52 WAYS TO

MARKET AND GROW YOUR THERAPY PRACTICE

TherapyMarketingInstitute™
practice abundance

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Brought To You By:
Therapy Marketing Institute

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Generating Prospects,
Turning More Prospects into Clients, and...
Increasing Social Engagement.

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THE ULTIMATE LIST OF THERAPY MARKETING IDEAS.

Looking for marketing ideas? You've come to the right place.

NOTE: *Don't miss the* ***"Taking Action"*** *section at the end of this report. It will show you how to maximize your time and money when implementing any of these ideas, as well as show you how to get the most from each.*

This report is divided into 4 sections, each representing a goal you might be trying to reach with your marketing. You can also download a mind map of this post here.

Click on one of the sections below to view the marketing ideas from that section:

- Learn the Fundamentals
- Generate Prospects
- Turn Prospects into Clients
- Increase Engagement

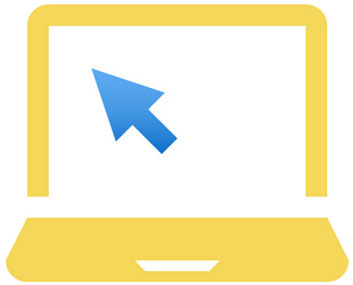
LEARN THE FUNDAMENTALS.

These useful marketing ideas will make sure you have the basics covered and that you get the most mileage possible from any and all of your other marketing endeavors.

1 CREATE A WEBSITE

If you don't have a website for your practice, book, and/or other products and services, they might as well not exist. You need to be found online and you need to give prospective clients a way to find out more about how you can help... You need a website!

Already have one? Great! But that doesn't mean you should stop there. Depending on the number of markets you're targeting and the number of products and services you're offering, you may need another, and yet another!



2 CREATE A USP

Think FedEx's, "When it absolutely, positively has to be there over night." Whether you prefer the term Unique Selling Proposition or Unique Service Proposition, when it comes to marketing your practice the key to the proverbial vault is coming up with a message that differentiates you from of all your competitors in a positive, appealing, and preferably compelling way. Without a USP you are merely a choice. With one, you can be THE choice.

Pretend you are your prospective client and ask yourself:

"Why should I choose your practice/services versus any/every other option available to me?"

Answering this question is the basis for creating a compelling USP and should be used as a means of brainstorming and coming up with the right USP for you and your practice. The more you can hone in on exactly whom you're targeting and the benefit you're offering them, the more effective your USP will be.

3 TARGET A NICHE

Continuing the theme of honing in on exactly whom you're targeting, you really should be focusing your practice and your marketing efforts on a specific niche. The more you try to be all things to all people, the more likely you are to be nothing for no one. You need to focus your efforts on a niche.

Don't think there are enough clients in just one target population? Think again... Did you know an area with a population of around 100,000 has approximately 2,000 school-aged children who've been diagnosed with ADHD? Can you serve 2,000 clients?!? In the same size population, approximately 5,000 adults suffer from social anxiety disorder and 272 marriages have experienced infidelity. How much fuller would your practice be if you targeted just one of these niches and only took in a fraction of these people? Still think there aren't enough clients to make a specific niche worth your time and energy?

4 DEVELOP AN "ELEVATOR SPEECH"

What do you say when someone asks you, "What do you do?" If you can't answer this question right now in a confident and passionate manner, you need to work on your "elevator speech."

An elevator speech is nothing more than a 15-second or so answer to one of the most commonly asked questions in our society: "What do you do?" The quick litmus test to know whether or not you've got a great elevator speech is whether or not the person who asked you the question continues to ask more questions after you give them your answer! ;)

5 BUSINESS CARDS

While you can leave your American Express card behind from time to time, you should never leave your home or office without your business cards. Be sure to bring your business cards to trainings, networking events, when you go out to lunch, even when you go for gas or on vacation. You never know when you'll meet a prospective client or potential source of referrals!

