



Therapist Client-Getting Kit

A Complete System to Fill Your Private Practice

11 actionable sections: directories, referrals, outreach, content, consults

Copy-paste outreach scripts for doctors, schools, HR, and therapists

Therapist Lead Tracker spreadsheet (bonus)

30-day client-building plan with daily checklist

Ethics and HIPAA-compliant marketing guidance built in

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. Introduction: The Private-Practice Client Problem

Most therapists in private practice don't struggle with clinical skill -- they struggle with empty slots. They graduated with excellent training and zero training on how to fill a practice. The result is the same story everywhere: great therapist, strong website, and a calendar that's half empty.

Here's the honest math. A new private practice typically takes 3-6 months to build a steady referral stream. Referral-based practices (the kind most therapists want) take even longer -- but they produce higher-quality, better-fitting clients and lower no-show rates. Directory listings (Psychology Today) can produce inquiries within weeks, but they require a complete, well-optimized profile and consistent attention.

This kit solves that. It's not marketing theory. It's a system: specific directories to list on, scripts you can copy and paste, content ideas you can post today, and a 30-day plan to get it running. By the end of the first month, you'll have a repeatable client pipeline instead of hoping the phone rings.

Each section includes: the strategy (what to do and why), templates and scripts (the actual words), and tracking metrics (so you know what's working). Everything in this kit follows HIPAA-aware, ethically sound marketing practices -- no testimonials without signed consent, no claims you can't back up, no confidentiality breaches.

How to Use This Kit

- Read all 11 sections first to understand the full system.
- Week 1: Implement sections 1-3 (directories + Google profile).
- Week 2: Implement sections 4-5 (referral engine + outreach scripts).
- Week 3: Set up content (section 6) and networking (section 7).
- Week 4: Execute the 30-day client-building plan (section 10).
- Every section includes a worksheet -- don't skip them. The system works when you customize it to your niche and your area.

1. The Private-Practice Client Problem

Why Books Run Empty

Therapists hear 'just get on Psychology Today' as if it's a magic switch. It's not. Directory listings work, but they work slowly and only when the profile is complete, the niche is clear, and the response time is fast. The average therapist who only has a directory listing and nothing else waits months for their first inquiry.

The deeper problem is randomness. Most therapists market like this: post on Instagram when they remember, ask for referrals once a year, tell their friends they're opening a practice. That's not a system -- it's hoping. And hoping doesn't fill a calendar.

The system in this kit attacks the problem from every angle at once: directories (where clients actively search), referrals (where high-quality clients come from), content (where visibility compounds), and consults (where inquiries become first sessions).

The Honest Timeline

- Month 1: Set up the system. Directories optimized, Google profile live, referral partners identified, outreach started. Expect: first directory inquiries, maybe 2-5 total leads.
- Months 2-3: Referral engine warms up. Outreach follow-ups land. Content starts showing up in local searches. Expect: 8-15 leads, first consult-to-session conversions.
- Months 4-6: Compound effect. Referral partners send consistently. Directory ranking improves. Word-of-mouth kicks in. Expect: a steady 3-6 new clients per month -- a full practice for most solo therapists.

TIP: If you're already full, this kit still helps: use it to build a waitlist, replace low-quality referral sources, or prepare for a future caseload change. A full practice is a great position to market from.

WHERE YOU ARE NOW

Current number of clients per week: _____

Number of open slots this month: _____

Current lead sources (list what actually brought past clients): _____

Hours per week I can commit to client-building: _____

My target: ____ clients per week by ____ (date)

2. Directory Optimization

Directories are where people who are ready to book a therapist actually look. Psychology Today alone sends more clients to private practices than any other single source. The catch: only complete, well-written profiles rank well and get clicked.

Psychology Today -- The #1 Referral Source

Your Psychology Today profile is your most important marketing asset. Most therapists set it up in 15 minutes and never touch it again. A fully optimized profile can generate 5-15 inquiries per month; a bare-bones one generates close to zero.

