

The MARKETING MASTERLIST



01

RELATIONSHIP-BASED OUTREACH

1. Conduct market research by genuinely asking people what they need or want
2. Comment on an ideal client's post with something thoughtful and generous
3. Like and engage with an ideal client's content consistently
4. Follow others in your ideal audience and show up in their world
5. Message an ideal client something kind, generous, or caring with no agenda
6. Do all of the same for a potential referral source
7. Have a virtual or in-person coffee date with a potential referral source
8. Message or email sister professionals in industries that frequently engage with your ideal client to explore a mutual referral partnership
9. Call someone you haven't spoken to in a while, ask genuinely how they are, and listen, share what you're up to
10. Follow up with people you've spoken to in the past to see where they are now
11. Develop a strong relationship with a therapist in your niche whose caseload is full
12. Ask friends and family to share what you're doing — give them the exact words if they need it
13. Reach out to an influencer whose audience matches yours and explore collaboration

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02

SOCIAL MEDIA CONTENT

1. Post an engaging and nurturing story (IG, FB, TT, etc.)
2. Post an engaging photo with a strong, specific hook (IG, FB, TT, LI, YT, etc.)
3. Post an engaging video with a strong, specific hook to your feed (IG, FB, TT, LI, YT, etc.)
4. Make similar posts inside Facebook groups or communities where your ideal audience spends time
5. Go live and speak directly to something your ideal client is struggling with right now
6. Do a community challenge relevant to your ideal client (30-day affirmation challenge, journaling challenge, etc.)
7. Host a giveaway in exchange for follows, shares, comments, or emails
8. Create and share art about your work or practice — paintings, illustrations, anything visual
9. Write a catch-phrase, song or jingle about your practice and share it everywhere (yes, really)
10. Share your website with one person today via direct message
11. Make an introductory post on social media — explain who you are, who you help, with what specific problem/solution, how you help them, and how to work with you

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GENERAL CONTENT CREATION

1. Write an engaging and nurturing blog post that speaks to one specific pain your ideal client feels
2. Write an engaging and nurturing email to your list with a strong hook in the subject line
3. Create a quiz that helps your audience learn something about themselves
4. Share that quiz as a free resource across every platform and in every community
5. Create a freebie (guide, checklist, worksheet) and share it everywhere
6. Start a podcast or YouTube channel dedicated to your ideal client's world, post consistently
7. Create a video series answering the questions your ideal clients are always asking
8. Write about a cultural moment through your professional lens
9. Translate a clinical concept into plain, accessible language and post it
10. Write a "is this you?" post that makes your ideal client feel deeply seen
11. Create a "what to expect in our first session" piece of content
12. Document your own story and why you do this work

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VISIBILITY & MEDIA

1. Pitch yourself and get interviewed on podcasts your ideal clients already listen to
2. Pitch yourself to media outlets and networks via email or application
3. Apply to be a referenced professional for journalists writing about your specialty
4. Get featured in a local or national magazine
5. Get on the radio or a local news segment as a mental health expert
6. Write an op-ed for a publication your ideal client reads
7. Submit yourself to "expert roundup" articles in your niche
8. Apply to speak at a conference, summit, or community event
9. Set up or apply for a booth at a local community event or market
10. Make a donation in the name of your business and share it authentically
11. Offer your products or services as a giveaway to a local charity or fundraiser

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IN-PERSON & LOCAL MARKETING

1. Hand out flyers or pamphlets in relevant community spaces
2. Run a free workshop on a topic your ideal client deeply cares about
3. Host a community event or gathering built around mutual interests for your ideal client
4. Join an existing networking group and show up consistently to the meetings
5. Host a networking event with the intention to connect with other professionals/referral sources
6. Partner with a local wellness space — yoga studio, gym, etc. — for cross-promotion online or in-person
7. Leave unique, helpful resources (not just cards that are going to get overlooked or thrown away) in spaces your ideal clients frequent — stress balls, custom cookies, drinks with your label, books, guides, QR codes, etc.

