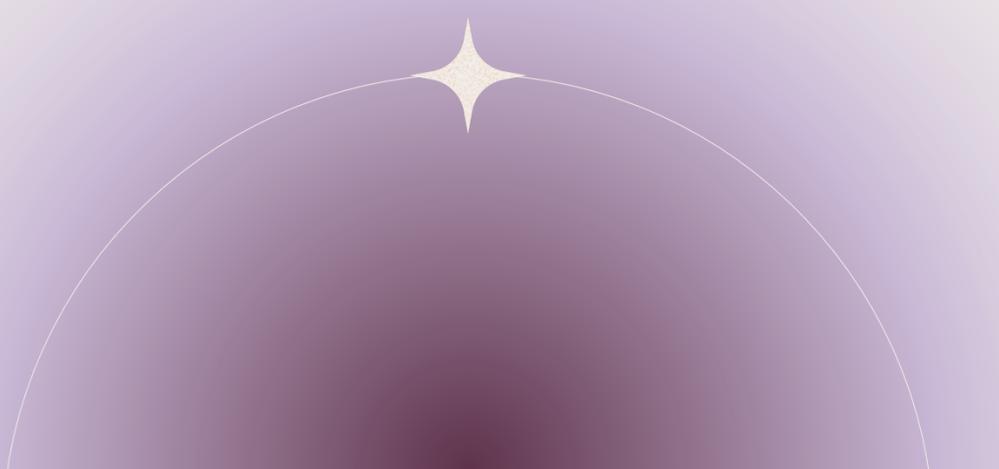




3- Step Marketing Framework for Therapists

Cecilia Mannella - RCC, RSW



WORKSHOP STRUCTURE

- Challenges in marketing for therapists
- Major shifts in the market
- 3-Step Marketing Framework to stand out in the crowd
- The impact of AI and how to optimize
- An invitation and offer
- Live Q & A

ABOUT ME....



Cecilia Mannella

I have 18 years of experience as a group practice owner.

I have grown my 7-figure practice to a team of 20 clinicians and it keeps growing.

I've tried all the marketing techniques out there - I even spent \$15k on a billboard ad for the sake of visibility. After trying everything under the sun, I created an approach that generates 40-60 new active leads per month (booked new clients).

I'm also a major nerd - I study and test out new trends to see what works and what doesn't. Now I'm coaching business owners, like you to grow and create sustainable businesses.

DOES THIS SOUND LIKE YOU?

Do you dream of having consistent flow of ideal clients while having a thriving practice but you're not sure if people even see you as a go-to-expert in your field?

But the landscape feels crowded with similar language and similar promises.



DOES THIS SOUND LIKE YOU?

Do you want to have an easier way to grow your business while being a great therapist - you just need more time.

There's so much to do and it's a bit overwhelming



DOES THIS SOUND LIKE YOU?

Are you tired of feeling overwhelmed and overworked just trying to find your ideal clients?

(um, seriously...where are they? 🙄)

You feel so fake being on Instagram and posting about therapy.



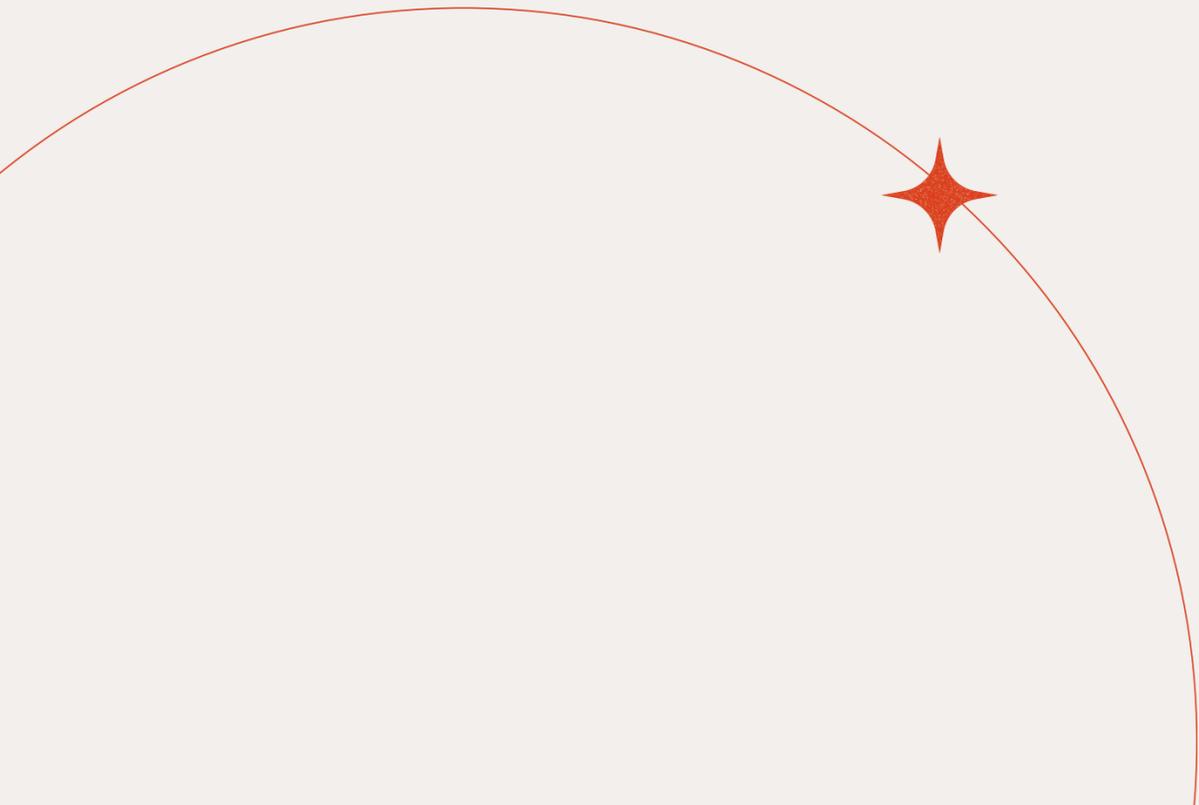
DOES THIS SOUND LIKE YOU?

Do you have a vision of impacting the lives of hundreds (okay maybe thousands) but you struggle to fill your practice?

You want to feel like the time you spend is actually well spent.