6 REVIEW YOUR MARKETING COPY

When it comes to the success of your marketing there is little, if anything, more important than creating powerful, emotionally appealing, and compelling marketing messages that connect with your prospective clients and get them to take action. Accordingly, you need to be regularly reviewing, rewriting, and creating new marketing copy that is built around the most powerful, fascinating, intriguing, persuasive, and compelling message possible.

7 CONTACT INFORMATION

Offer every possible means of contact in all of your marketing materials. I can't begin to count the number of therapists who still don't want to offer an e-mail address to their clients. Who is this stubborn determination benefiting? It's certainly not the client. Imagine your prospect awake at 3:00am, unable to sleep, searching the Internet for help. They can't make a phone call. Even if they wanted to leave a voicemail message at that hour, they might wake up their spouse or kids. The therapists that don't offer other means of contacting them are less likely to get this individual as a client.

You can and should make it as easy as possible for prospective clients to reach you. This includes making sure your website address, phone number, AND e-mail, as well as any social media profiles you maintain are EVERYWHERE!

Put all of your contact info on your website, business cards, brochures, flyers, ads, postcard mailings, voicemail and e-mail messages, and so on.

8 KNOW YOUR NUMBERS

If you want to generate as many prospective clients as possible, as efficiently and cost-effectively as possible (and, who doesn't?), then you need to take stock of, and objectively assess, everything you're doing now. How much are you spending on each marketing endeavor? How many clients is each producing? Which are producing your best clients? Find out what's working and what's not, so you can do more of the former while putting an end to the latter.

While this process does require some math, it's nothing more difficult than some simple addition, subtraction, multiplication, and division. And knowing and running your numbers is the key to saving both time and money, as well as creating a hugely profitable practice.

9 PARTNERSHIPS & JOINT VENTURES

Seek out other business owners who already have the clients you want (such as family law attorneys, financial advisors, pediatricians, infertility professionals, etc.). Then find creative ways of growing both your – and the other business owner's – businesses. For example you can jointly create an event and promote it to both of your client lists. You can ask the other business owner to market your products and services for a percentage of each sale. You can both create a new product or service together. The possibilities are limited only by your imagination.

Most business owners are interested in finding new ways of offering their clients additional value and/or offering them additional products and services that will benefit them. If you can help them do this, they'll be more than likely to give you access to their clients. And there's no faster way to get in front of your target market than to find someone who's already assembled them in one place and will introduce you to them!

10 OTHER PEOPLE'S PRODUCTS AND SERVICES

Similar to creating partnerships and joint ventures and having other business owners promote your products and services to their clients, you can and should look into the possibilities for offering other businesses' products and services to your clients and prospective clients. This is especially true if you already have a large audience or following, such as a sizable e-mail list, large number of Facebook or LinkedIn connections, etc.

There's little faster way to supplement your income than by simply marketing other business owners' products and services to your audience for a percentage of each sale.

11 ASK FOR REFERRALS

I'm still amazed by how many therapists don't have a process in place to actively ask for referrals. Assumptions can be dangerous things and simply assuming people will refer clients to you is one of the more dangerous assumptions you can make, at least as far as your practice is concerned.

You need to set up some sort of process to actively ask for referrals when successfully concluding therapy with a client, as well as to actively ask for referrals from current and potential referral sources. As with much of life, you're less likely to get the help you need if you don't ask for it.

12 PRACTICE ABUNDANCE

There's a reason "practice abundance" is at the top of every piece of content, every training, we produce. We want to help you be EXTREMELY successful in your psychotherapy practice. But we also know that no matter what ideas, systems, tools, etc. we share with you about how to be a successful therapist, if you don't believe in abundance – and your right to have it – then we're wasting our time, and yours. Because if you don't believe in abundance and know that you deserve it, you won't allow it or keep it. As therapists, we know how clients sabotage their own well-being. So can we!

GENERATE PROSPECTS.