The profile checklist:

- Photo: professional, warm, well-lit headshot. Smiling, approachable. This is the single biggest factor in whether someone clicks your profile.
- Headline (the line under your name): formula = 'Specialty + who you help'. Example: 'Anxiety and Life Transitions for Millennial Professionals' or 'Trauma-Informed Therapy for Adults in [City]'.
- Bio: 3 short paragraphs. Paragraph 1: who you help and the problem they struggle with (name it specifically). Paragraph 2: your approach and what working with you is like. Paragraph 3: your credentials, experience, and a soft invitation to reach out. Write in second person ('You don't have to...').
- Specialties: choose 3-5 specific, searchable ones. 'Anxiety', 'Depression', 'Life Transitions', 'Trauma and PTSD', 'Women's Issues'. Avoid vague 'General Mental Health'.
- Fees + insurance: list them clearly. Clients filter by this.
- Availability: keep it current. Stale availability = fewer inquiries.
- Location: list your actual city and neighborhood. 'Near [landmark]' helps local searches.
- Update cadence: review and refresh your profile monthly. Recent activity boosts placement.

Secondary Directories

Psychology Today is the anchor, but these add reach -- especially for specific niches:

- TherapyDen: growing directory, strong for LGBTQ+ and affirming care. Same profile discipline applies.
- Open Path Collective: sliding-scale directory. Only if you actually offer reduced rates -- it's a promise to clients.
- GoodTherapy: established directory, good for holistic/wellness-oriented therapists.
- Alma / Headway: practice platforms with built-in insurance credentialing and their own client-matching engines. If you take insurance, these can deliver a steady stream.

Photo & Niche Guidance

One good headshot beats a gallery of lifestyle shots. If you can't afford professional photos, a friend with a decent phone camera, natural window light, and a plain background works -- just make it look intentional. Wear what you'd wear to see a client. Neutral, calm colors. Avoid hats, sunglasses, and busy backgrounds.

Niche matters more than you think. 'Therapist in [City]' competes against hundreds. 'Anxiety therapist for new moms in [City]' competes against a handful -- and the people who find you know you're for them. A clear niche makes every directory listing, bio, and post more effective.

TIP: Respond to directory inquiries fast. The therapist who replies within 2 hours books the consult. The one who replies in 3 days gets silence. Set up email notifications so you never miss one.

MY DIRECTORY PROFILE PLAN

Directories to list on (pick 3): _____	_____
My niche (one clear sentence): _____	_____
My headline (specialty + who you help): _____	_____
Photo date scheduled: _____	_____
Monthly profile-review reminder set for: _____	_____

3. Google Business Profile + Local Visibility

When someone in your city searches 'therapist near me' or 'counseling [city]', Google shows a map with 3 businesses. That map placement is free traffic -- and most therapists never claim it.

Set Up Your Google Business Profile

- Claim your profile at business.google.com. If you have an office, use the real address. If you work from home, you can hide your address and set a service area instead -- Google supports this for therapists.
- Primary category: 'Psychologist' or 'Mental Health Counselor' or 'Marriage and Family Therapist' -- pick the one that matches your license. Add secondary categories like 'Counselor', 'Life Coach' (only if accurate), 'Family Counselor'.
- Write the description using your actual service area and niche: 'Anxiety therapy for adults in [City] and surrounding areas. Telehealth available.'
- Service areas: list the cities and neighborhoods within a 20-30 minute drive. This is what makes you show up for 'therapist [suburb]' searches.
- Add your website, phone, and booking link. Add photos: your headshot, your office (if you have one), and 2-3 photos that show your professional space.

Reviews: The Local SEO Engine

Reviews are the #1 ranking factor for local searches. A practice with 20+ reviews shows up; one with zero doesn't.

- Ask happy clients: 'If you've found our work helpful, a review on Google would mean a lot to me and helps other people find help.' Send the direct link. (See Chapter 11 -- get written consent first.)
- Never offer incentives for reviews. It's against Google's rules and ethically dubious.
- Reply to every review -- thank people, keep it brief, never share clinical details. Even a one-line 'Thank you for your kind words' helps ranking.

