



The Therapist's Advertising and Marketing Kit

Laurie C. Grand

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All the tools you need to advertise and market your practice

The Therapist's Advertising and Marketing Kit is an invaluable collection of ready-to-use marketing and advertising materials designed specifically for mental health professionals looking to manage and grow their practice. Designed to help everyone from the new to the more experienced practitioner, this unique, timesaving resource will help you successfully build your practice, showing you how to develop an effective marketing plan and presenting guidelines for creating numerous kinds of powerful marketing and advertising materials, including:

- * Yellow page, newspaper, and magazine ads
- * Flyers and brochures
- * Postcards and card packs
- * Press releases and public service announcements
- * Stationery and business cards
- * Radio and TV ad scripts
- * Web pages

A unique benefit of this book is the enclosed CD-ROM, which includes a portfolio of actual samples of all the contents--including the Web sites--formatted in Microsoft Word. This makes the process even easier for busy practitioners--you can choose the ones you like best, customize them to your needs, and put them to work immediately for your practice.

Now it's easier than ever to design a marketing effort that maximizes your practice's visibility, thanks to The Therapist's Advertising and Marketing Kit--a resource no psychologist, social worker, therapist, counselor, or any other mental health professional can afford to be without.

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