

Marketing Checklist for Therapists



Put these pieces together, and you'll have a full-fledged marketing machine for your therapy practice.

Check out our [complete guide to marketing for therapy practices](#) to take a deeper dive.

Choose your target audience

Who is your ideal client? It depends on your experience, specializations, and personal background. Your ideal client is the persona you should target with all your marketing materials.

Set your voice and tone

Your voice is consistent, and uniquely yours. Your tone changes according to the situation: the tone of an Instagram post about complicated grief will be different from a post about your practice's first anniversary celebration.

Take professional headshots

Your therapy practice is a face-to-face business. A professional headshot on your website and in directory listings helps guarantee you make a solid first impression.

Build a website

Include your name, credentials, location, information about the services you offer, your session rates, whether you see clients remotely or in-person, and whether you accept insurance.

List your practice in directories

Psychology Today is a good start, but research other options. There are many directories, both free and paid, tailored to therapists with specific backgrounds and specializations.

Build your referral network

Network with other therapists, physicians, and community organizers. Give them the information they need to confidently refer new clients to your practice.

Grow your audience on social media

Running accounts on multiple platforms (Facebook, Instagram, TikTok) with different formats (long-form posts, images, video) helps to build an audience of potential clients.

Start a newsletter

A short monthly or bi-weekly newsletter is all you need to keep top-of-mind with potential clients, while sharing your expertise and insights as a therapist.

Host events in your community

Break the ice with free workshops, lunch-and-learns, and networking events. The more you get to know people in the community where your practice is based, the more opportunities you'll have to grow.

Experiment with paid ads

Set aside a small budget for paid ads on Google and social media. Experiment and see what works. Paid advertising isn't right for every practice, but it could become a powerful marketing tool for yours.

Track what works (and what doesn't)

Keep records of all your marketing attempts and their outcomes, so you know where to invest your time and money in the future. Don't hesitate to correct course if necessary.

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