In order to get more clients, you first need more prospective clients. And since only a fraction of prospective clients will become actual, paying ones, you need at least a couple of ways of generating consistent streams of prospects for your practice. Here are a number of ways to do just that...

13 SEARCH ENGINE OPTIMIZATION

Google receives over 600 million searches every day from people looking for products and services in their area. And, while Google is the most popular search engine, it's just one of them... So, let there be no mistake about it, your prospective clients are searching online for the services you offer. In fact, I've helped therapists across the country successfully grow their practices using this one technique alone.

Optimizing your website to achieve first-page search engine rankings, and consistently building links to it from other websites on an ongoing basis to achieve first-page search engine visibility, should be an ongoing part of your Internet marketing endeavors.

14 ONLINE DIRECTORIES

Set up profiles on every online directory you can, including PsychologyToday.com, GoodTherapy.org, AAMFT, and so on. Online directories such as these can help you quickly achieve first-page search engine visibility, as well as help your own website's search engine rankings.

Remember to make sure your profiles are written and targeted to YOUR prospective clients. Make sure your profiles are complete, include your photo, and are written in an emotionally engaging and compelling manner.

15 POST VIDEOS ON YOUTUBE

YouTube is the second largest search engine after Google. Between people searching YouTube directly and Google's inclusion of YouTube videos in their search results, you can get a lot of search engine visibility and prospective clients by setting up a YouTube channel and posting videos to it.

16 OFFER VIDEO COUNSELING

Offering online video counseling services through sites such as Breakthrough.com can not only help your online visibility, it can provide an additional stream of clients who otherwise wouldn't be able to see you in person. Additionally, we have members who have received more than a few in-person clients from their listings on Breakthrough.com and similar services.

17 PAY-PER-CLICK ADS

While only 25 percent or so of search engine users click on the paid ads, there's no reason to ignore 25 percent of your prospective clients. Not only this, running pay-per-click ad campaigns using platforms such as Google AdWords can give you instantaneous, first-page search engine visibility and help you make sure your website is effective at converting prospective clients to actual clients before undertaking a longer-term search engine optimization campaign.

18 PRESS KITS

Create a press kit about your business, your services, and you. You should create a press kit for your website, as well as a separate hard-copy version you can send out upon request.

There's nothing quite as valuable as the free publicity one can receive by being mentioned, quoted, and interviewed by the media. But it's unlikely most journalists and other media personalities will take you seriously unless you have a press kit available for them.

19 PRESS RELEASES

Once you have a press kit ready to go, start creating and distributing press releases. On what? Well, if you hire a good press-release writer, almost anything can be newsworthy: acquiring a new certification, targeting a new market, launching a new website, publishing a new ebook, offering a new course, even relocating and serving a new geographic market.

Press releases not only help you get noticed by the media, they can also be a valuable component of any ongoing search engine optimization campaign. And writing and distributing press releases need not be very expensive. It can even be done for under $50 per release, though I'd budget around $100 per release if you want to maximize its effects.

20 WRITE A BOOK

While you can try to make a profit as an author, it's often far more effective to write one or more books and use your books as a lead for people to purchase your other, more expensive products and services.

Being a published author makes you much more credible by conferring "expert" status. People – including the media, blog owners, and prospective clients – will come to you just because you're a published author. In fact, there may be no better way to get free publicity and exposure than by writing and publishing a book that caters to the interests of your target market!

21 TEACHING

Similar to writing a book, though not quite as effective, is teaching. Being a teacher at a local college or university also conveys "expert" status. And you can easily use the connections you make as a teacher to grow your referral network and number of prospective clients. Plus, given the "expert" status of being seen as an authority on your subject, being a recognized professor makes it more likely prospective clients will choose to work with you vs. another professional.

22 OPEN A SECOND OFFICE

Opening or subletting a second office – or partnering with one or more therapists in two or more locations – and targeting two or more separate geographic areas simultaneously is one of the quickest ways to increase the size of your prospective client universe.

