

MARKETING MASTERMIND GROUPS FOR THERAPISTS

2026/2027 COURSE SAMPLE OUTLINE

WWW.MASTERMINDME.UK

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Laying foundations

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

- Identifying your niche
- Target audience & client types
- Mapping out your customer journey

01



Branding - Becoming visible

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

- Personal Voice Discovery
- Storytelling & Messaging
- Visual identity starter guide

02



Website Essentials

Website must-haves, structure, copywriting and touchpoints.

- Compare website builders and CMS
- Homepage copy framework
- Website audit worksheets

03



Non-Digital Marketing

Why Marketing Outside the Algorithm Matters

- Professional referral networks
- Community presence
- Physical materials
- Client journey as marketing

04

Professional Directory Marketing

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

- Directory Profile Writing Prompts
- Profile Photo Tips
- Profile Improvement Checklist

05

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Canva basics

Using free and budget-friendly design tools to support your practice

- Key features & functions
- Working with templates
- AI tools and add ons

06



Social Media Basics

How to build an authentic online presence through social media

- Platform selection guide
- Professional boundary guidelines
- Engagement strategy

07



Celebrate, understand, improve

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

- Client source tracking
- Monthly analytics worksheets
- Growth planning frameworks

08

