

FROM ZERO TO LAUNCHED

IN 6 WEEKS

A 6-week plan to start marketing your private practice

WEEK 1

- Identify niche
- Do client research
- Decide on website platform:
Squarespace (recommended), WordPress, service such as Brighter Vision

WEEK 2

- Write practice messages
- Have headshot taken
- Make list of referral contacts



Watch this video for more guidance on your messages!

WEEK 3

- Write website content:
Homepage, About Page, Specialty Pages, Contact Page

WEEK 4

- Launch website

WEEK 5

- Create Google My Business profile

- Join Psychology Today 

- Reach out to 3-5 contacts

Write an effective profile using the tips in this video!

WEEK 6

- Reach out to 3-5 contacts

- Choose 1-2 ongoing strategies:

Social media, blogging, paid ads, email marketing, SEO

HOORAY! YOUR PRACTICE IS NOW SET UP FOR LONG-TERM SUCCESS.

Now that you have built an effective website, contacted your existing network, and started building awareness with GYB and Psychology Today, you are ready to implement ongoing marketing strategies and create a system that connects + converts potential clients for the rest of your career! (Want help? Schedule a 30 minute strategy session with a marketing expert by clicking [here](#).)