



Private Practice Marketing 101:

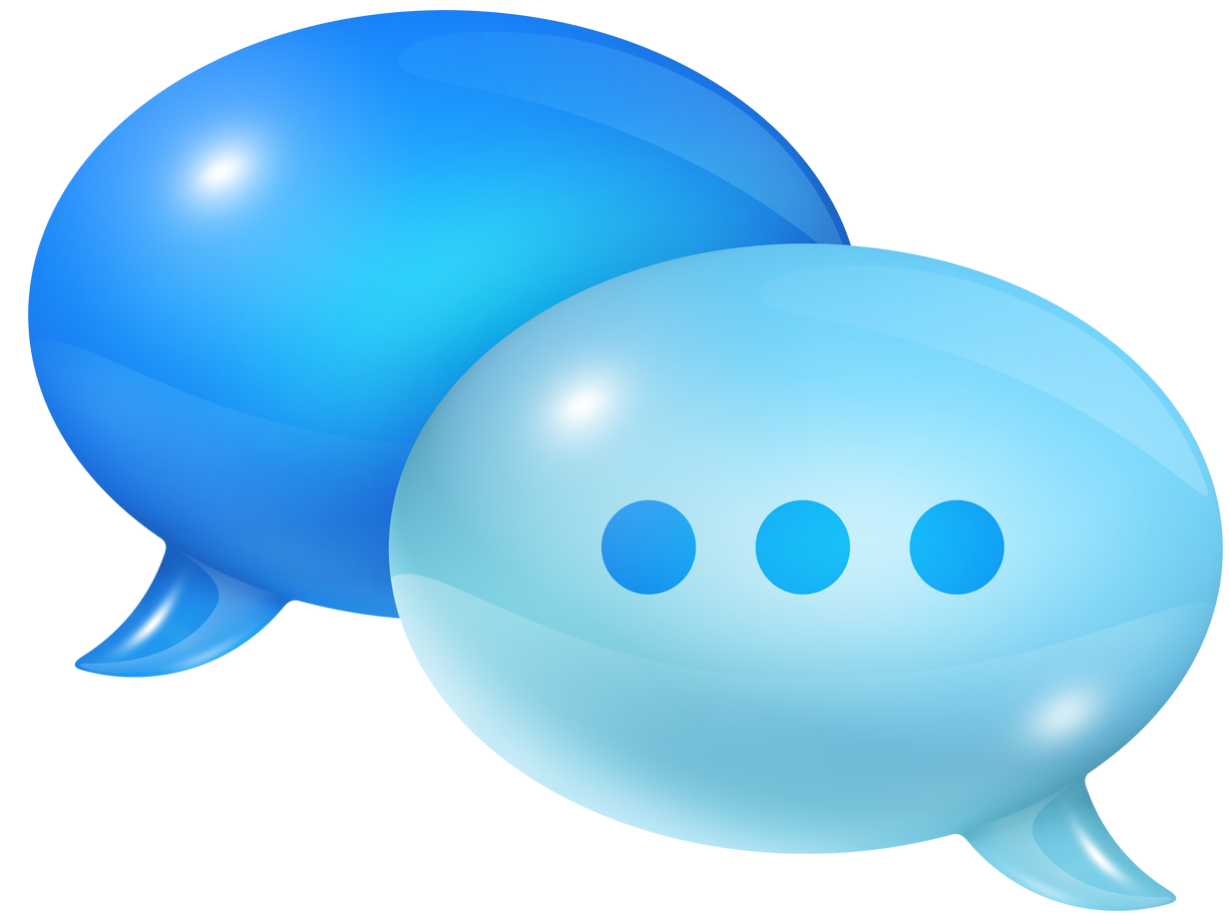
Top 3 Ways to Increase your
Client Caseload

Engagement

- Set your chat function to "Everyone"
- Q&A will be held at the end

In the Chat

- Where are you located?
- What's your discipline?
- How long have you been in private practice?



Purpose of Webinar

To explore the 3 top ways to increase your caseload post-pandemic.

Reasons You're
Here

Reason #1

You're starting a private practice and you want to know the best ways to market your private practice

Reason #2

You've recently started a private practice but you haven't been getting the client referrals you had hoped.

Reason #3

You've been in private practice for awhile but you've noticed a decrease in client contacts since the beginning of the pandemic.

Which Reason
Are You?

