

ELEVATOR PITCH FOR THERAPISTS

A GUIDELINE FOR ANSWERING, "WHAT DO YOU DO?"

1



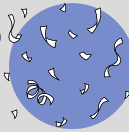
DREAMIEST CLIENT

2



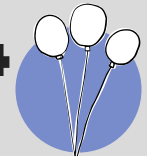
YOUR UNIQUE SERVICE

3



YOUR "WHY"

4



CALL TO ACTION

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 SUPPORT

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?

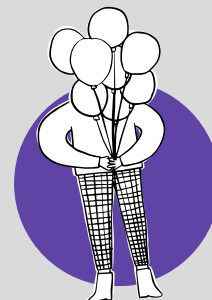
THE PART I LOVE IS

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]

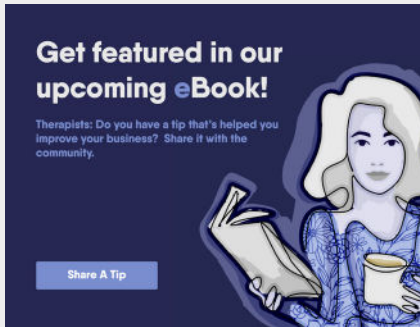
☐ WITHOUT ☐ AND TO LIVE A LIFE FREE OF
[WHAT HOLDS THEM BACK]

☐ SO THEY CAN FINALLY EXPERIENCE
[BRIGHTER FUTURE VISION]

☐ THE PART I LOVE IS ☐ IT'S AN EXCITING TIME IN THIS FIELD BECAUSE ☐ THIS MATTERS BECAUSE
[YOUR "WHY"]

☐ PLEASE KEEP ME IN MIND FOR ☐ I'D LOVE YOUR SUPPORT IN ☐ MY HOPE IN NETWORKING WITH YOU IS
[CALL TO ACTION]

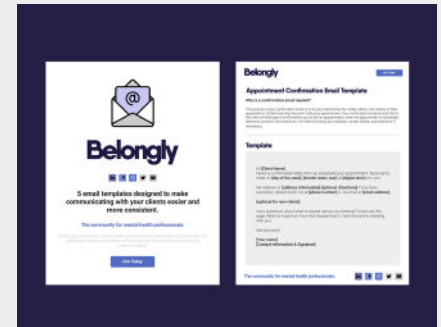
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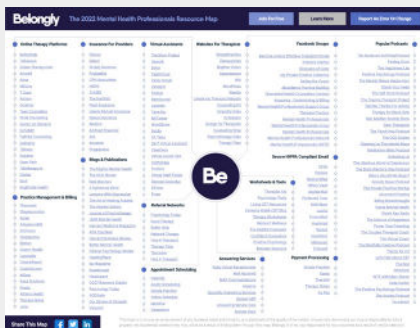
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Good Faith Estimate Form For Therapists [Free Downloadable Template]



The 2022 Mental Health Professionals Industry Resource Map



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The Glossary Of Mental Health Diagnoses

Videos & Webinars Worth Watching



WEBINAR: Grow your online course offering and social media presence



WEBINAR: How to build a thriving mental health practice.



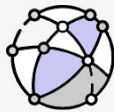
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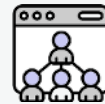
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