



Marketing [★]Cycle Guide

Use this guide to establish a marketing strategy for your therapy practice. Complete the sections to help guide you through the stages of your marketing cycle. Use the blog post "Understand the Marketing Cycle of Your Art Therapy Practice" to help understand each stage of the marketing cycle more.

THERAPIST:

What are the personal skills that you can provide to developing a positive and healthy therapeutic alliance with your client.

List the specific issues you help clients with or the type of therapy you specialise in.

PRODUCT:

What types of therapy do you offer - individual or group?

Do you sell other products in addition to your therapy services?

CUSTOMERS:

What specific needs would you help your potential client address? Think about how your client would refer to their issues, not how a therapist would classify them.



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SELLING::

What potential obstacles do you foresee your potential client may have to booking your therapy services?
How can you solve these obstacles?

How will you process payments for your clients for either therapy services or other physical or digital products?

RETENTION:

How will you provide client focused care? Do you help the client establish clear and realistic treatment goals?

What procedures do you have in place to remind your client about future appointments?

EVALUATE:

What ways can you evaluate your income, customer retention, website and social media growth?
