

Marketing Mastermind Groups for Therapists

Starting September, 2025

www.mastermindme.uk

COURSE PLAN

1

Marketing Foundations

How people find therapists and how you can help the right people discover your practice

Identifying your niche · Mapping out your customer journey · Target audience & client types · Market positioning

2

Branding: Identity, Voice & Messaging

How to describe yourself and your approach in a way that feels natural and consistent

Personal Voice Discovery · Messaging framework templates · Storytelling · Visual identity starter guide

3

Design Basics

Covers the basics of using colours, fonts and layouts to look consistent and professional without needing a designer

Identifying your niche · Mapping out your customer journey · Target audience & client types · Market positioning

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Website Essentials

Website must-haves, structure, copywriting and touchpoints.

Compare website builders and CMS · Homepage copy framework · Page-by-page content templates · Website audit worksheet

5

Professional Directory Marketing

How to write your directory listing so people feel encouraged to contact you

Directory Profile Writing Prompts · Example Profiles · Profile Photo · Profile Improvement Checklist

6

Referrals & Local Community

How to become a trusted voice in your local community through speaking, workshops, and partnerships

Referral source mapping · Professional outreach emails · Community engagement planning

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Social Media Basics

How to build an authentic online presence through social media

Platform selection guide · Content idea generators · Professional boundary guidelines · Engagement strategy

8

Newsletters & Content Creation

Encourage slow, steady trust-building through email, blogs and handouts

Newsletter content calendar templates · Content creation workflows · Automated email setup guides

9

Using Client Data for Insights

Simple ways to track how people find you, what they say when they first reach out, and how to use that to improve your strategy

Client source tracking · Monthly analytics worksheets · Growth planning frameworks

Marketing Mastermind Group for Therapists and Counsellors

Thank You

If you have any questions, please use the contact details below to reach out:

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