



*Guide to create your
profile on*

PSYCHOLOGY TODAY

WE'LL REVIEW HOW TO CREATE A PSYCHOLOGY TODAY
PROFILE THAT SPEAKS TO YOUR IDEAL CLIENT AND
CONVERTS!



Content

About This Guide

This guide is designed to help psychotherapists, counsellors, and wellness practitioners articulate their message in a way that is sensitive, ethical, and emotionally resonant—not salesy. Whether you're writing your Psychology Today profile, refining your website copy, or planning social content, these prompts will help you connect with potential clients from a place of attunement, care, and clarity.

What This Guide Helps You Do

- Clarify who you serve—emotionally, culturally, and practically
- Translate your therapeutic lens into warm, plainspoken language
- Understand the mindset, hesitations, and longings of potential clients
- Create profiles and content that reflect what it feels like to work with you
- Build connection and credibility without over-explaining or overpromising
- Shift from generic to grounded, from abstract to attuned





HEY! I'M SHEEMA

I have over 20 years experience in marketing and sales strategy, in large multi-national organizations. I recently pivoted my career and have become a Registered Psychotherapist working in private practice.

I'M A THERAPIST, MARKETING PROFESSOR & AN ENTREPRENEUR

LET'S DO IT!



SHINE^{*}
WITH
Sheema





GETTING CLEAR ON YOUR POSITIONING STRATEGY

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WHO IS YOUR IDEAL CLIENT?

- What are their presenting struggles beneath the surface symptoms?
- What emotional states or thought patterns dominate their experience?
- What life roles, identities, or pressures do they hold?
- What is their readiness for change or inner conflict around it?

YOUR NOTES:

enjoy the process



5 TIPS FOR A STRONG PSYCHOLOGY PROFILE

@shinewithsheema

01

LEAD WITH EMPATHY

Start by naming your ideal client's emotional experience. Show that you understand their inner world before you mention who you are. Be specific about their pain points—burnout, identity conflict, high-functioning anxiety—using plain, resonant language.

Example:

"You've always been the strong one. But lately, holding everything together feels impossible."





02

CLARIFY WHO YOU HELP & HOW

Write a clear “I help” statement. Pair this with a description of your approach—translated into what it feels like to work with you. Avoid jargon or explain it gently (e.g., “In IFS, we’ll explore the parts of you that protect and the ones that long to be seen.”).

Example:

“I help women of colour navigating stress, people-pleasing, and life transitions reconnect with their inner clarity and boundaries.”





03

THE THERAPY EXPERIENCE

Give potential clients a sense of your tone and style. Are you warm and steady? Insightful and direct? Share what early sessions look like and how the process unfolds—especially if you use EMDR, parts work, or other specialized methods.

Example:

“In our first sessions, we’ll build safety. You set the pace. We follow what feels true—not what feels expected.”



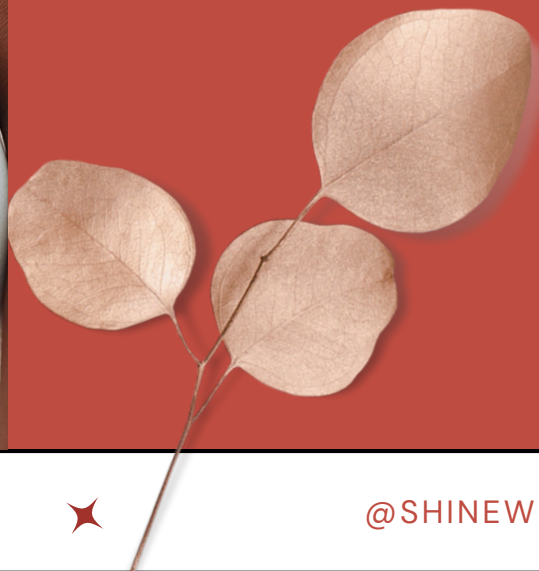


04

DESCRIBE THE TRANSFORMATION VS. THE FIX

Avoid promises or outcomes you can't guarantee. Instead, name common shifts: emotional clarity, internal calm, boundary-setting, or identity integration.

Example:
"Over time, clients feel less fragmented. They stop overexplaining. They start trusting their 'no'—and their 'yes.'"





05

INVITE CONNECTION WITH AUTHENTICITY

End with warmth, not a sales pitch. Speak to the person who's unsure if they're "worthy" of help or change. Let them know it's okay to start from exactly where they are.

Example:

"If this speaks to you, you're not alone. I'd be honoured to walk with you. Let's begin when you're ready."





USING AI PROMPTS TO HELP YOU

ChatGPT Prompt Templates

I am <Your value proposition>.

Prompt #1: Demographics

Prompt #1: Client Identity (Sensitive Demographics)

Please describe the general profile of clients seeking therapy for <issue or transformation>, including their gender identity, age range, cultural or ethnic background, life stage, living or family situation, work context, and any barriers or stigma they may face in accessing therapy.

Prompt #2: Psychographics

Please describe the internal world of someone considering therapy for <struggle>, including their core emotional drivers, current pain points, coping mechanisms that are breaking down, beliefs about themselves or change, hesitations about starting therapy, their sources of resilience, how identity shapes their experience, and what they're quietly hoping therapy might offer them.

Prompt #3: Buying Behaviour

Please explain how someone like this searches for and selects a therapist, including how they begin looking for support, what they notice in a profile or language, what makes them feel seen or hesitant, what tone builds trust, how long they typically delay reaching out, and their preferences for in-person, virtual, or hybrid support.

Prompt #4: Other Marketing Insights

Please tell me what I should know to connect ethically and effectively with this client group in my messaging, including the tone of voice they respond to, language or metaphors that feel grounding or affirming, themes to highlight in content, what they tend to reflect on privately, common misconceptions they carry about healing, cultural or systemic barriers they navigate, and the kind of presence they long for in a therapist.





PSYCHOLOGY TODAY PROFILE ASSISTANT - CHAT GPT

[Psychology Today - Chat GPT](#)

Copy that Customer Persona in to a word document

Click on the GPT link.

Prompt in the Psychology Today Helper:

“Please see my ideal client profile and persona. I would like you to create my Psychology Today profile that reflects my values and what I offer and my story in speaking with this client.

THANK YOU FOR READING!



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