THE REAL PROBLEM





CHANGES IN THE MARKET



More therapists in private practice has radically changed the
mental health market in the last 5 years

2X THE
GROWTH

Applications are up by
40% compared to 2020

25%

GROWTH

Therapist/Counsellors in
2023 (the highest among
ALL healthcare
professionals)

DOUBLE

The market has essentially
doubled over 5 years



PRIVATE EQUITY
FIRMS ENTER AS
MENTAL HEALTH
PROVIDERS



The growth of Telus Health and Better Help control about
25%-30% of the current market

PRIVATE EQUITY

They offer sessions at \$60-\$90
versus average \$150-\$190

They have an endless ad budget and
can take a loss year after year.

BetterHelp reports \$1.03B revenue
and \$200M+ ad spend





PSYCHOLOGY TODAY & DIRECTORIES



We all see the saturation - If your only strategy is a Psychology Today profile or a directory, you're one of thousands competing on the same page with the same format. PT is table stakes – not a strategy



TRUST RECESSION



With AI dominating our current world, it becomes harder and harder to trust a brand.

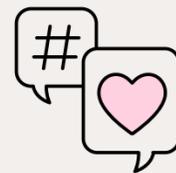
THE BOTTOMLINE



76% of searches in 2026 end without a website click “zero-click searches”



Featured snippets and AI overviews now dominate all services-related searches - **83%**



41% of Gen Z (your younger clients) use AI assistants for healthcare decisions (and it’s growing). 25% call ChatGPT their “therapist”



AI-powered search tools prioritize trustworthy, expert-driven content—especially in sensitive niches like health, finance, and wellness



Users can now search with images, voice, and video—making visual and multimedia content more valuable than ever.



COMPARISON 2020 VS 2025



2020

 anxiety therapist near me

Dr. Sarah Johnson - Anxiety Therapy

www.sarahjohnsontherapy.com

Specializing in anxiety and depression treatment. CBT and DBT approaches. Located in downtown area with evening appointments available.

Mindful Counseling Center

www.mindfulcounselingcenter.com

Group practice offering anxiety treatment. Multiple therapists available. Insurance accepted. Call today for consultation.

Psychology Today - Find a Therapist

www.psychologytoday.com/therapists/anxiety

Browse profiles of anxiety therapists in your area. Read reviews, see credentials, and book appointments online.

Better Help - Online Anxiety Therapy

www.betterhelp.com/anxiety

Connect with licensed therapists online. Specializing in anxiety disorders. Convenient and affordable therapy from home.

2025

 anxiety therapist near me

AI OVERVIEW

Finding an anxiety therapist involves several key considerations:

- Look for therapists specializing in CBT, DBT, or EMDR
- Check if they accept your insurance
- Consider availability for evening/weekend appointments
- Read reviews and verify licensing

Top-rated local options include licensed therapists at Mindful Counseling Center and Dr. Sarah Johnson, both offering evidence-based anxiety treatments.

FEATURED SNIPPET

What to Look for in an Anxiety Therapist

www.sarahjohnsontherapy.com/choosing-therapist

The most effective anxiety therapists use evidence-based approaches like Cognitive Behavioral Therapy (CBT) and have specific training in anxiety disorders. Look for therapists who offer a free consultation...

LOCAL RESULTS

Anxiety Therapists Near You

 Dr. Sarah Johnson Therapy (4.9) • 0.3 miles

WHAT DOES THIS MEAN FOR YOU?

The old approach “build it and they will come” no longer works.

With therapist growth rates of 56% annually, practitioners must now actively differentiate and market their services to attract clients in an increasingly crowded marketplace





