



# MARKETING TOOLBOX

Susan Giurleo

**All real estate agents know that building their business is about location, location, location.**

**The same can be true for your online practice.**

Marketing, whether done online or off, is all about people getting to know, like and trust you and your services.

Often the process of getting to know people can be easier in your community than online.

Think about this: if you see face-to-face clients they already know, like and trust you. They may be the first (and best) candidates for your online work.

Maybe they are ready to step down from intense office-based work, but could use an occasional check in by video or email.

Maybe you work with parents who find it difficult to come to the office weekly due to child care issues, but would be happy to meet via video.

Or maybe you have an online psychoeducational program that will benefit current (or former) clients to improve their treatment outcome or maintain their progress.

## OTHER COMMUNITY RESOURCES

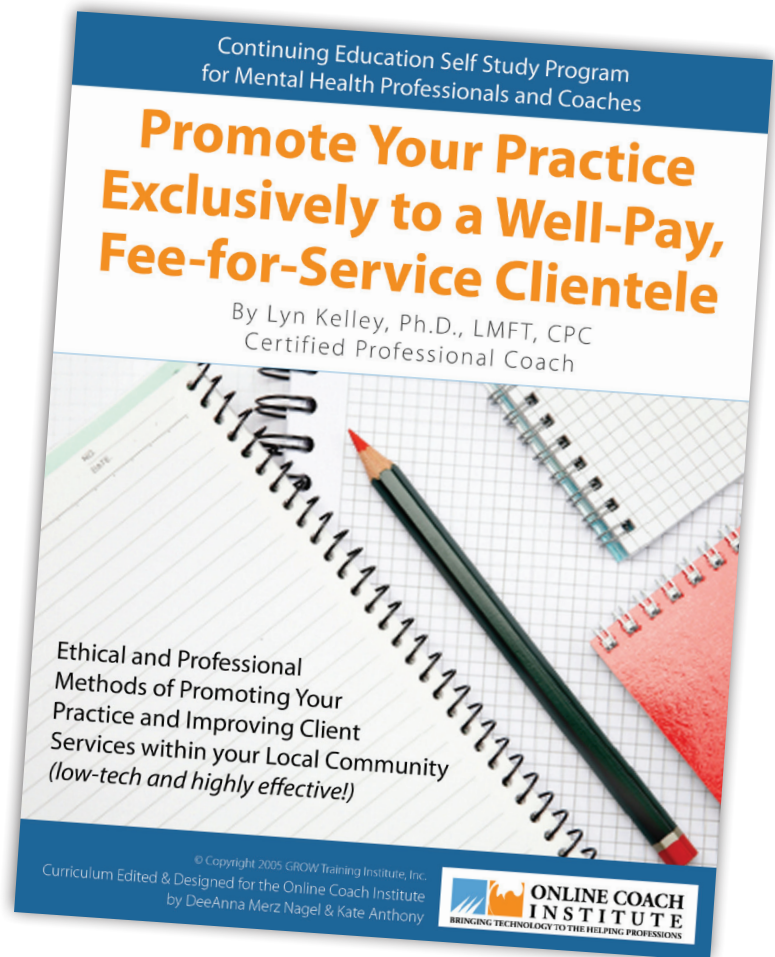
Often our patients have connections with other professionals who might benefit from knowing of your expertise. While we never ask patients to do our marketing for us, it is perfectly acceptable connect with other providers to coordinate care (with a signed release of informed consent, of course) or inform about your practice offerings.

Online therapy and psychoeducation is unique and convenient. It is often something interesting to talk about at networking or professional events. Colleagues, who have client referrals that they cannot accommodate, may refer to your online practice due to its convenience or unique characteristics that may be a better treatment option for certain people.

Online therapy can certainly be marketed online, but don't overlook the many marketing opportunities right in your back yard. Online therapy doesn't always need to be distance therapy. It can be a treatment option for those looking for convenience and/or as a better modality due to presenting concerns for people in your immediate community.

# MARKETING YOUR ONLINE PRACTICE CLOSE TO HOME

Considering taking  
our course  
that compliments  
the ideas expressed  
by Susan!



## ABOUT THE AUTHOR

**Dr. Susan Giurleo** is a psychologist who blogs about health care, small business and social media marketing at <http://drsusangiurleo.com>. You can connect with her on Twitter at @SusanGiurleo