You're in the Right Place if:

You're ready to learn the
**Top 3 Ways to Increase Your Client
Caseload**

Introduction

- I'm a social worker, private practice owner and business coach for therapists
- I live in Edmonton, Alberta
- Born and raised in Newfoundland, Canada

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Introduction

- I'm a dog mom to these two handsome pups
- My biggest passion in life is to help therapists, like you, reach your private practice dreams & aspirations

Note

Information and examples derive from the mental health therapy space; however, information may be transferrable across disciplines.





How Would Increasing Your Client Caseload Change Your Private Practice?

Get
Free Guide

5 Essentials to Writing a Magnetic Therapist Directory Profile



Let's
Get Started

What is Marketing?



What Marketing Isn't?

- It isn't about just making a "sale"
- It isn't being the 'same as other therapists
- It isn't about showboating your skills, knowledge or years in practice
- It isn't chasing after clients

What is Marketing?

- It's understanding your clients' challenges
- It's understanding your clients' desired changes
- It's relationship building
- It's being authentic
- It's using empathy
- It's being yourself



Therapists are Born Marketers

Because our work focuses on
empathy and relationship-
building

What's Empathy-based Marketing

"Empathy-based marketing involves seeing through the eyes of your customers. To be truly customer-centric, marketers must gain a deep understanding of who their customers are, the challenges they're facing, and what motivates them to act." (Brenner, 2022)

**Because you work with your clients
every day**

You already have a deeper understanding
of your clients' needs and desires!

How the Pandemic Changed Private Practices

First, there's been a shift in desired **format** for therapy.

Second, how clients **search** for therapists has changed.

Therapy Format

Increase in client requests
for telehealth services
through video or telephone
therapy formats.

Offer a hybrid therapy format



Online Searches

Increase client searches via
search engines and social
media platforms.

Have an online presence

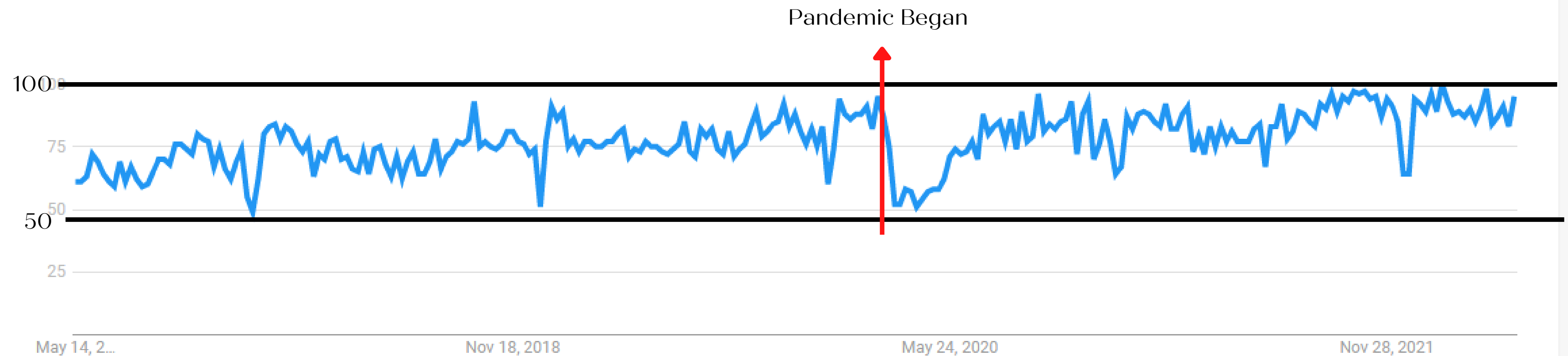
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Search Trends "Therapist"