MY PROMISE TO YOU

YOU CAN STAND OUT IN THIS
MARKET

Now is the time to take a leap and show up

MY SIMPLE 3 STEP APPROACH

This is the system I've used to scale my group
practice and fill my associates

YOU CAN DO THIS IN 2 HOURS PER
WEEK

It doesn't have to take over your life

HOW TO FINALLY PUT A PLAN IN
PLACE

Keeping it simple is the key to having a strategy
that works





STAY WITH ME UNTIL THE END

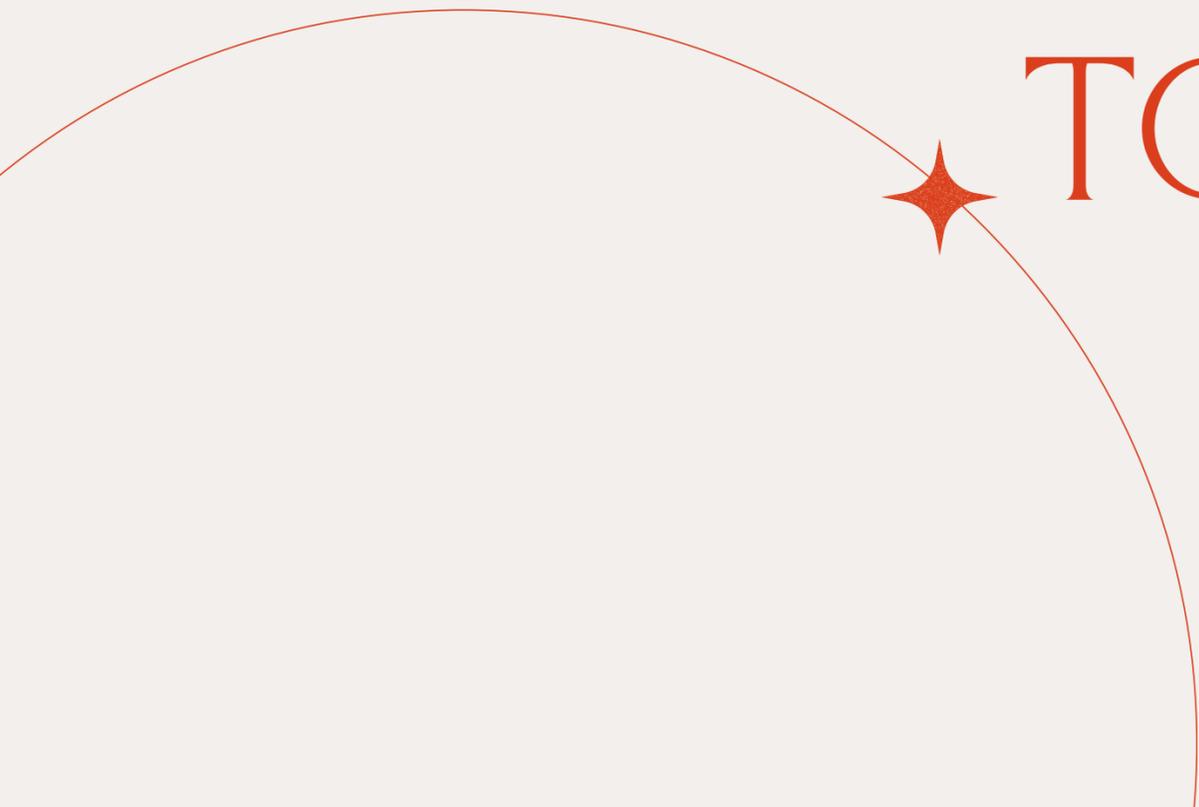
We'll have time for a live Q&A

And for a special invitation and offer with an
exclusive bonuses

STEP # 1

FROM PRACTITIONER

★ TO CEO MINDSET



THE THERAPIST'S PARADOX



A GREAT THERAPIST



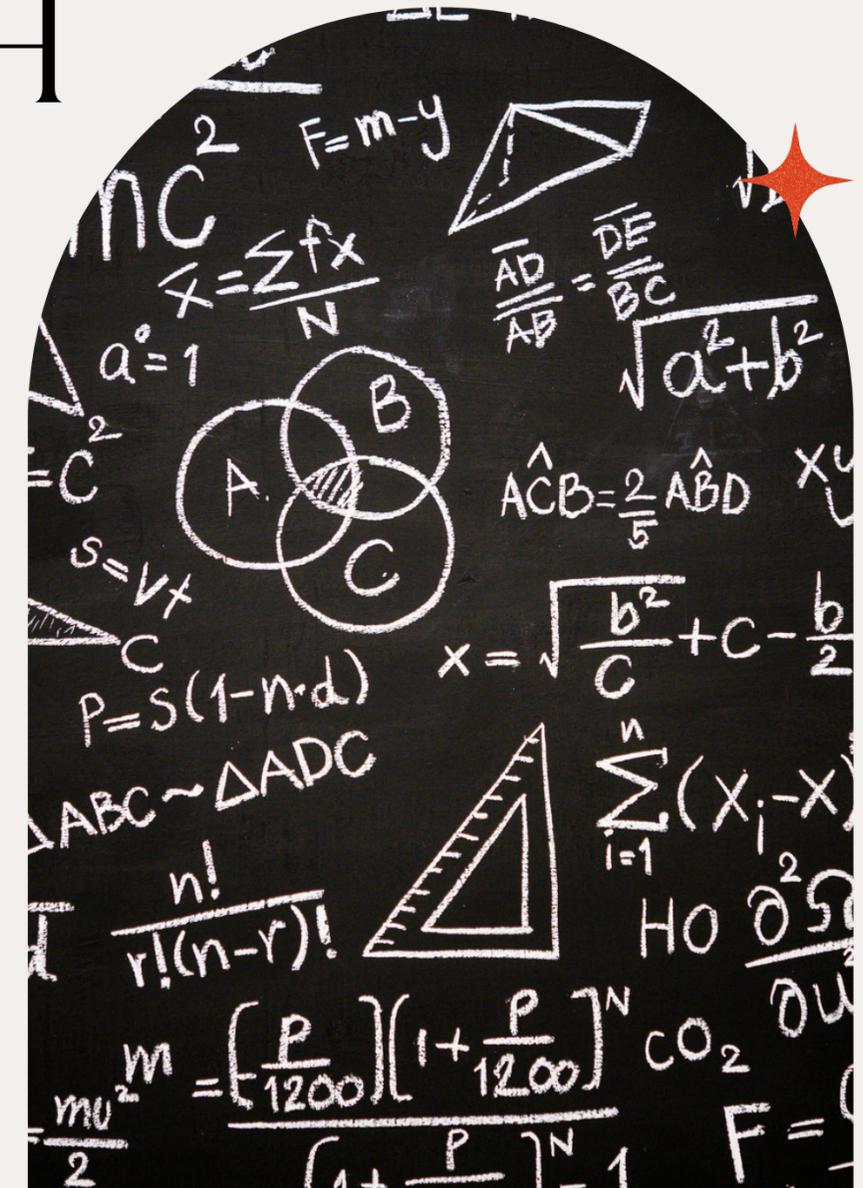
A LOST MARKETER

LET'S DO SOME MATH

How many hours have you put towards your clinical education?

How many hours have you put towards learning how to run and scale a business?

You have something BetterHelp will never have – depth. And you have something AI will never replicate – lived clinical experience. The problem isn't that you lack expertise. The problem is that your expertise is invisible



THE BELIEF INVENTORY

What do you **REALLY** believe about therapists who market themselves?

Those therapists that are out there being super visible?



INTERNAL DIALOGUE

- 1 "Marketing feels pushy - I became a therapist to help, not sell"
- 2 "AI makes everything feel generic and robotic - therapy is about human connection"
- 3 "Good therapists shouldn't need to market - word of mouth should be enough"
- 4 "I'm not good at marketing - I want to focus on being a great therapist"
- 5 "If I'm really good at what I do, clients will find me naturally"

Visible Costs

- 01 Lower income than your expertise deserves
- 02 Feast-or-famine client cycles
- 03 Constantly worrying about where the next client will come from
- 04 Working with clients who aren't your ideal client
- 05 Feeling like you're failing or missing something

Hidden Costs (the real damage)

- 01 Your ideal clients are struggling because they can't find you
- 02 You're burning out trying to help everyone instead of your perfect-fit clients
- 03 You're undercharging because some clients are better than none
- 04 You're drowning in admin work that doesn't move the needle
- 05 Your beautiful website isn't building your reputation as an expert