23 START A GROUP PRACTICE

While group practices aren't for everyone, they can be a great way to increase both your network of referral sources as well as the number of prospective clients referred to you. This is especially true if each member of the group has a different focus or niche, as the possibilities for cross-referrals increase when no two therapists in the group specialize in working with the same populations.

Another reason group practices can be so effective at generating prospects is the ability to put on group events and share each other's networks of referral sources during open houses, book signings, networking events, and so on.

24 DIRECT MAIL

Few therapists make use of direct mail. And even fewer do so successfully. But direct mail can be even more effective today than it was before the Internet era. Nowadays, prospective clients are more likely to read direct mail pieces than they are to read one more e-mail in their over-crowded inboxes.

So, use direct mail. And use it frequently. Send postcard and other promotional mailings to prospective clients in your geographic area.

25 GET INVOLVED WITH YOUR COMMUNITY

Finding creative ways to get involved with your community – such as sponsoring charity events and fundraisers, organizing holiday block parties, etc. – can be a great way to get your name known widely and garner goodwill by association. The more you give the more you get!

26 WALK YOUR NEIGHBORHOOD

Take an hour each day for a month and walk the neighborhoods around your practice, introducing yourself to business owners and employees around your office as you go. Ask them questions about their businesses, the area in general, take them out to lunch, send them holiday greetings as a follow-up, and so on. The more you get to know them the more they'll get to know you and the more likely they'll be to refer business your way.

27 HELP A LOCAL CHARITY

Find a local charity that fits with your prospective clients and the services you offer and donate a percentage of your fees to them for a set period of time. Then promote this fact. This can not only be a great way to get free publicity, but build goodwill and get new clients coming in your door, all at the same time!

28 AFFINITY CLUBS AND ASSOCIATIONS

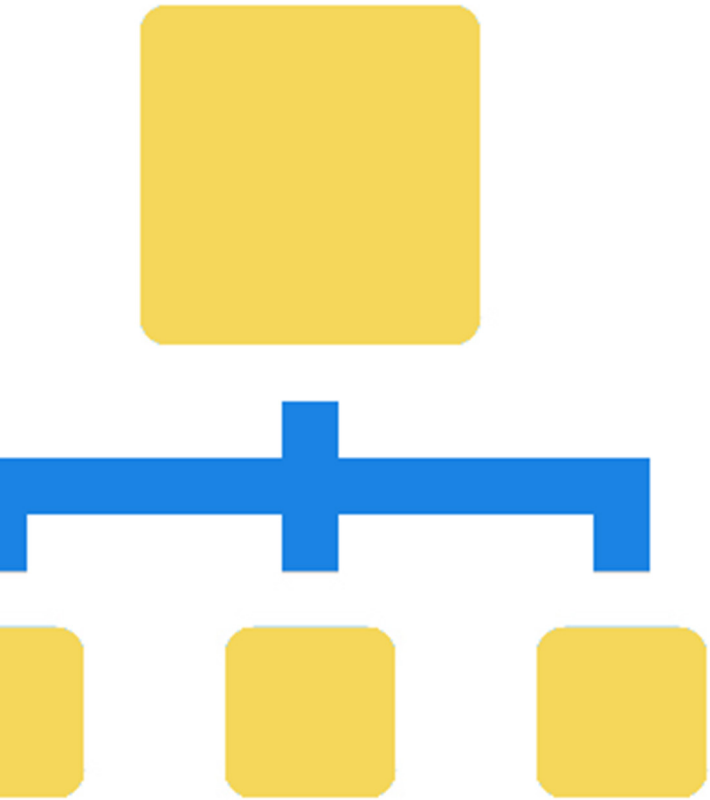
Join affinity clubs and other groups and associations and get to know and market to your fellow members. And we're not just talking about your local professional association... You want to be networking with people who AREN'T therapists so you stand out in the crowd.

