



FREE GUIDE

Launching Your Practice:

5 Steps to Land Your First 30 Therapy Clients

Figuring out how to get new client referrals can feel like a frustrating chore, even for the most seasoned therapist. But, like with any business, building a strong referral network is essential to establishing your reputation as a practitioner and creating a steady pipeline of clients who are a good fit for your treatment style and therapy approach.

5 strategies to land your first 30 clients

1. Create an online presence

Staying active on social media platforms like Facebook, Twitter, and LinkedIn is a great way to strengthen your online presence. It creates a visible presence for your practice and helps you stay at the forefront of both current and potential client's minds.

Maximize your social media profile by sharing essential information about your practice, promoting your specific services, and offering timely content. It also creates a place where current and past clients can leave positive reviews about their experience working with you.

2. Ask for client referrals

Word-of-mouth marketing is powerful in building trust and credibility. There is no one better to ask for referrals than your clients. People who already know, like, and trust you are much more likely to refer to you to their own friends and family. Provide business cards or printed literature that clients can share when referring friends and family members, if they feel comfortable.

Also encourage clients to post testimonials on your website or social media pages. TherapyAppointment offers the option of including your practice's website link and social media icons at the end of client emails.

3. Join professional organizations

In addition to keeping you informed of the latest industry trends and best practices, professional organizations provide valuable opportunities for networking with other

mental health professionals, resource-sharing, and potential referrals. Several well known organizations include:

- [American Psychological Association](#)
- [National Association of Social Workers](#)
- [American Counseling Association](#)
- [American Association for Marriage and Family Therapy](#)

4. Attend conferences and workshops

One benefit of networking is that you expand your base of clients who could potentially hire you for roles. Not only that, but by cultivating a reputation for excellence, professionals in your network may recommend you to clients seeking services just like yours. Almost all of the organizations we listed above hold national conferences, local meet-ups, and workshops every year.

You can also find smaller state-wide chapters that hold local meetings and online events. If you are attending in person, come armed with business cards and be proactive about striking up conversations with other attendees. Introduce yourself, ask questions about their practice, and after the conference follow-up with an email or phone call.

5. Use online directories

Therapy-specific directories, like TherapyAppointment's free [Find a Therapist](#) search tool, can increase your online visibility and help potential clients find you easily. Since this is the first time prospective clients will be introduced to your practice, your profile should be engaging, informative, and accurately represent who you are as a therapist.

A strong therapist profile should include a professional headshot, details about your education, professional experience, areas of specialization, treatment approach, fees, and contact details.

How to retain, nurture, and expanding your referral network

Retaining, nurturing, and expanding your referral network is crucial for building and sustaining a successful private practice. Here are some strategies to help you achieve this:

1. Communicate regularly

Don't let too much time go by without being in touch with your referral sources. Remember to call, email, send a follow-up note, or meet for lunch periodically to build and maintain the relationship. Send updates about your practice, new services, and any changes in contact information.

2. Show appreciation

When a client or another professional refers a new client, send a note or call to thank them personally. If someone refers to you regularly, be sure to periodically let that person know you appreciate him or her sending business your way.

3. Make referrals to your referral sources

Keep the people who refer you the most in mind when you have a client you are not able to see. Your contacts will view their relationship with you as mutually beneficial and will be more likely to reciprocate.

4. Provide Feedback

Offer feedback on referrals they send, including updates on the progress of mutual clients, while maintaining client confidentiality. This helps to show that you value their input and care about the outcomes.

5. Deliver Quality Care

Ensure that your clients receive the best possible care. Satisfied clients will often relay positive experiences back to the referral source.

About TherapyAppointment

Built by therapists, for therapists, TherapyAppointment provides HIPAA-compliant solutions that take the stress out of [running a practice](#) and [finding a therapist](#).

More than just an EMR solution, our all-in-one practice management platform includes tools that help therapists simplify charting, automate billing, file insurance claims, allow client self-scheduling, automatically send appointment reminders, and more.

Since our beginning 25+ years ago, our mission has been the same - to help reduce the stigma associated with mental health and make therapy accessible to anyone who wants it. To us, that includes supporting mental health practitioners like you.

To help, we've gathered our collective knowledge as practice owners, practitioners, billers, and admins, and created [comprehensive guides](#) filled with practical steps on how to create and grow a successful practice.

[Download](#) our free e-book, *The Psychotherapist Success Guide*.