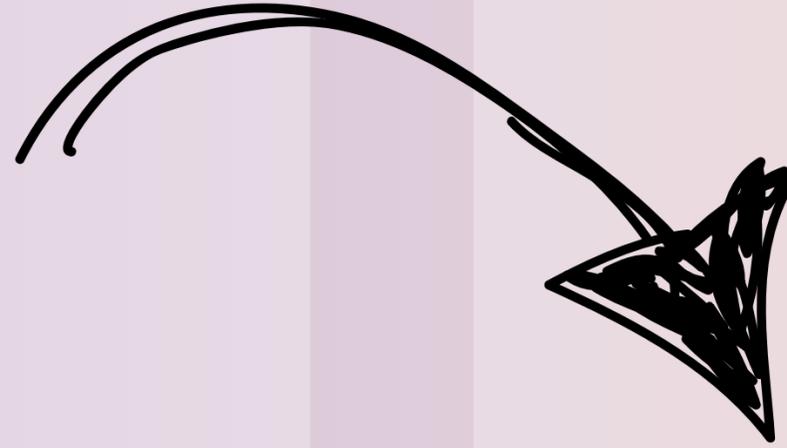
The Cost of Staying Invisible

FROM
SCARCITY TO
SERVICE



#1

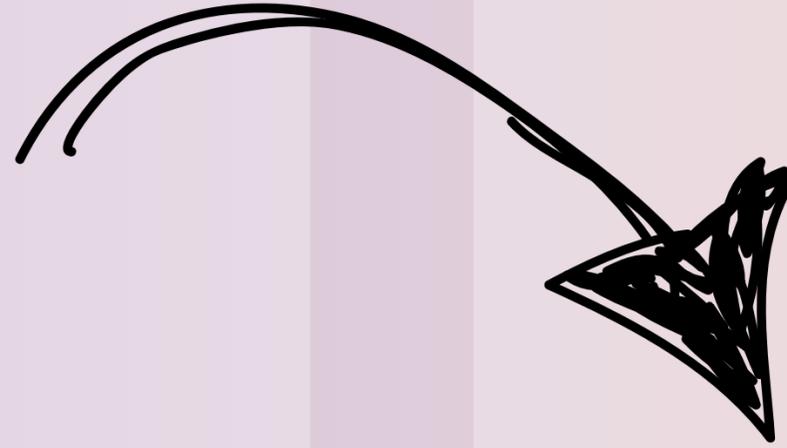
Marketing and being
visible is selfish or self-
centered



Marketing is service —
so your ideal clients
can find you

#2

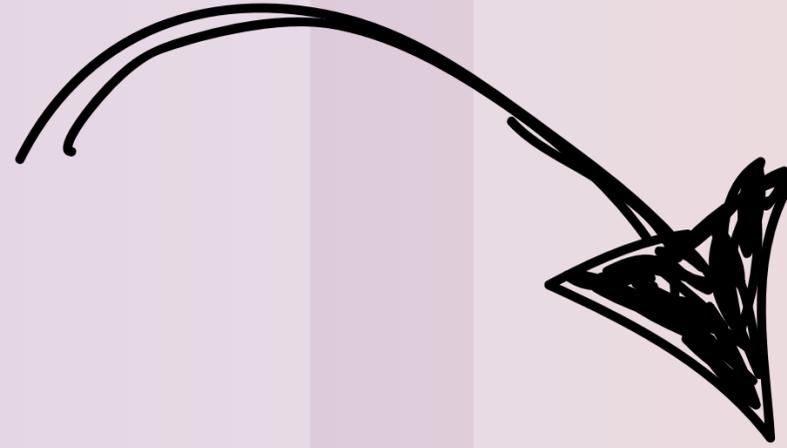
AI makes therapy
content impersonal



AI helps me create
MORE personal
content

#3

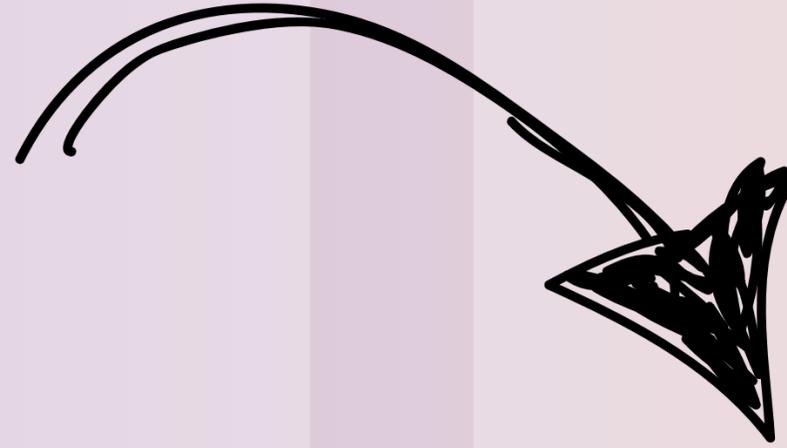
Good work speaks for
itself



Good work needs a
megaphone

#4

Marketing feels pushy



Marketing is informed
consent at scale

EVAN VUKETS, ABBOTSFORD, BC REGISTERED CLINICAL COUNSELLOR

Had an aversion to marketing and he wasn't aware that he was hiding that under procrastination.

He put on his CEO hat, fired his SEO company that wasn't producing the leads he was paying for and took control of his practice.

He completed the Full Practice Formula™ program and is now has a clear strategy of being active on LinkedIn and blogging that leads to 3-5 new client requests per week with a conversion rate of 80% (booked clients).

He says:

“I now have a clear niche on men's mental health and most of all, I have a sustainable and consistent schedule”



<https://www.evanvuketscounselling.com/>
Podcast interview - episode 11

STEP #2

YOUR MAGNETIC
NICHE





WHAT IS YOUR
FEAR OF NICHING
DOWN?



YOUR NICHE

YOUR PASSION + THEIR PAIN + YOUR UNIQUE APPROACH

What lights you up

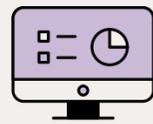
Their struggle - be specific

Your unique perspective, approach, personality, style, etc

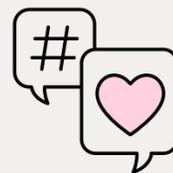
QUESTIONS FOR REFLECTION



What client transformations lights you up the most?



What specific struggles do you understand deeply?