Mix business with pleasure. While you should join some professional networking groups, your local chamber of commerce, and so on, you should also join some groups "just for the fun of it." You never know when and where you're going to meet the next great source of referrals. Again, the more people know and like you, the more they'll refer to you.

29 CREATIVE PROMOTIONAL CAMPAIGNS

Similar to helping a local charity, you should always be thinking about and on the lookout for creative promotional ideas. Creative promotional campaigns can be a great way to get free publicity and get new clients coming in the door.

For example, you could be the first therapist in your state to accept bitcoins, or you could start offering your services in a virtual world like Second Life. You can also do holiday specific promotions such as writing articles and running ads about "Surviving Your Family at Christmas," "Reconnecting with Your Mom" for Mother's Day, "Thanksgiving Means Receiving" for Thanksgiving, and so on... I know therapists who've used this technique successfully by offering "Recreate the Romance" vacations for couples and "Walk Therapy" services in which counseling is provided while strolling through the park. Be creative and get the word out!



30 WRITING & DISTRIBUTING ARTICLES

In addition to writing articles tailored to the different seasons and the holidays, you can and should write and distribute articles related to news events (think Tiger Woods and sex addiction, Arnold Schwarzenegger and infidelity, and Robin Williams and depression). In fact, writing and distributing articles to online sites such as PsychCentral and The Huffington Post, as well as writing op-eds for your local papers, can be a great way to increase your visibility and get your phone ringing.

31 GUEST BLOGGING

Blogging can be great. But it can also require a good deal of time and effort. Finding someone who already has a blog and who's built a sizable audience of your ideal clients and then offering to write one or more guest posts on their blog can be a great alternative as well as a great way to drive more prospects to your website. For example, if you're targeting people with depression, find a blog about depression that already has a large audience and offer to write guest posts for it.

Guest blogging allows you to instantly get in front of your target market without having to spend the time and energy growing your own audience from scratch.

32 YELP

If you don't want to get involved with Yelp, you're far from alone. But, not wanting to list your practice on Yelp doesn't keep it from being listed. In fact, even if you've never visited Yelp, chances are good your practice is already there.

And, make no mistake about it, your prospective clients are looking for and finding therapists just like you on Yelp. Plus, Yelp profiles often provide first-page search engine visibility. In fact, from a combination of people searching Yelp directly and the search engine visibility Yelp confers, my clients have received scores of new clients from their Yelp profiles in just the first six months of 2014 alone. So, you need to make sure your practice is listed on Yelp. And you need to make sure that your Yelp profile is complete... Fill out your practice's description, describe how you help prospective clients, upload your photo, and provide your website address.

33 GOOGLE+

If you've previously listed your practice on Google Maps or using Google's Local Business Center, chances are good your practice already has a Google+ page. But, if you haven't reviewed it in awhile, you may need to re-verify your ownership of the page. And, if you don't already have a Google+ page for your practice, you should. Why?

Google+ pages are free and, in addition to the possibilities Google+ offers in terms of engaging with prospective clients and referral sources, Google+ Local Business profiles often appear on the first page of Google's search results when prospective clients search for the products and services you offer. Free first-page search engine visibility for your practice, can you beat that?!?

TURN PROSPECTS INTO CLIENTS.

When it comes to growing your practice, generating visibility and prospects is only half the job... You've got to then convert these prospective clients into actual, paying ones. Here are some ways to do just this...

34 GET SOME REVIEWS

Once you have a Yelp and/or Google+ page for your practice, start asking friends, colleagues, associates, and other professionals to review your practice on both services.

The more reviews you have, the more likely your profile will appear on Yelp and at the top of the search results on Google. And the better the reviews, the more likely prospective clients will choose to work with you!

35 USE TESTIMONIALS

While we're on the subject of Yelp and Google+ reviews, you should also be actively asking friends, colleagues, associates, and other professionals for testimonials you can use on your website.

