



Networking/Building a Referral Network

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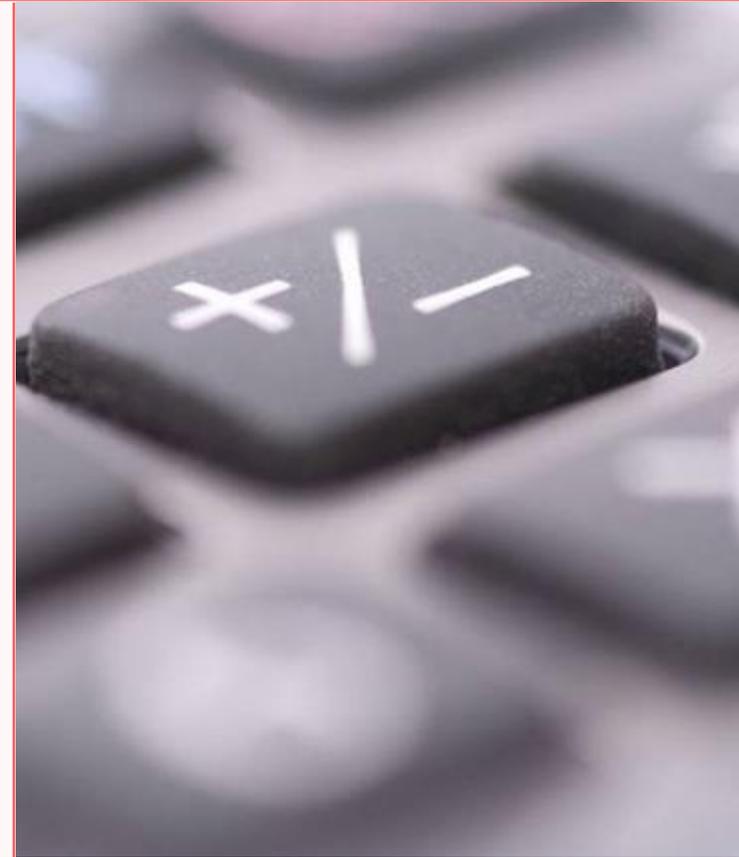
Agenda

Strategy

- Niche/Specialty

Referral Sources

- Directories
- Employee Assistance Programs (EAPs)
- Colleges/Universities
- Therapists, Physicians, Psychiatrists and Other Health Professionals





Introduction

Building a referral network is central to the expansion and sustainability of your private practice. Networking comes in various forms; the more avenues the better! Exploring the advantages of both in-person and virtual networking opportunities can build a great business foundation strategy to keep your client load full.

A close-up photograph of a person's hands writing in a notebook with a silver pen. The notebook is open, and the page has some faint lines. In the background, a pair of red-rimmed glasses and a white cup are visible on a desk. The lighting is soft and natural.

The way to
get started
is to quit
talking and
begin doing.

Walt Disney



Strategy

Private
Practice
Niche

Strategy

Approach

- Research market demand
- Assess personal/professional interests
- Specialize in a niche
- Build an online presence
- Build relationships with community organizations
- Network with other therapists

Therapist Niches

- Trauma
- Communities
- Depression
- Anxiety/Stress
- Life Stages/Adjustments



Referral Sources

Directories
and
Professional
Connections

Referral Network

Directories

- Psychology Today
- Zocdoc
- Choosing Therapy
- MintLeaf Therapy
- Therapy Den
- Open Path Collective
- Therapy for Black Girls
- Google Business

Schools/Professionals

- Local Colleges/Universities
- Psychiatrists/Doctor's Offices
- Therapists/Psychologists



Resources

List of Therapy Directories: <https://www.therapieseo.com/blog/the-complete-list-of-counselling-directories>

List of Therapy Niches: <https://www.therapymarketer.co/articles/the-complete-list-of-niches-for-therapists>

Thank you

Any Questions?