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WEBSITE, DIRECTORIES, SEO

1. Search the keywords your ideal clients are actually using and add them naturally to your social media and web pages
2. Add relevant alt text and titles to every image on your website using those keywords
3. Include keywords in the headers of each page on your site
4. Add or update your profiles on directories your ideal clients actually use (Yelp, Google, TherapyDen, etc.)
5. Create or update your Google My Business profile (try to get your location verified)
6. Make sure your website has one clear call to action that's easy to find on every page
7. Update your website copy to use your ideal client's language, speak to what they're specifically challenged by and want — meet them where they're at, do not clinical language
8. Make how to contact you frictionless — streamline the process to get in touch, the fewer steps, the better
9. Add a scheduler directly to your site
10. Make sure your site is user-friendly (easy to read and navigate), mobile-friendly, and loads quickly

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EMAIL

1. Start a simple, consistent, valuable once-a-month newsletter your ideal client actually looks forward to
2. Create a welcome sequence that builds trust before you ever mention working together
3. Write weekly emails that speak to one specific feeling or struggle your ideal client has
4. Write a once-a-month email to fellow professionals announcing openings in your caseload in a warm, non-pushy way
5. Write an email that tells your story — why you do this work and who you do it for

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PERSONAL & PROFESSIONAL COMMUNITY

1. Email your information to potential referral sources with a clear, warm introduction
2. Join a consultation or peer group and build genuine relationships
3. Collaborate with other professionals on a joint workshop, panel, or piece of content
4. Offer to help other professionals with something you're good at — generosity builds reputation and referrals
5. Present at a local or national conference in your specialty
6. Contribute real value in therapist-focused online communities and groups (posts and comments)
7. Get additional training or certifications that increase your credibility and searchability (especially if you can get on their referral lists, directories, etc.)
8. Write for a professional publication, blog, or industry newsletter
9. Directly notify people in your personal and professional network (message, email, post, etc.) about your openings and asking for referrals or helpful connections with those in their network
10. Share useful resources with other's communities — books, tools, articles, exercises (ex. book club, trivia night, Facebook group, etc.)

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ADVERTISING & PROMOTIONS

1. Create a simple, well-targeted ad on the platform (ex. IG, TT, FB) your ideal clients use most
2. Boost a high-performing organic piece of content to extend its reach and increase visibility
3. Run a geo-targeted search ad on Google so your practice appears at the top when someone in your area types "therapist near me" or a niche-specific term like "anxiety therapist [city]"
4. Retarget website visitors with a helpful, ethical ads
5. Take out a billboard or transit ads (buses, subway, benches)
6. Get direct mail / postcards printed and sent to those in your neighborhood/community

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If this gave you clarity, imagine what 6 months of this could do for your practice.

This is where the [Marketing for Mental Health Mentorship](#) comes in.

Go from overlooked to fully booked using mental health conscious marketing strategies and without signing up for more directories, leaving your cards in waiting rooms, or begging for referrals on Facebook.

The [Marketing for Mental Health Mentorship](#) is built entirely around the way therapists think, communicate, and lead, so marketing can finally feel like an extension of your work instead of a departure from it.



Gina Menninger · 2h

[Sabrina Suarez](#) has been so helpful as I get my practice up and running!

Reply  1



3 new private pay clients this week! I just started marketing myself using the content we created together 🥳

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Here's what's inside:

- **A 90-minute 1:1 kickoff call** to build your personalized marketing plan from the ground up — rooted in your specialty, your voice, and your values.
- **Bi-weekly group mentoring calls** walking you through a proven, step-by-step system for filling your caseload — scheduled around your life, not the other way around.
- **Weekly co-working and consultation hours** so you're never stuck, spinning, or second-guessing yourself alone.
- **Review and feedback** of your marketing materials.
- **Voice messaging support** between calls because breakthroughs and questions don't wait for meeting days.
- **Done-for-you templates and ethical strategies** that make implementation easy — no starting from scratch, no guessing what to say.

The result isn't just a full caseload. It's a sustainable, scalable, profitable practice built on marketing that feels as natural as offering therapy.

[I'm ready to fill my practice!](#)