



Full Article: <https://therathink.com/more-clients-from-psychologytoday/>

PsychologyToday Profile Elements Checklist

1. A professionally shot head-shot photo. You must spend money on this and do it.
2. Simple writing without loads of jargon.
3. You have the pop therapy buzzwords in your profile.
4. Peer review your written statement. You must ask a colleague who knows you to take a look, they will fill in gaps and help you find an authentic balance between inviting them to do therapy with you and speaking to their story.
5. Link to your website.
6. Provide your phone number everywhere you can.
7. If you have testimonials, anonymous or not, share them in quotations.
8. If you have other provider/physician referrals and testimonials, share them in quotations.
9. Credentials and license number provided in the body of the text.
- 10.5 Major specialties.
11. Add your phone number in there again.
12. Setting clear contact expectations -- when you will be available to respond and how they can contact you.



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13. Tell them they can text you. Respond to texts and setup appointments to chat on the phone.
14. Direct them to your website to learn more about you (if you have one, which you can very quickly).
15. Always ask people how they found you and write it down.
16. Test your copy every month.
17. Measure, determine if the change is increasing your "new inquiries / profile views" ratio, if it is, keep it, if not discard it!