

99 NETWORKING STRATEGIES

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IMPORTANT NOTES

- The best marketing tool is being a great therapist. All the networking in the world will not provide referrals if you are not good at what you do.
- Think of networking as 'connecting' and it will help you focus more on the relationship and less on 'selling yourself.'
- Not all of these strategies will be beneficial, or relevant, to you. Based on your niche, you will network with different professionals.
- To begin, make a list of people/providers/places your ideal clients would go to before they found you.

WHO TO REACH OUT TO?

1. Local therapists
2. Other therapists with your same specialty
3. Therapists with an overlapping specialty (for example, comorbid disorders)
4. Therapists with completely different specialties that will need referral resources
5. The university counseling center
6. School counselors
7. School nursing staff
8. Emergency room doctors
9. Urgent care centers
10. General physicians
11. Psychiatrists
12. Pediatricians
13. OBGYNs
14. Midwives
15. Doulas
16. Sleep consultants
17. Dermatologists
18. Gastroenterologists
19. Urologists
20. Oncologists
21. Endocrinologists
22. Nutritionists
23. Bariatrics
24. Medical practices
25. Nurses

26. Churches
27. Past coworkers
28. Friends that are also professionals in the community
29. Case managers
30. Teachers
31. Daycares
32. Pharmacists
33. Inpatient facilities
34. PRTFs
35. Intake coordinators
36. Disability office
37. Lawyers
38. Employment agencies
39. Department of Children and Families
40. Physical therapists
41. Occupational therapists
42. Massage therapists
43. Salons
44. Cosmetologists
45. Acupuncturists
46. Community centers
47. Local support groups
48. Public library
49. Police department
50. Funeral homes
51. Hospice

HOW TO REACH OUT TO THEM?

52. Letters (Typed or handwritten)
53. Facebook groups
54. Social media messaging
55. Telephone call
56. Email
57. Stop by their office
58. Drop off materials
59. Zoom calls
60. Take out to lunch
61. Take out for coffee
62. Flyers/brochures
63. Business cards

STEPS YOU CAN TAKE.

64. Speak at your local university
65. Give presentations to your local school district
66. Give presentations to the community/public
67. Host professional workshops to businesses
68. Post to your personal social media pages
69. Join local therapist Facebook groups
70. Join Facebook groups for your niche
71. Join private practice building Facebook groups
72. Join or start consultation groups
73. Join business organizations in your area (for example, chamber of commerce, rotary club)
74. Send 'Thank you notes' for referrals
75. Create an Email newsletter
76. Create a networking event for therapists
77. Hang materials on bulletin boards at coffee shops/stores/community centers
78. Join a Board of Directors in a mental health related organization
79. Volunteer for a related community organization
80. Contact therapists on PsychologyToday to connect
81. Join associations for your niche
82. Reach out to other members of that association
83. Speak at conferences with others in your niche
84. Participate in health/mental health fairs
85. Follow other providers on social media
86. Comment on others' posts on social media
87. Share others' content on social media
88. Post to Facebook groups that you have availability
89. Ask in your Facebook groups for providers that would like to connect and to be a referral source
90. Tag other providers in your social media content
91. Attend conferences/trainings
92. Provide mental health workshops for police department
93. Provide marketing materials to public library for the community
94. Schedule a meeting with the staff at local agencies
95. Reach out to your alumni group/cohort
96. Reach out to your current contacts (in your phone, email, social media)
97. Refer out clients to others (for example, if you are full or it is not your specialty)
98. Provide free workshops/resources/tips about your niche to other therapists
99. Join local networking events

For additional assistance marketing, networking, and building your practice, schedule your Private Practice Consultation! Contact Amanda at AmandaLCPC@therapysecure.com