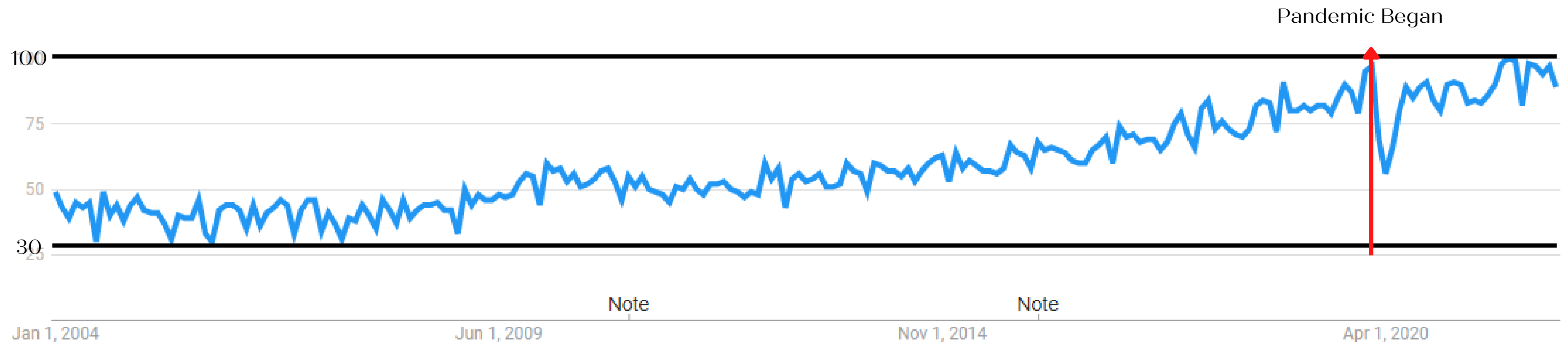
Over 5 Years



Google Trends. (2022a).

Search Trend "Therapist"