Local SEO Basics for Therapists

- Put your city and niche on your website: title tag 'Anxiety Therapist in [City]', footer with address, a location page per service area if you cover several.
- List your practice on local directories consistently: same name, address, phone everywhere (NAP consistency).
- Get listed on: Google Business Profile, Bing Places, local chamber of commerce directories, and therapist-specific directories from Chapter 2.
- Post a Google Business update 1-2 times per month (a tip, a seasonal note). Active profiles rank better.

TIP: You don't need to 'beat SEO' -- you need to exist consistently. Claiming your profile, 10-20 reviews, accurate category, and consistent listings puts you ahead of 80% of local therapists who never do any of this.

LOCAL VISIBILITY CHECKLIST

Google Business Profile claimed: [] Verified: []

Primary + secondary categories set: []

Service areas listed (cities/neighborhoods): _____

3+ photos uploaded: []

Review-request process documented (with consent form): []

4. The Referral Engine

Referrals are the highest-quality source of clients a therapist can have. Referred clients arrive pre-sold on you, they fit your niche better, and they're more likely to show up. The engine has specific fuel sources -- and each needs a different approach.

Who to Target and How

- Physicians & OB/GYNs: Primary care doctors see anxiety, depression, and life stress constantly but have no time to treat it. Target: family medicine, internal medicine, OB/GYN, pediatrics. How: bring a one-page 'referral card' with your specialty, population, insurance accepted, and how to refer. Drop it off in person (doctors' offices respond to in-person visits far better than cold emails).
- Pediatricians & Schools: Pediatricians refer parents. School counselors refer families. How: introduce yourself to school counselors at the start of the school year; offer a parent workshop on anxiety or screen-time. Pediatricians appreciate a therapist who sees kids or teens -- even if you only see parents, they refer the parents.
- Other Therapists (Mutual Referral): The most underused engine. Therapists refer out when their caseload is full or a client needs a different specialty. How: email 10-20 local therapists in complementary niches (you do anxiety, they do couples; you do adults, they do teens). Offer to cross-refer. Mutual referral networks are gold.
- HR & EAP Programs: Many companies contract with Employee Assistance Programs or look for local therapists for employee referrals. How: email HR directors with a one-page intro; ask if their EAP needs overflow providers. This takes longer but can produce consistent referrals.
- Chiropractors, Acupuncturists, Yoga Studios: Health-adjacent practitioners see the same stress and anxiety symptoms. A coffee meeting with 2-3 of these can produce steady niche referrals.

The Referral Conversation

Keep it simple and reciprocal. The key sentence: 'I specialize in [niche] and I'm looking for a few good referral partners in [area]. If you ever have a patient/client who needs [niche], I'd love to help them. And if you ever need a client who's a better fit for your practice, I'll send them your way.'

Then make it easy: give them a stack of your referral cards and tell them exactly who you help. Follow up in 2-3 weeks with a thank-you and a small update. Referral partners who hear from you stay top-of-mind.

TIP: Track every referral partner in your lead tracker with a 'date of last contact' column. The referral engine runs on follow-up, not on first impressions. A partner you haven't touched in 4 months has forgotten you exist.

MY REFERRAL PARTNER LIST

Primary care physicians to contact (list 5): _____	_____
OB/GYN / pediatricians (list 3): _____	_____
Schools / counselors (list 3): _____	_____
Other therapists for mutual referral (list 10): _____	_____
HR / EAP contacts (list 2): _____	_____
Health-adjacent partners (chiropractic, yoga, etc.): _____	_____

5. Copy-Paste Outreach Scripts

Outreach fails for two reasons: it's too salesy, or it never happens because there's no script. These templates are built to be copied, personalized with one or two details, and sent. Personalize the [brackets] -- everything else is ready.

