

TODAY'S PRIVATE PRACTICE

Three Fundamental Marketing Skills for Psychotherapists

Solid clinical skills may be enough for providing good therapy, but it is not enough to get referrals and attract clients. Certain marketing skills are essential. But this is where many practitioners struggle.

Marketing is simply getting the word out about who you are and what you do for people.

The following three skills can make a big difference in your effectiveness in marketing.

Skill #1 Talk about what you do as a therapist in a compelling way.

It is amazing how many therapists don't do this very well. They often sound bland or use a lot of technical language, which doesn't go over very well. You want to dialogue about your services in a way that leaves people thinking "I want that" and referral sources thinking "this person could help some people I know."

Take a look at how you respond when people ask you what you do. Can you succinctly convey what you do in an interesting and compelling way that leaves people interested?

Skill #2 Always have something to invite people to.

The goal of marketing is to have people get to know, like, and trust you. However, you don't want to have to try to "sell" prospective clients on your services.

A great way to accomplish this is invite prospective clients or referral sources to something where they can get a sample of you.

What can you invite people to? It might be some kind of event, such as a free seminar, workshop, or group. It could also be a website you have which contains a variety of free resources as well as information about yourself and your services. Or perhaps a free initial consultation.

As people are exposed to you in these ways, your credibility is enhanced, and they become more comfortable with becoming your clients.

Skill #3 Conduct initial conversations about your services that effectively enroll them as a client.

When someone calls you about your services, you want to have an effective conversation. This requires some skill and planning.

Basically, in that conversation highlight a felt need on the part of the potential client, and that you can help them with their need and guide them toward the result they desire. The conversation should establish your credibility as a therapist at the same time.

If a person approaches you about a need that you are not qualified to help them with, of course let them know. Perhaps you have someone in your network or know of a resource in the community you can direct them towards. They will be grateful, as will the professional you refer to.

Rate yourself on a scale of 1 – 5 (1 is 10%, 5 is 90% reliability) on each of these skills.

At Today's Private Practice, these are just some of the skills in which we coach our clients. We are all about helping therapists get more clients and establish thriving private practices. For more information about these and other topics, see the resources available at www.williamdmorgan.com. We are here to support you.