

Creating a Specialty Niche

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Four Mindset Changes

- 1.) Niches don't reduce calls. They increase potential client's confidence to reach out to you as an expert.
- 2.) Niches are a marketing concept not an academic concept – you do not need to be the most experienced or seasoned practitioner to begin offering a niche. In fact, newcomers to therapy find it a great way to build confidence with a group of clients they work well with.
- 3.) Create distinct websites and business cards for each niche you are marketing. Or at least a unique webpage for each niche within your broader webpage.
- 4.) Niche marketing require more. Calls, blogs, letter, public speaking, video, etc.

Seven Ways to Define or Find Your Niche

- 1.) What clients do you like working with best?
- 2.) Is there a support or advocacy group for this population?
- 3.) Focus within this group for subgroups
- 4.) Does the niche you are interested in have both a buyer and a decision maker?
- 5.) Does the niche offer repeat or one-off interventions?
- 6.) What keywords are associated with your niche?
- 7.) DO you have passion for this niche? Are you good at it?

Eleven Marketing Ideas for a Specialty Niche

- 1.) Create free info products and collect email addresses.
- 2.) Write articles for community papers
- 3.) Buy radio ads and negotiate for radio interviews
- 4.) List yourself in the FREE online business directories and use specific keywords people are searching for.
- 5.) Write a weekly blog – there is no better way to get found in the search engines.
- 6.) Mail invitations to meet with other specialists.
- 7.) Create a community based Facebook Page
- 8.) Use LinkedIn to network with referral resources
- 9.) Speak wherever you can. Meet-ups, clubs, community groups, junior colleges.
- 10.) Get on TV by contacting reporters and producers directly and using HARO (Help A Reporter Out).
- 11.) Create a brilliant webpage, one as good as your level of expertise.

Save \$100 by using this special link to order a custom webpage build:

<http://nongard.com/let-dr-richard-nongard-build-your-therapy-webpage-100-off/>



**Are You A Therapist Who Needs an
Awesome Webpage?**

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The advertisement features a light blue background with a palm tree silhouette on the left. The text is centered and uses a mix of bold black and blue fonts. A black-bordered button with white text is positioned at the bottom center.