What unique perspective do you bring?
(this one is where your 5% differentiator comes from)



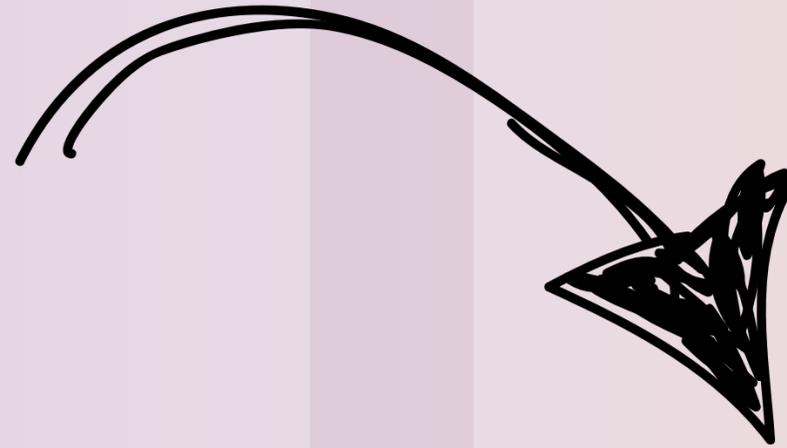
YOU ARE THE NICHE

You are what's unique - creating more visibility enhances your approach and perspective that makes you stand out



#1

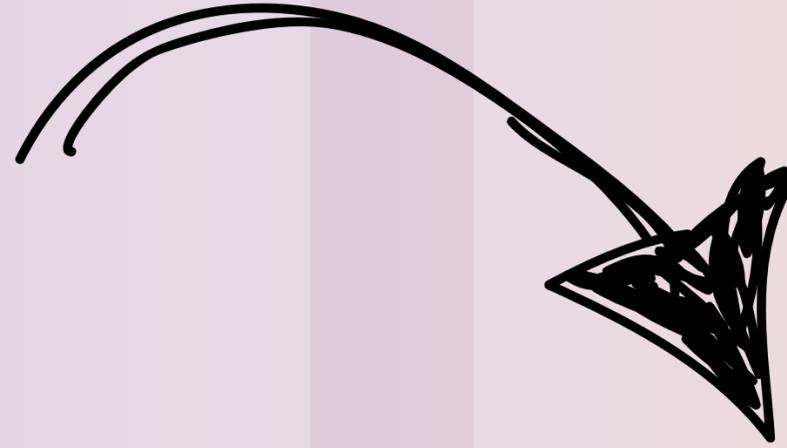
I'm a trauma therapist
who works with women



I help high-achieving
BIPOC women
overcome
perfectionism in
Burnaby, BC

#2

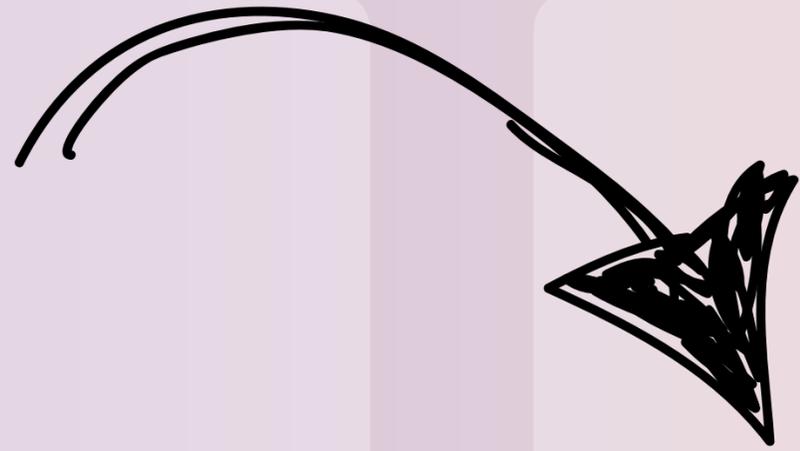
I'm a virtual EMDR
therapist



I help women and men
overcome anxiety so
they can feel
confident with EMDR
approaches

#3

I provide anxiety and
depression
counselling for youth



I help youth in
Thunder Bay
overcome worry,
isolation, self-harm
and anxiety so that
they can feel
confident

MAKING YOUR NICHE VISIBLE

1

OPTIMIZE FOR CONVERSATION

Long tail keywords - “best trauma therapist for first responders in [city/area/province/state]?”

2

E-E-A-T SIGNALS (EXPERIENCE, EXPERTISE, AUTHORITATIVENESS, TRUSTWORTHINESS)

AI-powered search tools prioritize trustworthy, expert-driven content

3

CREATING FAQ CONTENT THAT FEEDS AI OVERVIEWS

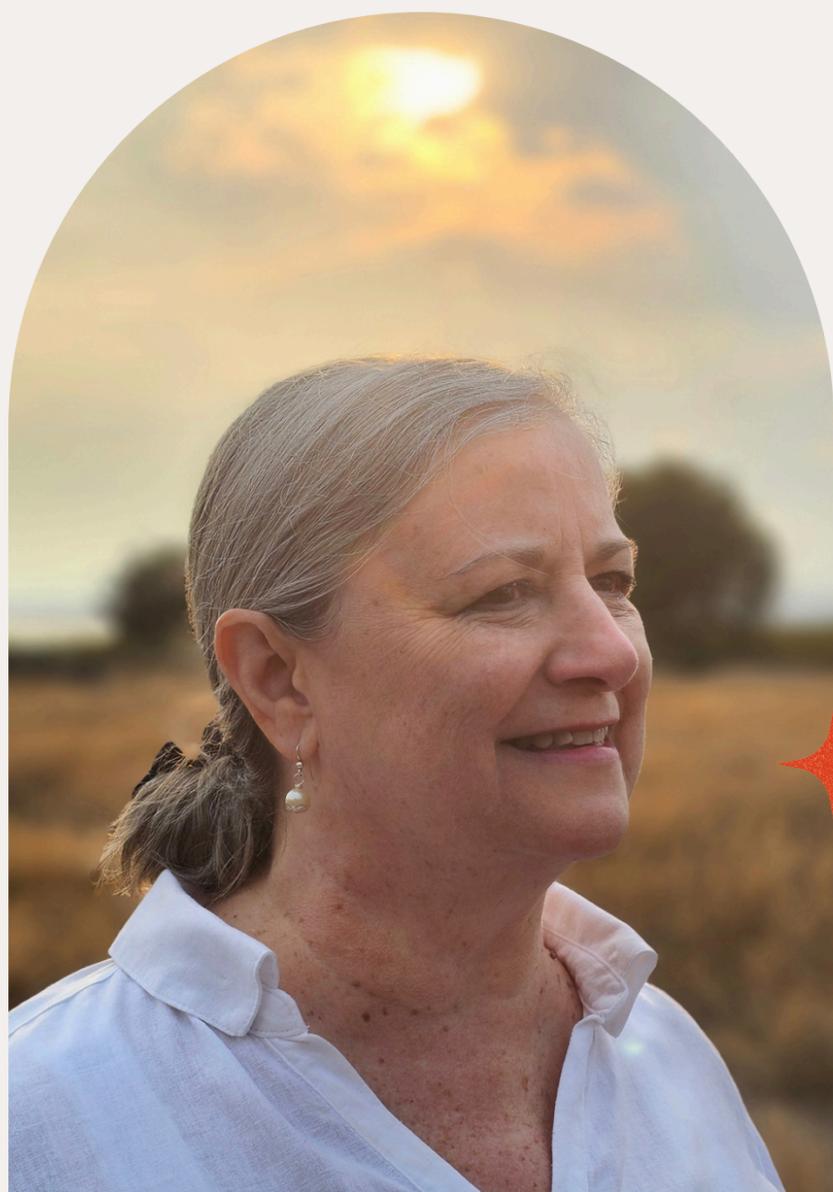
Stand out by answering questions that people are asking as a trustworthy expert

