### WEBINAR WORKSHEET

# MARKETING SUCCESS FOR THERAPISTS



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# FIND YOUR INSPIRATION

Before you do one iota of outreach —or even think about creating a marketing plan – take some time to find your inspiration.

Be honest with yourself and avoid "I should..." Think about what makes your heart sing and hone in on your passion. Your marketing plan should be in alignment with who *you* are.

After all, this is your chance to manifest your dream client, craft your ideal schedule and bring in the abundance of income that you deserve.

#### START BY ASKING YOURSELF THESE QUESTIONS:

What are your strengths and weaknesses?
What are your values?
How many people do you want to serve?
How many clients do you want to see a week?
How much do you want to earn each year?
What would life be like if you reached all of your goals?



# IDENTIFY YOUR DREAM CLIENT

In order to create a successful marketing plan, you must first identify your dream client by exploring these questions.

DESCRIBE		
	Demographics: name, age, gender, income, etc Psychographics: personality type, preferences, etc. Behavior: likes, dislikes, sports, hobbies, job etc.	
LOCATE		
	Where do they hang out?	
	What do they read? Both online and offline?	
	What do they search for online?	
UNDERS	TAND	
	Where do they begin their research?	
	What is their problem or need?	
	What are the benefits to finding a solution?	



# WRITE A MARKETING PLAN

Once you have discovered your inspiration and identified your dream client, it's time to create your marketing plan. Use the rest of the pages in this worksheet as a guide, and include:

- MISSION STATEMENT
  - A few sentences on why you do what you do
- □ LIST OF YOUR TARGET NICHES
  - aka, detailed profiles of your dream clients
- □ DESCRIPTION OF SERVICES
  - Only include the specialties you want to market
- MARKETING AND PROMOTION STRATEGY

For each activity, include a detailed:

- » Description
- » List of goals
- » Budget
- » Timetable
- » Action plan
- » Assessment of any required tools or resources
- □ COMPETITOR ANALYSIS

How are other therapists marketing their practices?

■ OVERALL GOALS:

Quantify your goals for the entire campaign: regardless of any one strategy's performance



# FIND SPEAKING OPPORTUNITIES

Public speaking can be the most powerful tool in your entire marketing toolkit.

By presenting a topic that resonates with your dream client, your speech doubles as an in-person ad: minus the pushy sales talk. Use the below checklist to start finding speaking opportunities.

#### **LOCAL OFFICES AND BUSINESSES**

- Look for companies that have large workforces
- Contact their HR department and present your idea

#### **COLLEGES & UNIVERSITIES**

- ☐ Identify classes that are in line with your specialties
- Contact professors and department heads
- ☐ Ask if you can invite members of the public

#### **ORGANIZATIONS AND CLUBS**

- ☐ Check your local newspapers and magazines
- ☐ Look for events on community bulletin boards
- ☐ Check meetup.com and eventbrite.com



# IN-TOWN PROMOTION

Your home town has an endless number of local self-promotion opportunities. Here are a few places to start:

COMMUNITY BULLETIN BOARDS		
	Put signs up at local grocery stores, coffee shops, gyms, etc	
IRUSTE	D COMMUNITY MEMBERS	
	Make a list of anyone that people come to for advice	
	Introduce yourself and your practice to them	
DOCTORS' OFFICES		
	Stop by every doctor's office in town	
	They should all know what services you provide	
	Ask if you can leave business cards with them	
LOCAL I	MEDIA	
	Get to know your local TV and radio stations	
	Introduce yourself to newspapers and magazines	
	Share your expertise on related stories	



### SOCIAL MEDIA

Whether therapists should use social media is a very divisive topic, and you have to do what you feel comfortable with. For some, it's a great marketing opportunity. For others, the risks outweigh the rewards.

Of all the social media sites, Facebook, Twitter and LinkedIn stand to benefit you the most. However, before making any decision, consider these questions.

#### **SOCIAL MEDIA - YES OR NO?**

Why do you want to be on social media?
What do you intend to share?
Who do you want to reach?
How would you interact with a current patient?
How can your social media plan violate client confidentiality?
How do you plan to handle testimonials?
Are you ready to update your pages regularly?



# CREATE A WEB SITE

#### You should absolutely LOVE your Web site.

It's a direct reflection of you and your practice; and a critical factor in your future clients' decision making process. Whether you need a redesign or a whole new site, here's how to get started.