Email to a Doctor's Office / Physician

OUTREACH -- FIRST CONTACT (PHYSICIAN)

Subject: Local therapist for your patients in [City]
 Hi Dr. [Last Name],
 I'm [Name], a licensed [license type] in [City]. I specialize in [niche] -- anxiety, depression, and life transitions for adults. I know primary care often surfaces these issues but there's rarely time to address them in a 15-minute visit.
 I'd be glad to be a referral option for your patients. I accept [insurance list / sliding scale], offer telehealth and in-person, and usually have appointments within [1-2] weeks.
 Could I drop off a one-page referral card at your front desk this week?
 Or happy to just send it over -- whatever is easiest.
 Best, [Name] | [License #] | [Phone] | [Website]

Follow-Up (Send 2-3 Weeks Later)

FOLLOW-UP -- DOCTOR'S OFFICE

Subject: Quick follow-up -- referral cards
 Hi Dr. [Last Name],
 Just following up on my note from a couple of weeks ago. I wanted to make sure you have my referral cards for patients who might need [niche] support. Happy to drop off a stack whenever it's convenient.
 Also -- if there's a particular issue you see often that you'd like a therapist to handle, I'd love to hear about it. I can tailor what I share with your office.
 Best, [Name]

Email to a School Counselor

OUTREACH -- SCHOOL COUNSELOR

Subject: Supporting [School Name] families
 Hi [First Name],
 I'm [Name], a therapist in [City] who works with [teens/families/children].
 I know school counselors carry a huge load, and families often need more support than school hours allow.
 I offer [telehealth/in-person] and have availability within [X] weeks.
 I'd love to be a resource for families you refer out -- and I'm happy to offer a free parent workshop on [anxiety / screen time / transitions] if that would help your community.
 Would it help if I came by with some cards, or would email be easier?
 Best, [Name] | [Phone]

Email to HR / EAP Coordinator

OUTREACH -- HR / EAP

Subject: Mental health support for your team
 Hi [Name],
 I'm a licensed therapist in [City] and I work with adults on [niche].

I know supporting employee mental health is a growing priority, and I'd like to offer myself as a local resource for your team or EAP overflow. I offer [telehealth/in-person], have evening availability, and keep a short waitlist. Happy to provide a brief provider profile for your files. Would it be useful to connect for 10 minutes this week?
Best, [Name] | [Website]

Email to a Fellow Therapist (Mutual Referral)

OUTREACH -- FELLOW THERAPIST

Subject: Mutual referral -- [niche] and [niche]
Hi [First Name],
I found your practice through [Psychology Today / a colleague / the [City] therapist group] and wanted to introduce myself. I specialize in [niche], and I often have clients who need what you do -- [their niche].
Would you be open to being a mutual referral resource? I'd be glad to send clients your way when they're a better fit for your practice, and I'd appreciate the same in return.
If you're open to it, I'd love to grab a coffee or a 15-minute call.
Best, [Name]

TIP: Never send the same email to 50 people in one afternoon. Send 5-10 per day, personalize the first line each time ('I saw your practice focuses on...'). Personalization is what separates outreach that gets replies from outreach that gets deleted.

OUTREACH TRACKER

Partner 1: sent ____ follow-up ____ reply ____	_____
Partner 2: sent ____ follow-up ____ reply ____	_____
Partner 3: sent ____ follow-up ____ reply ____	_____
Partner 4: sent ____ follow-up ____ reply ____	_____
Partner 5: sent ____ follow-up ____ reply ____	_____

6. Content That Books Sessions

Clients don't search for 'therapy'. They search for 'why do I feel anxious all the time' and 'how do I stop overthinking'. Education-first content is how you show up in those searches -- and it positions you as the therapist who gets them.

The Content Formula

Education-first content answers one question a potential client is already asking. Format: name the problem -> normalize it -> teach one useful thing -> invite connection. Never diagnose, never promise a cure, never share identifiable client details.