2004-Present

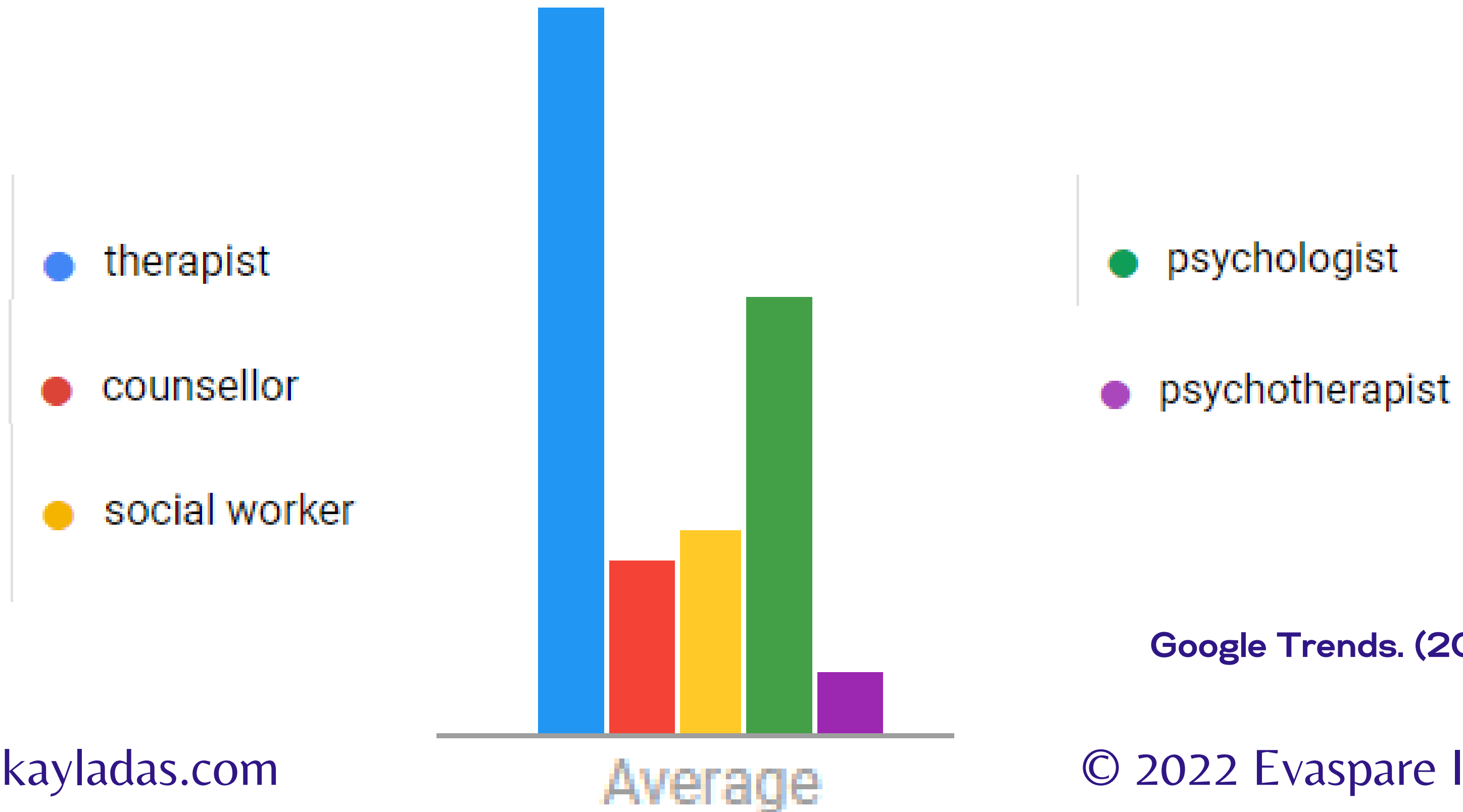


Google Trends. (2022b).

Why Are the Trends Important?

- Shows consistent increase in searches online pre- and post- pandemic.
- Create content (such as websites, profiles blogs etc.) using keywords that create high Search Engine Optimization (SEO)

Search Trends Comparative 5 Year



Top 3 Ways to Increase Client Caseload



#1

Creating Referral Relationships

Referral Relationships

The #1 way to get clients because they are built on trust!



How to Create a Lasting Referral Relationship

First, reach out

Second, establish rapport

Thirdly, identify mutual benefits

Finally, build trust

Reach Out

- To existing professional contacts
- To colleagues
- To other professionals or agencies



Before You Reach Out

Consider relevancy

(i.e. is the potential referral partner in a place to provide relevant referrals to your practice?)

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Before You Reach Out

For example: If you primarily work with clients experiencing workplace burnout you may find little relevance asking a post-natal clinic for referrals.



Establish Rapport



- Get to know potential referral partner (and have them know you).
- This helps build trust!

Identify Mutual Benefits

What's in it for them?

Why should they refer
to you?



Identify Mutual Benefits

- Ask the referral partner
*"How can I help you and
your agency/practice?"*

It may be as simple as have a
referral partnership for client
overflow



#1 Referral Relationship *Mistake*

Sending an ad-like email
and expecting results



Build Trust



Lasting referral relationships are
based on trust

The person or agency referring
wants to know that you'll serve the
client just as good or *better* than
they would.