4

HELP AI HELP YOU

Using structured data to help AI understand your expertise





LINDY DUSCHESNE, VANCOUVER ISLAND REGISTERED CLINICAL COUNSELLOR

“I was just kind of out there waving my flag going, “hello, look at me, I'll take anybody". When I searched for myself on Google, I went through pages and pages and was nowhere to be found. That's disheartening.

The Full Practice Formula™ program taught me that niching wasn't just about marketing—it was about sustainability and fulfillment in my practice by speaking to clients who are aligned with my skill set and passion.”

<https://lindyduchesnecounselling.com/>

Podcast Interview - episode 10

STEP #3
YOUR SMART
CONTENT STRATEGY



PLATFORM PRIORITY

PSYCHOLOGY TODAY

Optimize for AI search but don't rely on it

1

YOUR WEBSITE

The only real estate you actually own - it compounds over time.

2

GOOGLE BUSINESS PROFILE

Free to you and it gives the best return - you want Google to love you

3

BLOGS

Feeds SEO, AEO, GEO and establishes authority

4

ONE SOCIAL PLATFORM

Consistency is key! Where do your ideal clients hang out? Then show up there. AI will use it to build your authority



SEARCH ENGINES

SEO

Search Engine
Optimization

Think of **SEO** like putting your business on the **global map** of the internet. You're optimizing your content so search engines know who you are and what you do – so you show up when anyone, anywhere, searches for those topics.

Think keywords and backlinks

GEO

Generative Engine
Optimization

GEO zooms in. It helps you show up in search results **where your clients are actually located.**

This is critical for professionals who are licensed or limited to practicing within certain provinces or states – like therapists, psychologists, or social workers. If you use GEO, **you'll show up to the right people.**

AEO

Answer Engine
Optimization

Is the process of structuring content to be selected by **AI-powered search engines** (like ChatGPT or Google's AI Overviews) as the direct, authoritative answer to user queries.

AEO = being the answer when someone asks ChatGPT or Google's AI 'Who is the best therapist for ___ near me?'

VALUE-FIRST APPROACH FOR CONTENT CREATION

1

EDUCATION BASED MARKETING WORKS

You already have the knowledge! You could do this in your sleep!

2

THE 80/20 RULE

80% value (education) and 20% invitation (to book with you)

3

TEACH WHAT YOU KNOW

Share what you already know and learned - what you know has VALUE - create authority

4

ANSWER A QUESTION

Based on how AI works, always start with answering a question your ideal client would search for. "Therapist near me" searches are growing 40% each year



THE AI
ENHANCED
SMART
HELP
METHOD FOR
CONTENT

S Structure for

M Maximum

A AI

R Reach and

T Trust

THE AI ENHANCED **SMART** **HELP** METHOD FOR CONTENT

H

Highlight a common struggle (using real search data or content from your sessions)

E

Educate with actionable insights (that AI can feature)

L

Link to deeper transformation (building authority in the space)

P

Provide next steps (optimized for local search keywords)

CHANGE HOW YOU WRITE CONTENT

ANSWER QUESTIONS

Create content that directly answers client questions

ADD FAQ

Add an FAQ section to every service page and blog post, so search engines can easily pull it into AI-generated answers

BE HUMAN

Share stories (your personal stories or anonymous) to show your expertise and humanity. Include authorship (name, RCC) to increase credibility and use video or audio to humanize your brand

OPTIMIZE

Use AI as an assistant. Use headers (H1, H2) with questions. Provide short, clear answers immediately under the question. Keep your voice/tone conversational (would a 13 year old understand?). Repurpose as much as possible. Think multiple-channel:

blog → newsletter → podcast
→ IG post → LI post → short video

LIANNE PERRY, VICTORIA, BC REGISTERED CLINICAL COUNSELLOR

"I went from zero contact forms to 4 inquiries in one week and jumped to #3 in local search rankings behind only the two biggest group practices on Vancouver Island. I was invisible before - now I show up!

My analytics show growth in the hundreds of percent, and I went from having zero online visibility to ranking #3 in my area in 6 weeks!"

Latest update - 6 months after completing The Full Practice Formula™, Lianne has clients by passing the free consults and booking directly with her.



<https://www.moanacounselling.com/>



AI PROMPTS CHEATSHEET

My gift to you!!!



WHAT WE COVERED

- 1) The trends in the market that are changing the game
- 2) The shifting mindset from practitioner to business owner
- 3) The impact of AI and how to optimize for it
- 4) Your magnetic niche...is you
- 5) Content creation magic and using AI as your assistant.