10 Ready-to-Post Content Ideas

- 1. '3 signs your anxiety isn't 'just stress' -- and what to do about it' (education post)
- 2. 'What actually happens in a first therapy session' (demystifies the consult -- huge for fence-sitters)
- 3. 'Why you feel exhausted after social events' (normalizing introvert burnout)
- 4. '5 questions to ask a therapist before you book' (empowers the client, builds trust in you)
- 5. 'What I wish everyone knew about panic attacks' (psychoeducation)
- 6. 'Signs it's time to talk to someone' (soft, non-pushy CTA)
- 7. 'A 2-minute breathing exercise for overwhelm' (interactive, save-worthy)
- 8. 'How I work with [niche]' (transparency about your approach)
- 9. 'Common myths about therapy, debunked' (myth-busting carousel)
- 10. 'Therapy vs. medication vs. both' (educational, referral-friendly -- cite sources, stay in scope)

Where to Post and How Often

- Instagram: 3-4 posts/week + 2-3 stories. Carousels (swipeable) perform best for education. Reels reach the most new people -- use them for 1-tip content.
- Facebook: share your Instagram posts; engage in local groups (see Chapter 7). Local Facebook groups are where parents ask for therapist recommendations.
- Google: keep your Business Profile posts going (Chapter 3).
- LinkedIn: if you target professionals or corporate clients, post 1-2x/week on workplace stress and burnout. HR people are on LinkedIn.

Hashtag Strategy

Use a mix: 3-5 broad (#anxiety #therapy #mentalhealth), 3-5 niche (#anxietytherapist #therapyforwomen #traumainformed), 2-3 local ([city]therapist #counseling[city]). Rotate the local ones to match your service areas. Hashtags don't drive everything, but they help new people find you.

TIP: Consistency beats brilliance. One helpful post per week for 6 months will do more for your practice than a viral post that exhausts you. Batch-create 4 posts in one sitting each month.

MY CONTENT CALENDAR (THIS MONTH)

Post 1 (week 1): idea _____ platform _____

Post 2 (week 2): idea _____ platform _____

Post 3 (week 3): idea _____ platform _____

Post 4 (week 4): idea _____ platform _____

Story/reel slots (2-3/week): topic _____

7. Networking & Community

Referrals come from relationships, and relationships come from showing up where the right people are. Networking for a therapist isn't 'selling' -- it's becoming the person the community thinks of when someone needs help.

Professional Associations

- Join your state counseling/psychology association (e.g., state APA chapter, ACA state branch, NASW state chapter). Attend local chapter meetings -- they're small, warm, and full of potential mutual-referral partners.
- Join the local therapists' Facebook or email group. Answer questions helpfully. These groups are where therapists post 'does anyone have room for a client?' -- be the person who replies.
- Attend 1-2 conferences a year. Not for the workshops -- for the hallway conversations. Collect 5-10 names and follow up within a week.

Local Business Groups

- BNI or other structured referral groups: one therapist per group typically. The ROI is real but it costs time -- only join if you can commit to weekly meetings.
- Chamber of commerce: attend mixers. Small businesses are a referral pipeline (they have employees, and employees have stress).
- Local coffee shops, yoga studios, gyms: build 5-10 informal relationships with owners. A yoga studio that knows you'll happily point students your way.

Speaking & Community Partnerships

Speaking is the highest-trust form of marketing. Offer a free 30-45 minute talk on [niche] to: local schools (parent nights), churches and community centers (wellness series), libraries (lunch-and-learns), chambers (workplace stress), and mom groups. One talk can produce 5-10 referrals over the following months -- and it puts you in front of people who'd never have found you online.

Community partnerships: sponsor a local 5K's mental wellness tent, write a quarterly column for the local paper or community newsletter, co-host a webinar with a pediatrician or OB/GYN. Each partnership is another place your name appears when someone needs a therapist.

TIP: Keep a 'relationship maintenance' list: 20 people you've met who might refer to you. Contact 2-3 per week with a genuine touchpoint -- an article they'd like, a quick hello, an invitation. This one habit out-produces every other networking tactic.

