

# CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

## CLICKING WITH CLIENTS ONLINE MARKETING FOR PRIVATE PRACTICE THERAPISTS



BY DANIEL WENDLER AMAZON DIGITAL SERVICES ©2016 117 PAGES

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*“Why Online Marketing? Many clients start their search for a therapist online, and even word-of-mouth clients. Unless you have an ironclad source of referrals, online marketing isn’t optional. So, my hope is that after finishing this book, you won’t view online marketing as a chore or a stressor. Instead, you’ll see it as an opportunity – an opportunity to grow your practice, reach your financial goals, and maybe have a little fun along the way.”* ~ Daniel Wendler from CLICKING WITH CLIENTS

### BOOK DESCRIPTION (from Amazon)

***Online marketing doesn't have to be difficult.***

*In fact, online marketing can be one of the easiest ways to build your private practice. With the right strategy and a bit of effort, you can create a sustainable flow of online referrals.*

*Clicking with Clients can show you how. It's written by Daniel Wendler, a doctoral student in clinical psychology and an online marketing expert. Before starting his graduate studies in psychology, Daniel worked for some of the top digital marketing agencies and started his own successful internet businesses as well.*

*He wrote Clicking with Clients to help therapists feel confident marketing their practice online. If you want a practical guide to launching your website, attracting new clients and growing your practice through the web, this is your book.*

***Inside, you'll learn step-by-step instructions on how to:***

- \*Build and design a website*
- \*Attract new clients through SEO, social media, and online advertising*
- \*Protect your privacy online*
- \*Self-publish a book to share your expertise*
- \*And more!*

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*Plus, you'll learn common marketing pitfalls to avoid, as well as clever strategies for making the most of your investment in online marketing. You'll also get recommendations for further readings, trusted experts, and helpful websites - everything you need to excel at online marketing.*

## NOTE INTRODUCTION

Clicking with Clients by Daniel Wendler is a very complete practical guide to setting up your online marketing plans. Daniel covers everything from your website, to SEO, to social media, to online advertising, and even writing a book. I highly recommend reading this book as this note only contains a few of my big takeaways specifically related to your website. However, there is a great deal more master ideas in this book. I recommend following Daniel's ideas as he is an online marketing guru! You can purchase the book and find out more about him at: <https://marketingfortherapists.org/>.

Let's get started!!!

## YOUR WEBSITE GOALS? WHAT?

*"This is what your website should do: Your website should get clients to book their first session with you. Everything else is secondary to that goal. When designing each element of your website, ask yourself: Would this help encourage a client to book their first session? Would this distract a client from booking their first session?" ~ Daniel Wendler from CLICKING WITH CLIENTS*

There is a great purpose to your website other than to let people know about you. That purpose or goal is to direct potential clients to book a session with you.

You will want to find a way to clearly direct them on how to schedule that appointment with you either by phone or you may have a software system that allows them to schedule directly online through a secure portal! Such software would be like using Simple Practice.

Any element must help encourage others to schedule an appointment. That goes for your blog as well. Posting relevant helpful articles on your site that also encourages others to schedule an appointment, but also is helpful in them understanding how you work.

Go look at your website and ask yourself, "Would this help encourage a client to book a session?" Also look at your site from a client's perspective. Is it easy to navigate and schedule an appointment with you?

## MAKE YOUR SITE AS HELPFUL AS POSSIBLE

*"Your website needs to have quality, helpful content that goes beyond just trying to book sessions. Of course, your website shouldn't consist solely of a big button that says, "Book a session now!" Clients usually want to learn something about you before they book their first session. So, it's a good idea to have information about*

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*your professional background and the services you offer. You can even include a blog or some videos to show clients your personality and therapeutic style.*” ~ Daniel Wendler from CLICKING WITH CLIENTS

A big key to marketing in our industry is the Know, Like, and Trust factor. Having content on your site that actually helps people is paramount. However, such material goes a long way at introducing you to potential clients even before physically meeting you.

Do you have a blog? If not, time to start one!

Do you have your story of why you do what you do? Or an about page? Well...what are you waiting for?

Just remember no one is going to call or schedule an appointment until they at least know, like, and trust you! Your site needs to help them come to know, like, and trust you!

## GRAB ATTENTION ABOVE THE FOLD!

*“The fold” is the part of your website that is visible without the user scrolling down. According to Moz.com, users spend 80% of their time looking at the content above the fold. So, you need to grab their attention with the content that’s visible right away.*” ~ Daniel Wendler from CLICKING WITH CLIENTS

The most vital real estate for your site is...The fold.

Which is...That part of your website that is visible before the user starts scrolling down.

Look at your site and note what you initially see before scrolling. That is your fold.

Does your content grab their attention? If not, maybe try a slider image with a specific call to action.

Also, does your navigation buttons grab their attention? (usually that nav buttons on across the top).

Does your title of the site and tagline appear?

What else would you like your ideal clients to pay attention to?

## DON'T USE PSYCHOBABBLE!!!

*“Your clients probably don’t know what a therapeutic orientation is, and they probably don’t care. But they do care about whether you will give them lots of advice or mainly just listen. They do care about whether you plan to explore their past or focus more on changing their current behavior.”* ~ Daniel Wendler from CLICKING WITH CLIENTS

LMFT? LPC? CBT? EMDR? EFT? Or whatever other acronyms we all have in this profession of acronyms only confuses the normal client. Most likely, no one outside our profession even knows what they mean. So, be sure to spell it out or speak in a language that your ideal client will understand.

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Your services? No one may even understand what they are. When I go to get my car fixed, I really don't care what mechanic orientation is being used. I just want my car fixed.

Remember, use language your clients can understand. The website remember is not for you it is for them to get help! Just be sure to watch your psychobabble language!

## EASILY READABLE CHUNKS!!!

*"Break Text into Easily Readable Chunks You might have noticed that most paragraphs in this book are only a few sentences long. This is because short chunks of text are much easier to read on the web."* ~ Daniel Wendler from **CLICKING WITH CLIENTS**

The point of having any content on your website is for it to be read! By having short paragraphs with good white space in between paragraphs your text becomes easily readable.

No matter what proper English grammar tells you about paragraphs, you need to break it up after 2-3 sentences and add that white space!

Don't cram a ton of information all together in one large paragraph and expect people to read it!

Break it up into easily readable chunks!

## GET LISTED ON GOOGLE MY BUSINESS

*"Google My Business is Google's own directory for local businesses. Google uses the information in that directory whenever anyone does a search for a local business (like a local therapist!). A Google My Business listing allows you to add a description of your business and photos of your business. Having an updated Google My Business listing will make it more likely that your business shows up in Google."* ~ Daniel Wendler from **CLICKING WITH CLIENTS**

In today's world, you would be amazed at how many potential clients are using Google to find a therapist in their area. If you are not listed, you may lose out!

Head over to Google now and get your practice listed!

Not sure how... then do a simple Google search for "how to list my business with Google."

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## ABOUT AUTHOR OF "CLICKING WITH CLIENTS"

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DANIEL WENDLER

Dan left a successful career in online marketing to pursue his dream of becoming a clinical psychologist but wanted to use his marketing skills to help his new therapist colleagues. So, he founded [Marketing For Therapists](#) to help therapists everywhere grow their practices and serve more clients. He's personally launched successful advertising campaigns for hundreds of therapists, and taught thousands more through his book *Clicking with Clients* and his webinars and interviews. Learn more at: [marketingfortherapists.org](http://marketingfortherapists.org)

## ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](#) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>