

MARKETING MASTERMIND GROUPS FOR THERAPISTS

COURSE SAMPLE OUTLINE

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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



Design Basics – Being consistent

The basics of using colours, fonts and layouts to look consistent & professional without a designer

- Colour & Mood chart
- Style Guide Template – your colours, fonts, tone
- Canva Starter Tips

03



Making Friends with AI

Practical introduction to how therapists can use AI to support their marketing activity

- AI Use Ethics & Boundaries Checklist
- Therapist-Friendly AI Tools & Apps
- Prompt Library for Therapists

04

Website Essentials

Website must-haves, structure, copywriting and touchpoints.

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

05

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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

06



Referrals & Local Community

Become a trusted voice in your local community through speaking, workshops, and partnerships

- Referral source mapping
- Professional outreach emails
- Community engagement planning

07



Social Media Basics

How to build an authentic online presence through social media

- Platform selection guide
- Professional boundary guidelines
- Engagement strategy

08



Newsletters & Content Creation

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

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

09

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

10