MY NETWORKING PLAN (THIS QUARTER)

Associations to join/attend: _____	_____
Local groups to visit: _____	_____
Speaking topics I can offer (list 2): _____	_____
Partner organizations to approach: _____	_____
Weekly relationship-maintenance goal (2-3 touches): _____	_____

8. The Consult Funnel

Every inquiry is a step in a funnel: inquiry -> consult -> first session. Most therapists lose people at the transitions -- they reply slowly, the consult has no structure, or they never follow up with someone who wasn't ready to book. This chapter fixes all three.

The Free 15-Minute Consult

The consult isn't therapy -- it's a fit conversation. Structure it so both of you can decide if it's a match:

- Minutes 1-3: Listen. 'What brought you to reach out?' Let them talk. This is where they feel heard -- which is 80% of the booking decision.
- Minutes 3-8: Clarify + orient. Summarize what you heard. Briefly explain how you'd approach their concern. Ask 1-2 questions that show expertise.
- Minutes 8-12: Logistics. Schedule, fees, insurance, availability, telehealth vs. in-person. Be warm and concrete.
- Minutes 12-15: Invitation. 'I think I could help with this. Would you like to schedule a first session?' If they hesitate, that's fine -- offer the next step: 'Would it help to think it over? I can hold [day/time] for you.'

The Lead Magnet

A lead magnet is a free resource that captures people before they're ready to book -- and keeps you in their mind when they are. For therapists: a 2-page PDF '10 Questions to Ask Yourself Before Starting Therapy' or 'What to Expect in Your First Session' (send by email in exchange for their address). Promote it in your bio, your content, and your Google profile. It's ethical, it's helpful, and it builds your list.

The Follow-Up Sequence

Most inquiries that go cold just needed one more touch. Set a 3-touch sequence:

- Touch 1 (same day): Reply to the inquiry with warmth + 2 concrete next steps + your availability. Speed is everything.
- Touch 2 (after consult, if not booked): Same day, send a brief note: 'It was great talking. Here's a summary of what we discussed and my availability -- no pressure, the door's open.'
- Touch 3 (1-2 weeks later): 'Just checking in -- I still have availability on [days]. If now's not the right time, no worries at all.' One check-in, then stop. Respect their timeline.

Converting Consults Into First Sessions

- Never pressure. The consult is a fit conversation, and a client who feels pressured doesn't come back.
- End every consult with a clear next step -- even if it's 'think it over and email me'.
- Send a brief summary after the consult (with consent). It reinforces that you listened.
- Track consult-to-booking rate in your lead tracker. If it's below 50%, the problem is usually clarity (fees, fit, or scheduling) -- fix that, not your 'closing technique'.

TIP: Your consult schedule is part of your marketing. Same-day or next-day consult availability converts dramatically better than 'next week sometime'. Keep 2-3 consult slots open each week and protect them.

CONSULT FUNNEL SETUP

Consult slots each week (2-3): days/times _____

Lead magnet created (title): _____

Follow-up template written (3 touches): [] _____

Consult summary template written: [] _____

Target consult-to-booking rate: ____%

9. Tracking & Metrics

You can't improve what you don't measure. The Therapist Lead Tracker spreadsheet in this kit is your command center -- every inquiry goes in, every status gets updated, every month gets reviewed. Fifteen minutes a week keeps the system honest.

What to Track

- Lead source: directory, referral (which partner?), social, Google, consult, word-of-mouth, website. Source tracking is how you learn where to double down.
- Date added: know how long each lead has been in your funnel. Leads older than 30 days need a touch or a status change.
- Channel: email, phone, in-person, social DM. Channel tells you how people prefer to reach you.
- Status: New -> Contacted -> Consult Booked -> Consult Done -> Converted / Lost. Move every lead through the funnel deliberately.
- Notes: niche, fee conversation, referral details. Notes are what make follow-up feel personal.

