ELEVATOR PITCH FOR THERAPISTS A GUIDELINE FOR ANSWERING, "WHAT DO YOU DO?"



DREAMIEST CLIENTS

• What are some specific common themes among those clients that I feel my work most aligns with?



• What mental health issue gets me so fired up that I love to teach people more about it?

- If I could only treat one or two issues for the rest of my career, what would I choose?
- What clients bring me energy and help me to feel passionate about my work?

I HELP

I SPECIALIZE IN ASSISTING

YOUR UNIQUE SERVICE

• What are my dreamiest clients typing into Google to try to fix their problem?

- What is the biggest specific pain point your services focus on solving?
- What will your dreamiest clients do/ be/ feel/ think/ or change that indicates a successful result?
- When you envision your dreamiest client, what is their goal and what holds them back?
- How can you paint a picture of the brighter future that your clients can expect from you?

STRUGGLING WITH
TO DO/ BE/ FEEL/ THINK/ CHANGE
WITHOUT/ AND LIVE A LIFE FREE OF
SO THEY CAN FINALLY EXPERIENCE





YOUR "WHY"

• Why is it important for you to help your dreamiest clients?

• Do you have a personal tie to the problem you solve or a relatable story?

- How do you connect with your dreamiest clients? What do they teach you?
- How can you showcase your expertise, process, and what you've learned along the way?
- Why does your work matter?

THE PART I LOVE IS IT'S AN EXCITING TIME IN THIS FIELD BECAUSE THIS MATTERS BECAUSE

CALL TO ACTION

- Who is your audience and what can they help with?
- What is the next steps or response that you're looking for?
- What is your goals for this interaction?

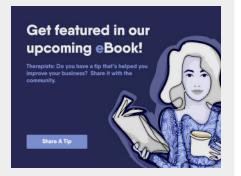
PLEASE KEEP ME IN MIND FOR

I'D LOVE YOUR SUPPORT IN

MY HOPE IN NETWORKING WITH YOU IS

PERSONALIZE YOUR ELEVATOR PITCH SCRIPT
I HELP I SUPPORT I SPECIALIZE IN ASSISTING
[DREAMIEST CLIENTS]
STRUGGLING WITH [THEIR BIG PAIN POINT]
TO DO TO BE TO FEEL TO THINK TO CHANGE
[RESULT YOU OFFER]
WITHOUT AND TO LIVE A LIFE FREE OF
[WHAT HOLDS THEM BACK]
SO THEY CAN FINALLY EXPERIENCE [BRIGHTER FUTURE VISION]
THE PART I LOVE IS TT'S AN EXCITING TIME IN THIS FIELD BECAUSE THIS MATTERS BECAUSE
PLEASE KEEP ME IN MIND FOR I'D LOVE YOUR SUPPORT IN MY HOPE IN NETWORKING WITH YOU IS

More Popular Resources For Therapists



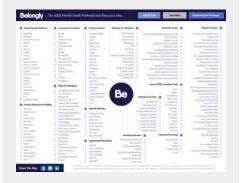
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Good Faith Estimate Form For Therapists [Free Downloadable Template]



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The 2022 Mental Health Professionals Industry Resource Map



Publishing For Therapists & Mental Health Professionals



Host A Group

The Glossary Of Mental Health Diagnoses

Videos & Webinars Worth Watching



WEBINAR: Grow your online course offering and social media presence



WATCH THIS PREVIEW

In this expansive and in-depth webinar, Marcus Rodriguez interviews Sara Makin, the Founder and CEO of Making Wellness. Sara grew Makin Wellness form a solo practice to one of the fastest growing tele-mental health practices in Pennsylvania.

Belonc

WEBINAR: How to build a thriving mental health practice.

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