

Private Practive / Business Name:



BRAND IMAGERY

Logo:

Color Palette:

Typography:

Imagery Style:



MISSION

What is your brand seeking to accomplish?



BRAND STORY

What facts, events, and feelings tell the tale of your brand origin and journey?



VALUES

What facts, events, and feelings tell the tale of your brand origin and journey?



AUDIENCE

What are the details of the specific clients your brand is speaking to?

Demographic:

Geographic:

Psychographic:

Behavioral:



VALUES

How does your brand seek to make a better future for clients?



VOICE

How does your brand speak to its audience?



5 WORDS TO DESCRIBE MY BRAND PERSONALITY

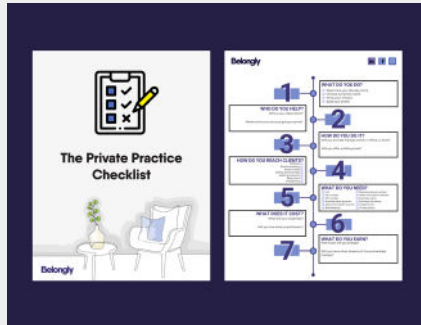


5 WORDS TO DESCRIBE MY IDEAL CLIENT



5 WORDS TO DESCRIBE WHAT MY BRAND IS KNOWN FOR

Explore Some of Our Other Resources



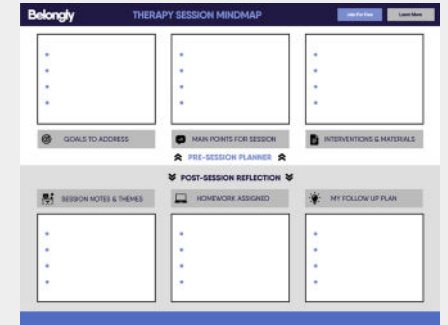
[The Private Practice Checklist](#)



[The Therapy Interventions Words & Phrasings Guide](#)



[Host A Professional Support Group For Therapists](#)



[The Belongly Therapy Planner](#)



[Daily Media Opportunities For Mental Health Professionals](#)



[Submit Articles & Get Yourself Published On Our Network](#)



[WEBINAR: Grow your online course offering and social media presence](#)



[WEBINAR: How to build a thriving mental health practice.](#)

[See All Of Our Resources](#)

Belongly

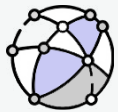


The community for mental health professionals.

A free, secure space for mental health professionals to collaborate with and meet new colleagues, support each other with referrals and stay connected to a trusted network of peers.

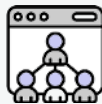
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Belongly is a secure private platform. Currently, we only accept US-based therapists.



Connect

Meet other psychologists, social workers, and mental health professionals who share your specialties, interests, and day-to-day challenges.

[See who's on Belongly](#)

Collaborate

Consult on cases, securely discuss specific issues, and learn from a protected space. Help one another by giving and receiving professional support.

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