Remember, what others say about your practice is more credible than whatever you say about it!

36 CREATE VIDEOS FOR YOUR WEBSITE

Having one or more videos on your website is a great way to distinguish yourself from your competitors and create an emotional connection with your prospective clients.

If you believe having a photo on your website helps create an emotional connection, having one or more videos is that much better!

37 RECORDED MESSAGES

Set up a separate phone number and advertise or promote a "free recorded message" or "consumer information hotline" as a non-threatening, baby step that interested prospective clients can take to find out more information about the importance and efficacy of the services you offer. You may be surprised at how effective this "old-school" tactic is at decreasing the risk and increasing the chances that prospective clients take the next step and schedule an appointment. ;)

38 BUILD AN E-MAIL LIST

Include an e-mail sign-up form on your website and offer valuable information your prospective clients want in exchange for their e-mail addresses. Being able to keep in touch with prospects via e-mail can help you build a relationship with them and make sure you stay at the forefront of their consciousness long before they become a client.

39 PUBLISH A NEWSLETTER

How do you build your relationship with those who've subscribed to your e-mail list? By publishing a weekly, bi-weekly, or monthly newsletter. Regularly and consistently offering valuable content that's combined with a sense of your own unique personality and style will help you build trust with prospective clients and referral sources, making it more likely they'll want to do business with you.

40 CREATE ONLINE COURSES

How does creating online courses help you turn prospects into clients? Well, first of all, it gives prospects who may not be ready for therapy a means to benefit from your skills and expertise in a format they may be more inclined towards. Secondly, prospects who benefit from an online course you provide are then more likely to later purchase additional products and services from you, including your psychotherapy services.

Online courses and workshops can offer you multiple streams of income while increasing the number of people you can help and reach, and the number of prospects you turn into paying clients.

41 OFFER SEMINARS AND WORKSHOPS

Similar to teaching and offering online courses, leading seminars and workshops tailored to your target market can be a great way to gain prospective clients. But it can also be a great way to turn prospects into paying clients. For example, you may decide to lead stress management seminars for professional women if you're looking to target that group or a "Divorce Alternatives: How to Avoid the Most Costly Financial Mistake of Your Life" seminar or workshop if you're looking to target couples. Once someone has attended one of your workshops or seminars – assuming you've done a good job providing valuable content in a compelling manner – then that person will be much more likely to purchase from you again, including turning to you for psychotherapy services, and referring you to others.

42 OFFER A FREE FIRST SESSION

While I understand all of the reasons not to offer a free first session, doing so can be a great way to lower the risk threshold for prospective clients and get them coming in the door. If you're just getting started and are sitting in your office twiddling your thumbs waiting for the phone to ring (which you should never be doing!) then offering free first sessions and getting some clients because of them is better than having no sessions at all!

43 HAVE SOMEONE ANSWER YOUR PHONE

How many therapists let in-bound calls from prospective clients go to voicemail? In my experience, the first to respond to a prospective client who needs help often wins. So, pay someone to actually answer your incoming phone calls and get prospective clients to schedule phone consultations or appointments the first time they call. There are many concierge services available that can help you take advantage of this strategy without the hassle and expense of hiring an employee.

44 FOLLOW UP WITH PROSPECTIVE CLIENTS

If you've left a prospective client a voicemail with possible times to schedule a consultation and they haven't called you back, do you follow up with them? You need to! Likewise, if you provide a prospective client with referrals, do you follow up with them to make sure they found someone? You should! At the very least, they'll appreciate your helpfulness. And they may yet become a client due to your diligence.

45 RECONFIGURE YOUR WAITING ROOM

There's a reason why many doctors and other professionals use continuous-loop videos in their waiting rooms. They work! They not only help with client retention, but they can also be an effective means of making clients aware of your other services and in generating new referrals from your current clients. Have you written a book? Have you been interviewed about it? If so, there's little to no reason not to have that interview in a continuous-loop video in your practice's waiting room.