#### WRITE ABOUT YOUR SPECIALTIES

		Think about your dream client and write directly to them
		Each specialty gets its own detailed Web page
		Providing valuable info is more important than page length
		Think about SEO and include keywords in your writing
FIND	YO	UR DESIGN INSPIRATION
		Analyze every Web site you find
		Take notes on what you like: font, color, layout, etc
		Decide what bells and whistles you want to include
CRE	ATE	YOUR SITE USING ONE OF THESE OPTIONS
		Create it yourself using a site like Squarespace, Wix or Weebly
		Design your own site using a Wordpress theme
		Hire someone to create the custom site of your dreams

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# CREATE A WEB SITE

Once you have done your writing and decided on how to design your site, here are a few recommendations.

#### **ALL SITES SHOULD**

Use a custom domain
Include a contact form on each page
Offer a free consultation on every page
List your phone number and e-mail in the header or footer
Feature a professional photo of yourself
Don't include your fees
Offer online scheduling

☐ Have a different page for each specialty



### SEO: KEYWORD RESEARCH

Step 1 of your SEO plan is researching keywords with your dream client in mind.

A keyword can be a single word, a series of words, a phrase, a sentence or even a question. Just think about how you do your own Web searches.

#### **HOW TO FIND KEYWORDS**

Make a list of searches your dream client might use
Test out those searches in Google
Scroll to the bottom of the search results page and take notes on the "related searches" section
Paste your list into Google's Keyword Planner tool <a href="http://adwords.google.com/KeywordPlanner">http://adwords.google.com/KeywordPlanner</a>
Look for keywords and phrases that have a high search volume and low to medium amount of competition
Note each keyword's CPC (cost per click), as you will use this data if you set up a Google Ads campaign
Explore Google's suggested keywords
Keep track of potential options in a spreadsheet



# SEO: USING KEYWORDS

Step 2 of your SEO plan is selecting and using keywords: both on your site and elsewhere on the Internet.

#### HOW TO USE KEYWORDS ON YOUR SITE

		Identify the best keywords for each of your specialties
		On each of your specialty pages, integrate that keyword as much as possible as long as it sounds natural
		Put your keyword into each page's URL
		Use heading tags (H1, H2, etc) to highlight your keywords
		Insert keywords into your page's META tags
		Link to your page from other pages on your site, using the keyword as the clickable text
		Use the keyword in your image file names and alt tags
WHERE ELSE TO USE KEYWORDS		
		Google, Yahoo and Bing Local pages
		Therapist directory sites
		Yelp and other review sites
		Anywhere you can control an external link that leads to your site



### SEO: LOCAL DIRECTORIES

Step 3 of your SEO plan is getting your practice onto the local business section of all major search engines and directory sites. Be sure to use keywords in your listings.

#### START HERE

Google Local: https://www.google.com/business/
Yahoo Yext: http://www.Yext.com

☐ Bing Places: https://www.bingplaces.com/

#### **ALSO LOOK INTO**

Ц	Yelp: http://www.Yelp.com
	White Pages: http://www.whitepages.com/
	Super Pages: http://www.superpages.com/
	Express Update: http://www.expressupdate.com/

**INSIDER TIP:** Yext hides its free options. To find them, proceed to the checkout page and scroll down until you see the text, "claim your basic listing only on Yahoo." It will be in a very small font.



## SEO: THERAPIST DIRECTORIES

Step 4 of your SEO plan involves listing your practice on therapy directory sites; which, in-turn, provides a high quality links to your site.

How many you use depends on your budget, and some therapists debate their effectiveness in attracting new clients. Do your research before signing up, and decide if each site is right for you.

#### TOP THERAPIST DIRECTORY SITES

- □ <a href="http://www.PsychologyToday.com">http://www.PsychologyToday.com</a>
- □ <a href="http://www.NetworkTherapy.com">http://www.NetworkTherapy.com</a>
- □ <a href="http://www.GoodTherapy.org">http://www.GoodTherapy.org</a>
- □ <a href="http://www.Find-a-Therapist.com">http://www.Find-a-Therapist.com</a>
- http://www.TherapistLocator.net
- □ <a href="http://www.TherapyTribe.com">http://www.TherapyTribe.com</a>
- □ <a href="http://www.Theravive.com">http://www.Theravive.com</a>

#### **ARTICLES ABOUT THE PROS & CONS OF THESE SITES**

- □ Do I Need a Psychology Today Profile?

