a few days from now so you can revisit this workbook and finish up your assessment.

It's easy to get overwhelmed with all the marketing strategies available to us these days but don't worry!

Start with one area and just make one improvement each day.

After you complete this assessment you'll know which areas are lacking and where you should focus your marketing efforts.

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Website Review

Read through each page of your website and check off the statements that are true:

- My home page describes a specific type of client with whom I enjoy working.
 - My home page gives **examples** of how therapy can benefit my ideal client.
 - My home page shows ways in which I provide hope to clients.
 - Every web page tells a visitor exactly what **action** to take after reading or landing on that page (ex: schedule your consult today).
 - My practice location and contact information is on **every** page of my website and is clearly visible.
 - I have a recent, professional **picture** of myself on my About page.
 - Clients can easily email me via the website.
 - I update my website regularly through something like a blog.
 - I have a modern design with clear and consistent branding.
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Website Actions

Based on your answers on the previous page, list the changes you can make to improve your website:

1

2

3

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Social Media Review

Check out each of your business social media accounts and check off the statements that are true:

- My social media posts offer valuable information or resources for clients.
- All of my social media accounts use branding design that is consistent with my website.
- About 10% of my posts remind people how they can work with me.
- My social media posts use a casual and friendly tone.
- I consistently post to each social media account at least weekly.

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Social Media Actions

Based on your answers on the previous page, list the changes you can make to improve your social media presence:

1

2

3

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Online Directories Review

Look at each of your online directory listings and check off the statements that are true:

- I am listed in at least two online directories for therapists.
- I am listed in my local online directory (if applicable).
- I am listed in at least one niche specific online directory.
- My profiles identify the changes I help clients make in therapy.
- My profiles show that I have 2-3 specialties and am not a general practitioner.
- My profiles begin with a question or statement to engage the client, not with my own skills or interests.

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Online Directories Actions

Based on your answers on the previous page, list the changes you can make to improve your directory listings:

1

2

3

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Local Community Review

Read through and check off the statements that are true:

- I am part of my local professional association and attend meetings at least quarterly.
- I am part of a local networking group of mental health professionals.
- I am part of a local networking group that is NOT geared toward mental health professionals.
- People with whom I interact regularly at local events (church, volunteering, etc.) know about my therapy specialty.
- Other parents at my children's school and/or extracurricular activities know about my therapy specialty (if applicable).

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Local Community Actions

Based on your answers on the previous page, list the changes you can make to improve your presence in your local community:

1

2

3

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Media/PR Review

Read through and check off the statements that are true:

- I know which podcasts my ideal client listens to and seek out at least one podcast interview per month.
- I know which websites my ideal client regularly visits and pitch at least one guest blog post per month.
- I know which magazines/publications my ideal client reads and pitch at least one guest article per month.
- I have pitched my local newspaper/city publication with potential interest stories or a potential article I can contribute.
- I have pitched my local television station with a potential human interest story or educational segment I can contribute.

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Media/PR Actions

Based on your answers on the previous page, list the changes you can make to increase media opportunities:

1

2

3

Need more help?

Make it easy for clients to find you online!



**Click here to schedule your
Free Consultation**



I'd love to help you create a beautiful website that feels just like you and speaks to your dream clients so they make that initial phone call.

And if you already have a website you love that's not bringing those clients in? I'm happy to help with some SEO and marketing strategy, too!

Talk soon,
Maelisa

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