Likewise, look around your waiting room. What's there that doesn't reinforce why people have come to see you? Get rid of the *People* magazines and offer educational materials in their place.

People have come to you for help solving a problem. There's no reason not to be helping them however you can while they wait to see you!

46 CREATE NEW PRODUCTS AND SERVICES

We've discussed the benefits of writing one or more books and creating workshops and seminars, both of which fit into this category. But keep going. You can create worksheets, video courses, online forums and/or membership sites, offer consulting or coaching services, and so on, and so on. Look at the products and services professionals in other industries provide. Which of them can be tailored to your target markets? Again, get creative!

47 CALLS TO ACTION

A call to action, or CTA, is commonly an image, button, or some type of graphic or text (typically on a website) that prompts your visitors, leads, and clients to take some type of action. A CTA is, quite literally, a "call" to take an "action."

Why use calls to action? Well, I'm assuming you're not marketing your practice for the fun of it! In order to turn prospective clients and referral sources into actual clients and referral sources, you need them to take specific actions. They need to sign up for your newsletter, join your group, attend your event, or call and schedule an appointment.

Calls to action not only help you but they help your clients and prospective clients get the information and results they desire. You need to be using CTAs in all of your marketing endeavors!

INCREASE ENGAGEMENT.

Once you've got a steady stream of prospects and are successfully turning those prospects into clients, you're almost there. Your marketing plan is up, running, and working! The last thing you need to do to keep your pipeline full and maximize your efforts is to keep your prospects and clients engaged and coming back for more. Here are some ideas to help you increase your engagement...

48 FACEBOOK

Given the tendency for people to "share" content on social media sites such as Facebook, creating a Facebook page for your practice – as well as separate Facebook pages for any other products or services you offer (e.g. books, online trainings, etc.) – can help you reach more people and expand your audience as well as interact with that audience in real time.

49 LINKEDIN

Many therapists have created LinkedIn profiles and started networking with others both inside and outside of their profession. While that's great, not nearly as many are taking advantage of one of LinkedIn's most powerful features: LinkedIn's groups. Join various groups on LinkedIn that fit your mission and target audience, take part in the discussion, pose engaging questions, provide helpful answers, and keep networking!

50 PODCASTING

Creating and hosting a weekly or bi-weekly podcast catered to the wants, needs, fears, frustrations, and concerns of your target audience can be a great way to not only gain prospective clients, but interact with and engage prospective clients and referral sources. Even better is if some or all of your podcast episodes are done as interviews and/or using a "call-in" format.

51 HOST AN ONLINE "TV" SHOW

You may be surprised at how easy it is nowadays to host an online show in which you address the concerns, desires, wants, and fears of prospective clients. Like podcasting, you can discuss these issues with other professionals or run the show in a "call-in" format. And, if you think it will take too much work, find a partner with whom to host the show!

52 BLOGGING

Create a blog and start providing valuable and emotionally-engaging content for your target audience in the form of short, 300-500 word posts. You should write new posts at least every other week (although a new post each week is even better), and then promote those posts on social media and other websites.

Blogging can be a great way to get others talking about you and with you on a regular basis, as well as give you valuable content to promote via other media, such as social media sites and the press.

NOW... LET'S TAKE A LOOK AT
HOW TO MAXIMIZE YOUR TIME
AND MONEY AND GET THE MOST
FROM THE IDEAS ABOVE...

TAKING ACTION.

While there are many other ways to market and grow your practice than the 52 listed above, **all of the marketing and practice growth ideas above work.** And you only need to implement a fraction of them to create a highly successful and abundant practice. So, pick a couple from each section and master them.

How do you choose? Well, here are four steps to help...

1. Start with the Fundamentals

You need to create at least one website and you need to target and focus your efforts on specific niche markets. And you need to know your numbers.

