



PsychMaven

All Things Helpful in Mental Health

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PRACTICE BUILDING CHECK-LIST

Boost Your Psychotherapy Caseload With These 5 Short-Cuts

1 Know Your Referral "Gatekeepers"

The way new clients get connected with you is important, and you need to know how it happens. Consider how not to overlook physician's nurses, reception staff at offices, and assistant clergy when you are building a referral network. Make sure you are seeing the people and pathways that actually send clients to your practice.

2 Be Really Easy For People To Find

If you do a web search for therapists in your area, how easy is it to find you? Create social media accounts that are public and have your practice information, such as with LinkedIn and a Facebook Professional Page. Have a website going if you do not already, we suggest do-it-yourself web-builders such as Wix, Bluehost, or Squarespace. Also consider an online scheduler with SimplePractice or TherapyNotes so you do not miss client requests for appointments.

3 Do Things For Free

Be open to find ways to create value for others in your community. Beyond the general good it does, it also can create a positive word-of-mouth for you and your practice. Consider psycho-educational talks for schools, religious groups, and community organizations. Contribute content to blogs and news articles, Or maybe start a free peer-consultation group for professional colleagues.

4 Meet With Other Therapists

The difference between lots of caseload openings and being full is usually only a matter of a handful of clients, so be meeting with other therapists so they know who they can send to when they are full and for you to know who can be a resource for you when you need a place for your client overflow. Do not see other clinicians as competition, but as sources of mutual support.

5 Have A Therapy "Chore Of Choice"

All therapists have client types and/or issues with which they are happy to engage, but that other therapists may not see or would prefer to pass on to other clinicians. It might be work with children/adolescents, addiction, couples, or personality disorders. Define at least one "Chore of Choice" for yourself and make sure other therapists and referral partners know about it.

For more information on these short-cuts, click here for our **FREE** course:

[Life-Hacks for Caseload Building](#)

Click here for full marketing course, with guides, templates, & a **30-Day Money-Back Guarantee**:

[Mental Health Marketing Kit](#)