The Metrics That Matter

- Inquiries per month by source: 'Which source gives me 60% of my clients?' Double down there. Cut sources that produce nothing after 90 days.
- Response time: from inquiry to first reply. Under 2 hours = gold. Under 24 hours = good. Over 48 hours = leads lost.
- Consult booking rate: inquiries that become consults. If low, your profile/bio/response isn't converting interest into action.
- Consult-to-client conversion: consults that become first sessions. Below 40%: check your consult structure and fees. 50-70% is healthy for most practices.
- Cost per client: if you spend money (ads, directory upgrades, events), divide by new clients. Know what a client 'costs' you in time and money.

The Monthly Review Ritual

Block 45 minutes on the first of every month. Open the tracker. Answer five questions: (1) How many new inquiries did I get, and from where? (2) Which source converted best? (3) Where did I drop people (response time? follow-up?)? (4) What will I do MORE of next month? (5) What will I do LESS of? Write the answers down. Adjust the plan. This ritual is what turns a busy month into a compounding system.

TIP: Track from day one, even when it feels pointless with 3 leads. By month 4 you'll have real data on what works in YOUR market -- and you'll know exactly where to spend your effort.

MONTHLY REVIEW (COPY THIS PAGE)

New inquiries this month: _____	By source: _____	_____
Best-converting source: _____		_____
Response time average: _____		_____
Consults booked: _____	Consult-to-client rate: _____	_____
MORE of next month: _____		_____
LESS of next month: _____		_____

10. The 30-Day Client-Building Plan

Here's the plan, day by day. It front-loads the setup work so the last two weeks are pure execution. Adjust days to your schedule -- the order matters more than the dates.

Week 1: Foundation (Days 1-7)

- [] Day 1: Set up the lead tracker spreadsheet. Read the instructions tab. Create your column structure.
- [] Day 2: Write your niche statement (one clear sentence: who + what + where).
- [] Day 3: Optimize your Psychology Today profile -- photo, headline, bio, specialties. Set a monthly review reminder.
- [] Day 4: Claim and complete your Google Business Profile (categories, service areas, photos).
- [] Day 5: List on 2 secondary directories (TherapyDen, GoodTherapy, Open Path, Alma, or Headway).
- [] Day 6: Build your referral partner list: 10 therapists, 5 doctors, 3 schools, 2 HR/EAP contacts.
- [] Day 7: Week 1 review. Enter setup status into your tracker. Send your first 5 outreach emails.

Week 2: Outreach (Days 8-14)

- [] Day 8: Visit or email 3 doctor's offices with your referral card (use Chapter 5 script).
- [] Day 9: Contact 3 fellow therapists for mutual referral (Chapter 5 script).
- [] Day 10: Email 1-2 school counselors (Chapter 5 script).
- [] Day 11: Post your first education-first content (Chapter 6 idea #1 or #2).
- [] Day 12: Send 3-5 personal outreach messages to local therapists groups or associations you joined.
- [] Day 13: Set up your lead magnet (Chapter 8) and add it to your bio/profile links.
- [] Day 14: Week 2 review. Log all outreach in your tracker. Send follow-ups to anyone who replied.

Week 3: Content + Consults (Days 15-21)

- [] Day 15: Post content idea #3 or #4. Batch-create next week's posts.
- [] Day 16: Follow up with all non-responders from Week 2 (Chapter 5 follow-up script).
- [] Day 17: Make your consult follow-up sequence (3 touches) and summary template.
- [] Day 18: Contact 2 health-adjacent partners (yoga studio, chiropractor, gym) about cross-referrals.
- [] Day 19: Post a story/reel with a 1-tip education piece.
- [] Day 20: Ask 2 happy past clients for a Google review (with written consent).
- [] Day 21: Week 3 review. How many inquiries? What's your response time? Update statuses.