The Full Practice Formula

The marketing tactics to increase your visibility and work with the clients of your dreams



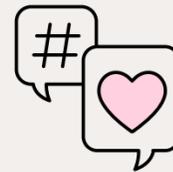
HERE'S WHAT YOU WILL ACCOMPLISH IN 4 MONTHS



You'll gain a radical mindset shift where you'll embrace being visible



Crystal clear on who you serve and how to speak directly to them



Transform your marketing copy to reflect your authentic voice and expertise



A custom blueprint for all your digital presence that are optimized for AI search engines (website, blogs, socials, etc)



Craft lead magnets to grow your email list to potential and current clients

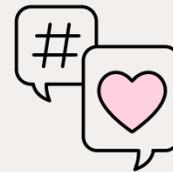
HERE'S WHAT YOU WILL ACCOMPLISH IN 4 WEEKS



Have an AI companion to accelerate your marketing process and content creation - saving you 20-30 hours per month



A sustainable marketing plan that only requires 1-2 hours per week to fill your practice



Systems for continued growth beyond the program that work FOR you



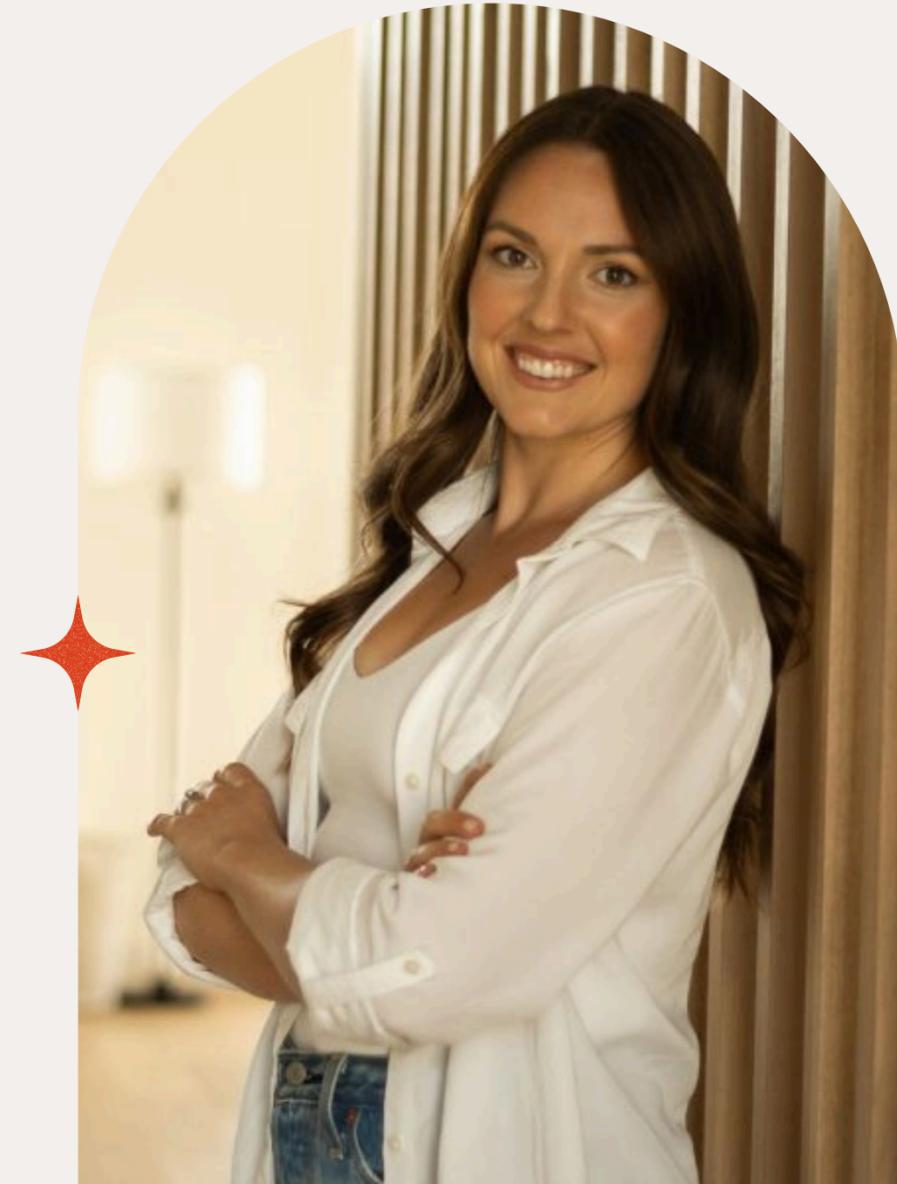
Clarity on what metrics to track for ongoing growth

KATIE M. - PSYCHOTHERAPIST GROUP PRACTICE OWNER IN ONTARIO

"The ROI was instant. I'm saving 2-3 hours per week and eliminated my \$2,200/month SEO service because I now understand how to optimize my own content. I'm saving \$26k/year

The program taught me to find my natural voice instead of trying to sound 'professional,' which made content creation so much easier. Between the time savings and eliminating that monthly SEO expense, this program has already saved me thousands.

For anyone thinking about this program - just do it. The financial returns alone make this a no-brainer."



<https://www.modernpsych.ca/>

THE FULL PRACTICE FORMULA™

-  **Bi-monthly live teaching/coaching calls**

Showing you literally EVERYTHING you need to establish your brand, grow your influence, how to leverage AI and create a sustainable marketing plan for your practice. Each week will have specific workbook exercises to help you build a sustainable plan by the end of the program.
-  **Accountability & Private Community**

You can't underestimate the power of community and having a network of other inspiring practitioners is EVERYTHING! You'll be able to support one another and learn from one another over the course of 8 weeks, and will make lifelong friendships.
-  **12-month access to all course materials**

All trainings are recorded and you have 12-month access for as long as the program is around. When there's updated information, you will have access to the updated trainings.

THE FULL PRACTICE FORMULA

-  **4 Modules + 10 Lessons On Demand Course**

Bingable course with workbooks and step by step process on how to transform your practice to increase visibility and create a marketing and content creation plan that will take 2 hours per week.
-  **60 Day Content Calendar**

This 60-day content calendar gives you daily prompts and content ideas that will have you connecting with your ideal client in no time! You will never have to wake up and wonder “What should I post or write about today?” ever again!

Total Value of \$8,000+

Investment:

\$2,997

Payment Plan:

4 X \$799

Upgrade to VIP!



-  **4 - 60 min VIP Group Coaching Calls**

Small group coaching for Group Practice Owners throughout the program to focus on the complexities of marketing a group practice
-  **VIP Only Accountability Small Group Chats**

On top of the program's community, you will be part of an exclusive VIP only chat to build on the group coaching calls. We dive into all things group practice - marketing, leadership, visibility, etc
-  **Website Review**

Personalized website review with 30-60-90 day improvement plan

VIP Investment:

\$3,997

Payment Plan:

4 X \$1,099



Sign up by Monday, 16th - you'll get

- 👉 90 Days of Social Media Captions
- 👉 The Therapist's Copy Vault
- 👉 The Website Copy Audit Checklist

(\$997 Value)

ORLI PALING, RCC GROUP PRACTICE OWNER, VANCOUVER, BC

"I didn't trust that I had anything to add to a marketing strategy for my practice. I felt like it was better handled in the hands of somebody else than myself.

