

PSYCHOLOGY TODAY PROFILE CHECK LIST

ATTRACT MORE CLIENTS

The provided checklist will help you attract more clients to your Psychology Today profile by using conversion-focused tactics. We use these tactics to deepen trust with your ideal client.

WHAT'S INCLUDED

- **First Impression Optimization**
- **Content Structure Guidelines**
- **Trust Building Strategies**

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FIRST IMPRESSION OPTIMIZATION

PROFILE PHOTO

Your profile photo is #1 in building trust! To stand out, make sure your photo:

- *Is a close-up of your face.*
- *You have an “in-session” appearance.*
- *Photo is professionally taken and edited.*

FIRST 280 CHARACTERS

The first 280 characters of your bio show up in the search function. This is your opportunity to grab a future client's attention! Check the **Content Structure Guidelines Paragraph 1** for best practices!

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CONTENT STRUCTURE GUIDELINES

3 PARAGRAPH STRUCTURE

Psychology today breaks your Bio into three paragraphs. Below I'll explain how to use them effectively!

- **Paragraph 1** - *Pain points of an ideal client.*
- **Paragraph 2** - *Your process of taking the client from their current place of pain to having the proper tools and support.*
- **Paragraph 3** - *About you and your call-to-action.*

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CONTENT STRUCTURE GUIDELINES

PARAGRAPH 1

Your opening paragraph is all about the client's pains and needs. Make sure you;

- *Write in "You" language, not "I."*
- *Speak to your client's current situation*
- *Use their pain points in your writing*
- *Use the **BE digital Resource; 5 Step Social Media Content Strategy: Step 1** to deeply understand your clients and pain points.*

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CONTENT STRUCTURE GUIDELINES

PARAGRAPH 2

The second paragraph explains your process of solving the client's pain. It's your expertise, modalities, tools, and method of success. Make sure you;

- *Clearly connect the pain of Paragraph 1 to your process.*
- *Explain the benefits of resolving the pain points.*
- *State any specialties or tools used in the process.*

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CONTENT STRUCTURE GUIDELINES

PARAGRAPH 3

The third paragraph is all about YOU and working with you! Make sure you;

- *Talk about yourself, your journey, and how your process has helped you.*
- *Insert your Call To Action Here*
- *Keep the call to action clear and concise*
- *Using your website as an additional call to action is great for building additional trust.*

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TRUST BUILDING STRATEGIES

ENDORSEMENTS

Getting endorsements from other therapists, counselors, and psychologists in your network will help create additional trust! This is an authentic process, so using people in your network is important, and “trading endorsements” can benefit both parties.

INTRO VIDEO

An introduction video will help you stand out from other therapists and create additional trust with your clients before they meet you! When recording, remember these things:

- *Don't overthink it.*
- *Be authentic.*
- *Mirror your paragraphs 1, 2, and 3 for consistent results.*

THANK YOU FROM BE DIGITAL

THANK YOU

Thank you for taking the time to educate yourself and grow your individual or group practice! If you've found the information in this document helpful please share.

FEEDBACK

Any feedback towards improving this document is appreciated! Please email your feedback to **mail@bedigitalseo.com** with "Feedback" as the email subject.

MORE INFO

If you are interested in furthering your marketing education, contact us at **mail@bedigitalseo.com** or visit **bedigitalseo.com**