KNOW

LIKE

TRUST

#2

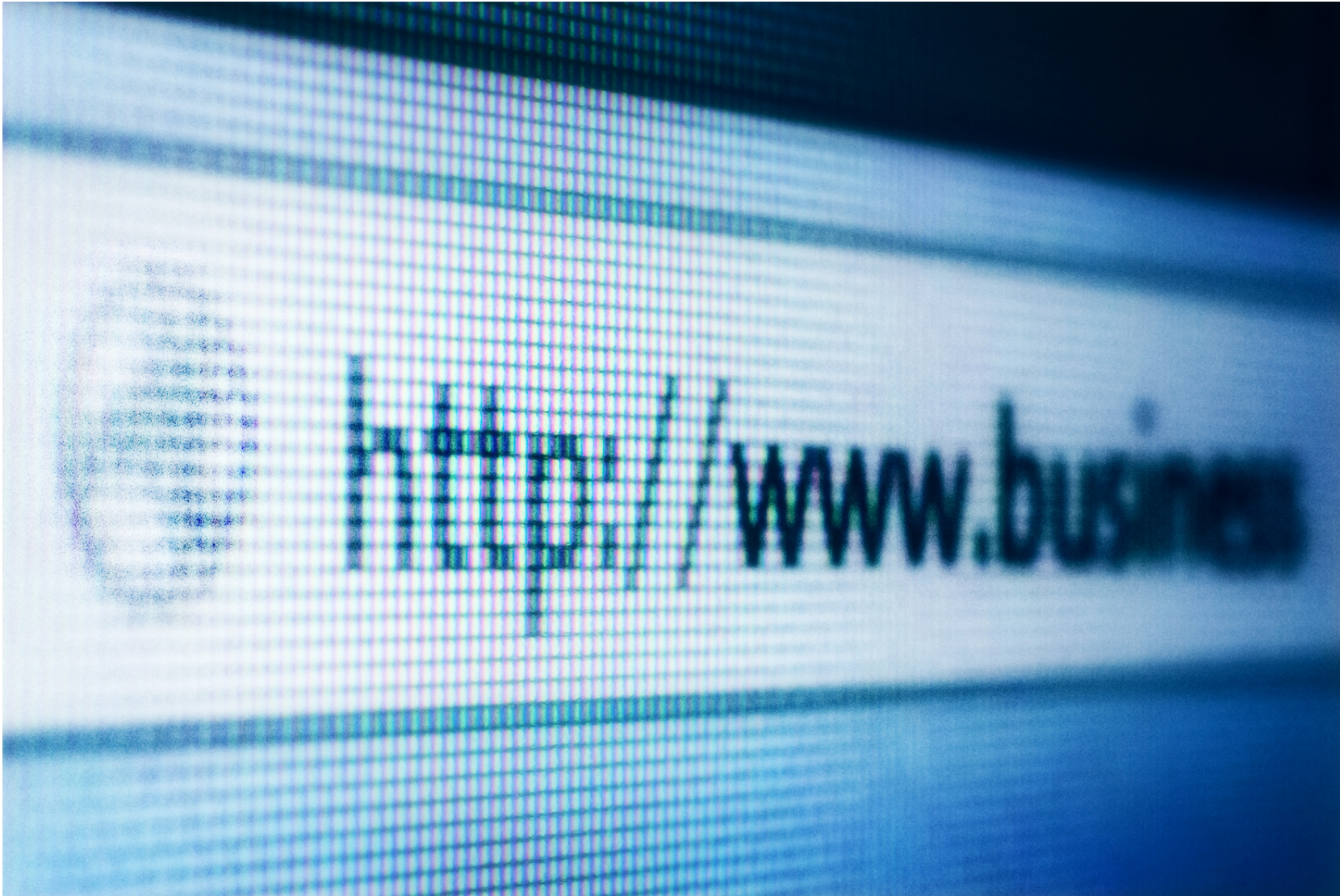
Creating a Website

Yes, you need a website



Because it's your
virtual office
& you're a business

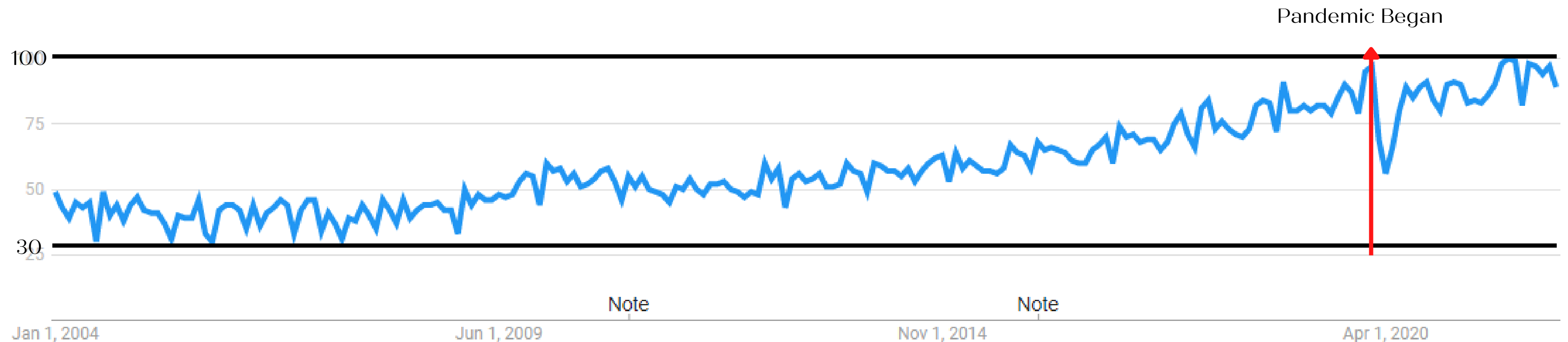
Why?



- Increased visibility
- Increased searches for therapists online
- Some prospective clients will search your name or your practice name online (your name is your brand)

Search Trend "Therapist"