Week 4: Compound + Review (Days 22-30)

- [] Day 22: Do the full monthly metrics review (Chapter 9). Identify your best source so far.
- [] Day 23: Double down on the best source. If it's directory inquiries, refresh profiles. If it's referrals, send 5 more outreach emails.
- [] Day 24: Post content idea #5 or #6. Respond to every comment/DM within 2 hours.
- [] Day 25: Pitch 1 speaking opportunity (school parent night, library, chamber).
- [] Day 26: Send thank-yous to any referral partners who sent someone your way.
- [] Day 27: Audit the tracker -- every lead entered, every status current.
- [] Day 28: Post your best-performing content again. Consistency over novelty.
- [] Day 29: Run the consult funnel checklist (Chapter 8). Book 2-3 consults for next week.
- [] Day 30: Month 1 complete. You now have: optimized directories, Google profile, referral engine running, content calendar, outreach pipeline, and a tracking system. Repeat monthly and refine.

TIP: The first 30 days build the machine. Months 2-3 are when it starts producing. Don't judge the system by Week 2's results -- judge it by whether the machine is running.

11. Ethics & Compliance

Marketing a therapy practice is different from marketing a product. Everything you do is governed by your license, your state board, HIPAA, and the ethics codes of your profession. This section keeps you credible -- and keeps your marketing honest. When in doubt, check with your state board and your professional association's ethics code.

HIPAA-Aware Marketing

- Never share identifiable client information in marketing -- no initials that could identify, no 'case studies' without explicit written authorization, no photos of clients without written consent.
- Anonymized composite examples are fine, but make them genuinely unrecognizable. When in doubt, don't use them.
- Marketing communication channels (email, DM, forms on your website) should be handled with reasonable privacy practices. Use a professional email, not a personal one, and don't discuss clinical content on public channels.
- Your website contact form should have a basic privacy note. You don't need a full HIPAA-compliant portal for marketing inquiries, but don't invite clients to share clinical details in public forms.

State Board Advertising Rules

- Most state boards require your ads to include your license type and license number. Check your state's rules and put 'LPC #12345' or equivalent on your website footer, directory profiles, and business cards.
- Don't claim to treat conditions you aren't trained or licensed to treat. Don't use the word 'specialize' loosely -- be able to back it up with training and experience.
- Some states restrict the use of terms like 'psychotherapy' or 'diagnosis' depending on license type. Know what your license allows you to say.
- Keep your marketing factual: don't promise outcomes, don't claim cure rates, don't say 'guaranteed results'.

Testimonials: Only With Signed Consent

Therapists can use testimonials -- but only with written, informed consent from the client, including exactly where the testimonial will appear (website, Google, social) and the right to withdraw it at any time. A one-line 'Thank you for letting me share this' consent text is not enough; use a written release that specifies the platforms. If a client withdraws consent, remove the testimonial promptly. Many therapists skip testimonials entirely -- and that's the safest choice -- but a Google review practice (with consent) is powerful local SEO.

Confidentiality in Marketing

- Never acknowledge publicly that someone is or was your client. Don't 'like' a client's public post in a way that reveals the relationship.
- Be careful with location data: don't post photos from your office that could identify a current client.
- Social media interactions: keep them surface-level. If a client DMs you something clinical, respond by inviting them to book a session or call -- never engage clinically in public channels.
- Marketing emails: keep your list to people who opted in (your lead magnet, your newsletter). Send a clear opt-out in every email.

Dual Relationships & Boundaries in Networking

If a referral partner becomes a client, terminate the referral relationship for that person and handle it transparently. Don't accept referral fees or kickbacks -- many states prohibit them, and they're ethically fraught even where legal. Keep referral relationships professional and client-centered.

TIP: Ethics isn't a constraint on this system -- it's the moat. A practice known for being trustworthy and discreet is exactly the practice other professionals feel good referring to. Marketing that respects clients builds the reputation that fills your calendar.

A Final Word

You now have a complete client-getting system: directories optimized, Google profile live, referral engine built, outreach scripts ready, content calendar running, consult funnel tuned, and a tracking system to keep it honest. The clinical work you do is excellent -- now the practice can be, too.

Your job: execute Day 1. Then Day 2. One day at a time. The system works if you do.

Pair it with the Therapist Practice OS (\$49)

Complete set: Client-Getting Kit + Practice OS + Lead Tracker
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