



A POWERFUL YET SIMPLE DIGITAL MARKETING STRATEGY

FOR THERAPISTS & COACHES

STEP 1. NARROW YOUR NICHE

The internet is a big place. If you want to stand out from other therapists or coaches in your area, you'll want to narrow your clinical focus areas so that your ideal clients more easily find you.

Also, start charging premium rates because you're good at what you do!

SEO is actually pretty simple for therapists and coaches. Don't avoid it!

STEP 2. CREATE AN OPTIMIZED WEBSITE

A website helps you get clients, plain and simple. It serves to showcase your services and develop credibility with your ideal clients. But remember, a website is rubbish if it's not optimized for search engines, so don't forget about SEO!

STEP 4. CREATE VALUABLE ONLINE CONTENT

Create online content that you know your ideal clients are looking for. You can write a blog, host a podcast, or even make extra money by creating courses. Be sure to create content that is relevant to your ideal clients.

Only create content you enjoy! Otherwise, you're not likely to stay consistent with it.

Promote your content on a platform your ideal clients are more likely to use.

STEP 5. PROMOTE YOUR CONTENT

Use a different online platform to promote your content and drive traffic to your website. Social media is the easiest way, but you can also do an email campaign, share your content with online communities, or guest post.

WEBSITE TRAFFICE INCREASES

Online content drives traffic to your website. More traffic on your website ranks you higher with search engines.

Only create content you enjoy! Otherwise, you're not likely to stay consistent with it.

Promote your content on a platform your ideal clients are more likely to use.

YOU RANK HIGHER ON SEARCH ENGINES

A website that ranks higher on search engines is more accessible to your ideal clients. Yours will be at or near the top of the list! They won't have to sift through pages and pages of other therapists or coaches.

YOUR PRACTICE GROWS!

No insurance contracts!

No hustling for clients!

No wondering where your next client will come from!