  <a href="http://pro.psychcentral.com/kickstart/2015/04/do-i-need-a-psychology-today-profile">http://pro.psychcentral.com/kickstart/2015/04/do-i-need-a-psychology-today-profile</a>
- Why Therapy Directory Sites are a Waste of Time <a href="http://www.gamertherapist.com/2011/08/11/why-therapist-directories-are-a-waste-of-time">http://www.gamertherapist.com/2011/08/11/why-therapist-directories-are-a-waste-of-time</a>
- Therapist Directories: Are They Worth Your Time (and Money) <a href="http://counsellingresource.com/features/2008/05/12/therapist-directories">http://counsellingresource.com/features/2008/05/12/therapist-directories</a>



### SEO: LINKS FROM REPORTERS

Step 5 of your SEO plan is to reach out to reporters, establish yourself as an expert and get links to your site from their articles.

There are two main sites that reporters use to let the general public know about their article needs. Both are worth signing up for; though, only HARO (Help a Reporter Out) is free.

#### FIND REPORTERS LOOKING FOR EXPERTS

- □ <a href="http://www.PRLeads.com">http://www.PRLeads.com</a>
- □ http://www.HARO.com



### SEO: BLOG, BLOG, BLOG

#### Step 6 of your SEO plan is to start a blog.

Blogging is a double-edged sword. On one hand, writing regular articles is a great way to create regular new content (which Google loves), get more keywords onto your site and connect with your dream client.

That said, a blog needs to be regularly updated; as an inactive blog appears unprofessional. Before you start, be sure you're ready to write at least one new post a month.

#### **TIPS FOR BLOGGING**

Let your keywords help decide what to write about
Use one keyword per page
Integrate that keyword using techniques from Step 2
Promote your posts across social media
Link to your articles from every page on your site
Each article should be between 500-1000 words
Always remember your dream client



### **GUEST POSTING**

How often do you see an author's bio at the top or bottom of an online article? This is called guest posting, and I guarantee you that bio has a link to their Web site.

Writing a guest post for a blog or therapy site is a great way to raise awareness of your practice. In addition to establishing you as an expert, it gives you something to share on your Web site and social media.

While you should try and guest post on every therapy-related site you can find, the more prominent ones will provide more benefits ... both in terms of potential readers and the power of the link for SEO.

#### THE TOP 3 SITES TO GUEST POST ON

- □ http://www.Psychotherapy.net
- □ http://www.GoodTherapy.org
- □ <a href="http://www.PsychCentral.com">http://www.PsychCentral.com</a>



### GOOGLE AD WORDS

There's one guaranteed way to get your site onto page one of Google ... and that's to pay for advertising.

In a nutshell, you tell Google how a click is worth to you, then it decides where to show your ad. The higher your bid, the closer you get to page one.

#### **HOW TO SET UP AN ADWORDS CAMPAIGN**

Start by using the keywords you identified earlier
Avoid generic and expensive keywords ie, 'Therapist'
Target more detailed and long-tail keywords ie, "New York City Therapist"
Decide on a budget
Target your ads to local audiences only
Make the ads about them, not you
Create lots of different ads
Send visitors to the appropriate specialty page
Have a call to action or contact form on that page
Never send a visitor to your home page
Begin Each Ad Word With A Capital Letter



### HOW CAN I HELP YOU?

### HI THERE. MY NAME IS GREG GOODMAN, AND CREATIVITY IS MY PASSION

Above all else, I deeply believe that if you follow your heart, opportunities will present themselves.

Goodman Creatives was born from that love ... from a belief that everyone deserves something special. Wherever you are in the creative process, whatever your comfort level is and however you work best, I'm here to help. Passion guaranteed!



#### **CELEBRATING 10 YEARS OF THERAPIST MARKETING**

With a compassionate and collaborative approach, I've dedicated the past decade to helping therapists get more business. My specialties include Web design, marketing, SEO and consulting. Now, I want to help you.

#### TO LEARN MORE, PLEASE VISIT

http://goodmancreatives.com/therapist-web-design-marketing

# the ULTIMATE THERAPIST KEYWORD LIST

#### SKIP THE KEYWORD RESEARCH

Over the years, I've developed a comprehensive list of 500+ successful keywords for every possible therapist specialty.

Now, for the first time ever, I'm sharing that list.

KEYWORD	MONTHLY SEARCHES	COMPETITION	COST PER CLICK
therapist san francisco	170	High	\$6.22
psychotherapist	110	Low	\$2.93
couples therapy san francisco	90	High	\$6.42
therapists san francisco	70	Medium	\$5.10
therapy san francisco	70	Medium	\$5.96
find a therapist	70	High	\$4.38
san francisco therapists	50	High	\$6.35

**BONUS:** if you order the Ultimate Keyword List today, I'll personally customize your list to include local results, keywords and search data for your practice.

**EXTRA BONUS:** all orders include easy-to-follow instruction manuals for using Google Keyword Planner and for setting up your new Google AdWords campaign.

#### ON SALE FOR A LIMITED TIME

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