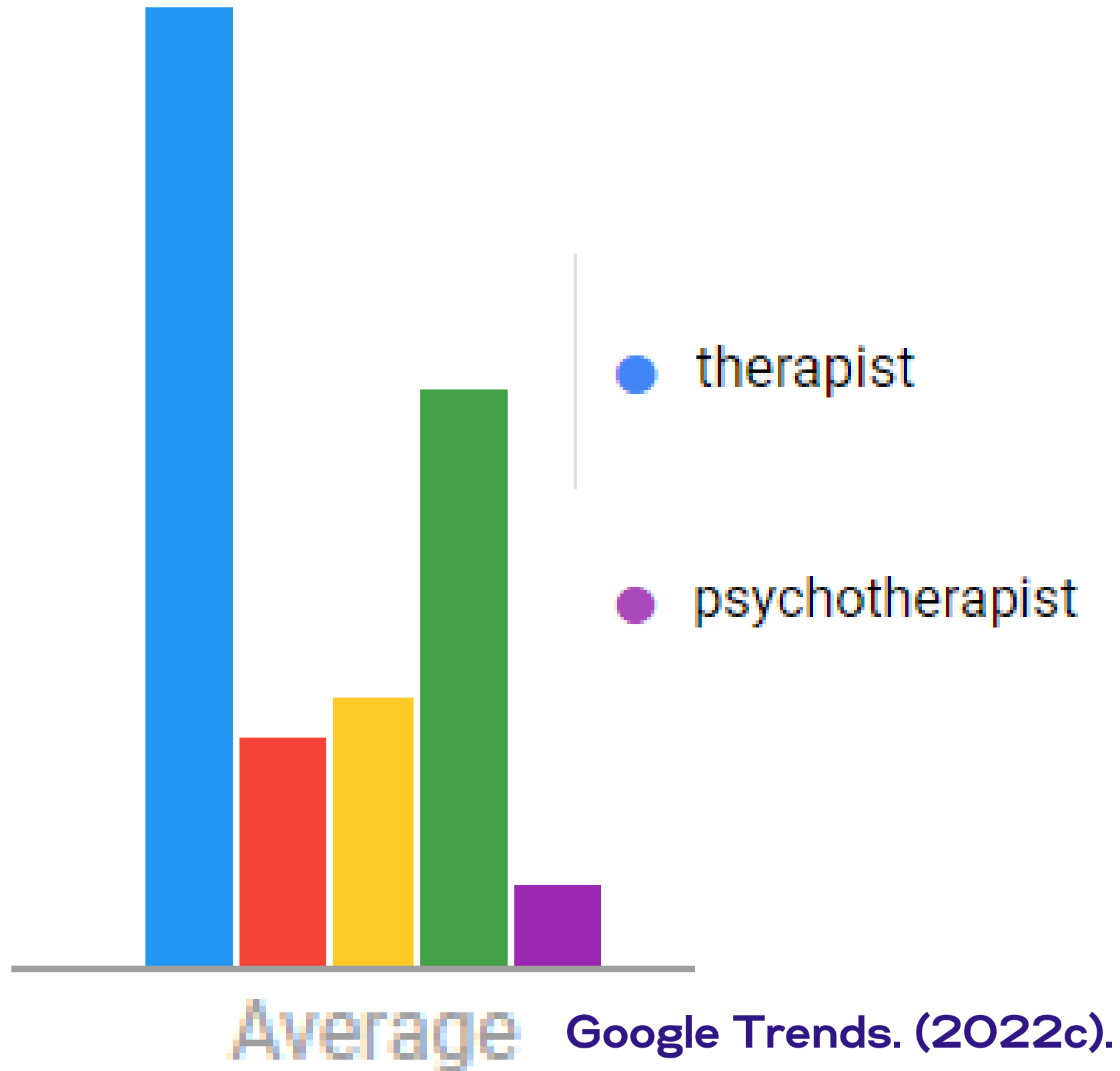
2004-Present



Google Trends. (2022b).

Website Tips

- Visually appealing
- Use commonly search keywords throughout your website to boost SEO
- Regularly contribute to *helpful* blog using commonly searched keywords to boost SEO



#3

Signing up for Therapist Directories

Virtual Presence

Therapist Directories
increase your virtual
presence and reach.



Why Sign Up for Therapist Directories?



Reason #1: Funnel Clients

Therapist directories tend to rank higher on search engines than individual websites which funnel clients.

Reason #2: Affordability



Memberships for therapist directories are often low cost on a monthly and/or annual rate basis.

Reason #3: Clients Are Ready

Prospective clients on therapist directories have made the *conscious decision* to search for a therapist and because so they are more likely to reach out and work with you.



Get
Free Guide

5 Essentials to Writing a Magnetic Therapist Directory Profile



Recap

- (1) Create *Lasting* Referral Relationships
- (2) Create a Website
- (3) Sign up for Therapist Directories

Final Takeaway:

Prospective clients & referral partners need to **know** you exist, **like** the services you have to offer, and have **trust** in you and your services.

References

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Q&A