2. Go with Your Strengths

If you prefer writing over public speaking then write and distribute articles related to your target markets, write and market a book related to the services you provide, publish a newsletter, and start a blog.

If you prefer networking in person and public speaking, get involved with your community, join affinity groups and associations, and offer seminars and workshops.

3. Make Sure the Ideas You Implement Align with Your Target Market

Teens and seniors are less likely to read blogs. So, if one of these is the market you're targeting, then blogging is likely a less than ideal choice. If you're targeting busy professionals, podcasting may be a great choice since these people tend to like information and content delivered via audio that they can consume "on the go," whether they're commuting to work or working out.

4. Make Sure Whatever You Do Aligns with YOUR Goals

If you want to create additional streams of income that don't require you to be in your office to make a living, then you should really consider creating online courses. If you really enjoy teaching, then do it!

Maximize Your Time and Money

In addition to the four steps listed above that will help you choose and get the most from each marketing and practice growth idea you implement, there are two main ways of maximizing your time and money...

1. Repurpose Your Content

There's no need to recreate the proverbial wheel every time you produce a piece of content.

If you write a book, use parts of that book as articles and blog posts. The same thing goes with creating videos. If you've written some articles or blog posts, then convert those pieces of content to scripts for your videos.

You can write numerous articles or blog posts on a certain subject until you have enough material to put it all together into an online training course, an offline seminar or workshop, or a book. In this way, one piece of

content, say an article, can become several pieces of content: a blog post, a script for a video, a section of an online training course, and a chapter in your book.

It should also be noted that some of the ideas above naturally work well together...

The keyword research necessary to succeed with pay-per-click ad campaigns (such as Google AdWords) is largely the same as that needed to be successful with search engine optimization. And when it comes to getting more clients from the search engines, there's nothing better than having multiple first-page listings using multiple methods. So, maximize your efforts and do both.

Likewise, if you want to generate as many leads and clients as possible using the press, then create a press kit, write and distribute articles to local media outlets, write and distribute press releases, and publish a book. All of these work hand in hand to make sure the press regularly beats a path to YOUR door.

2. Outsource

As the owner of your business, you're the one who's ultimately responsible for the success of your overall marketing plan. However, while you're responsible for choosing which marketing and practice growth ideas to implement and for monitoring their effectiveness, this does not mean you need to be the one who implements each idea. In fact, you should NOT be spending your time on anything does not add value to your business.

Unless you want to "geek out" on Internet marketing, hire an SEO firm to optimize your website. Hire someone to manage your social media properties such as Facebook and LinkedIn. And hire one or more graphic designers and/or writers to help with your websites, newsletters, articles, blogs, books, and any online courses you create.

There are some great websites like oDesk.com and Guru.com where you can find contractors to help you with practically any and every aspect of your marketing. So you need not hire a full-time staff to implement the ideas in this report. And DON'T attempt to do it all yourself.

This is all about giving you the freedom to spend your time on growing your business, creating the abundant practice and lifestyle you deserve, and spending the majority of your time doing the things you love most.

What do you think? What ideas do you like most? Add them to the comments section below this post on the Therapy Marketing Institute website and let's talk about them! And... don't forget to view the mind map (or download the PDF version).

If you like this report... you'll love TMI Membership... check it out below.

Create the Abundant Practice and Lifestyle You Desire

Get all of the checklists, blueprints, tutorials, and action plans you need to implement each these 52 marketing and practice growth ideas... and get 4 new clients in the next 30 days!

Click Here to Join the Therapy Marketing Institute

Flash Sale: ~~Regularly $47~~ Limited Time $7

CONCLUSION.

Here are the next steps...

Print the 52 Ways to Market and Grow Your Therapy Practice mind map and pin it to the wall next to your workstation.

The next time you are in a marketing rut or are ready to try something new, review these ideas and make sure you're implementing the ideas most applicable to your target market and your practice goals.

With this list at your disposal... you'll never run out of marketing and practice growth ideas again.