I hired a digital marketing specialist and the results were disappointing: we would get contact form submissions and I would respond immediately and then we'd hear nothing. Crickets. They weren't quality referrals.

My biggest 'aha' moment was understanding that we can't grow our business as long as we're looking at it through the lens as a clinician— this wasn't just about marketing tactics. It was about identity. Putting on my business owner hat gave me the energy that I needed to understand that creating a marketing strategy has to come from me. I can't hire somebody to do that.

The investment in Full Practice Formula will do more for your business than any digital marketing specialist you can hire because your marketing strategy has to align with your values and reflect who you are—and only you can do that."



<https://opcounselling.com/>

NATALIE RANSPORT, MCP, VANCOUVER, BC REGISTERED CLINICAL COUNSELLOR

“Before this program, I often felt overwhelmed and unsure about how to market my practice effectively. I lacked the skills to increase my visibility online, and I didn’t know how to grow my practice without relying on expensive SEO services.

Since completing the program, I feel so much more confident. I now have the skills to optimize my website and create blogs and social media content in a way that feels both manageable and enjoyable.

I also learned how to use AI ethically, which has been a game-changer. Additionally, the program helped me clarify the mission of my practice, and I now have a clear sense of who I want to serve and what type of work excites me.

This program truly exceeded my expectations, and I would highly recommend it to any therapist who wants to market their practice with clarity, confidence, and authenticity.”



<https://www.natalieranspotcounselling.ca/>

SUKI, CCC

THERAPIST & GROUP PRACTICE OWNER

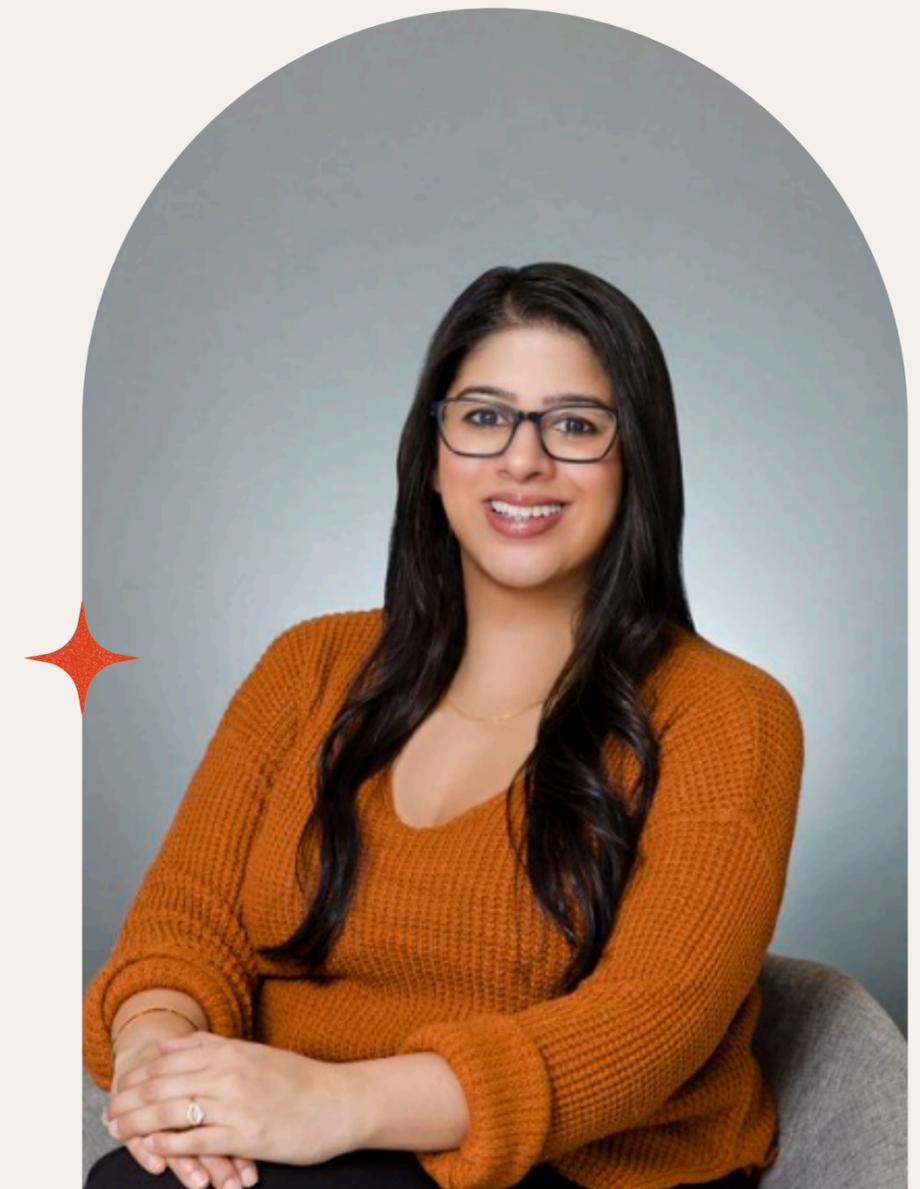
"My biggest value as a therapist is being authentic. But then when we started looking at my website, I'm like, 'What the hell is this?' It felt so phony."

Through the Full Practice Formula, I learned that authenticity isn't just how you show up in session—it's how you show up everywhere. My website. My marketing. My hiring. My boundaries.

The program gave me very tangible tools which I loved—I could apply it right away. It's not just about learning how to post or what time to post. It helped me understand what my values were and how to build content that resonates with who I want to be.

A lot of this is more hands-off now. I have my posts queued up. I have my blog posts. My associate knows what to do. Early on I was too involved and it was consuming. Now I can take a step back because we have systems in place.

I've saved thousands of dollars by managing my own SEO. I'm paying myself now. And I know exactly how to tailor the next job description because I'm not going to give up an hour for an interview if I know it's not going to be the greatest fit. And the best part, my website traffic is up 175%, unique visitors up by 150% and page views is up 245%!"



<https://www.serenitycounselingbc.com/>



Q & A

What's one thing you're going to implement this week?

What's the thing that surprised you most today?

Drop your biggest takeaway in the chat



THANK YOU!!!

If I haven't answered your question - DM me
on LinkedIn

Or email: hello@ceciliamannella.com