Pro Tips for Writing Your Psychology Today Profile

By now you’ve watched the Psychology Today video in week two, and you’ve checked out examples in the Facebook group.

Below are some quick tips to ensure your profile is the best it can be before you send it live!

Select One Particular Issue or Demographic

Even if you work with a broad range of clients, we’ve found that focused profiles tend to perform best. If you have more than one specific demographic that you want to target, we recommend writing two separate profiles and alternating them out every 30 days.

Keep the Initial Paragraph Client Focused and Emotionally in Tune

This is your chance to show that you understand exactly what this demographic is experiencing. Utilize visual and emotional words to help paint a vibrant picture of what is going on in their lives and minds.

Many TPA members choose to use the vignette style of writing to connect with the client in a unique way. It is important to keep this paragraph client focused and free of any “I” or counseling centric sentences.

The Second Paragraph Is Your Chance to Shine

The focus here is how counseling can alleviate their pain and provide them with the positive changes they desire. Share what makes you unique, and how it benefits them.

Many clients want to hear that they will learn skills in addition to insight.

The Final Paragraph – Relief and Action

The final paragraph should give them a glimpse into the life they could be living.

The words here contrast with the struggles showcased in the first paragraph by helping them visualize the relief they will feel. It should spur them forward with inspiration and hope.

Most important is that your profile ends with a strong call to action. Your call to action should contain a “how,” a “when,” and a “for what”? As a basic example: “Call today to set up your free consultation.”
Common Mistakes to Avoid

Multiple Questions: (For example: “Feeling alone? Wishing others understood?”) You want to avoid this style of writing as it is easy to lose a reader who may answer “yes” to one or two questions, but then “no” to others. Consider rewriting the same information in the vignette style that we recommend.

Run-On Sentences or Counseling Jargon: Concise, easy to understand sentences and relatable emotions typically work best.

Word Count: Run it through the PT page to make sure each paragraph fits within the set limits.

Counselor-Focused: Remember, the purpose of this profile is for the client to feel seen, understood, filled with hope, and moved to action. Too many “I” words detract from that purpose. Keep the focus of your profile on your ideal clients.

Hesitancy: Your profile should be void of hesitant wording such as “if you’re ready” or “if we’re a match” or “I could help.” Remember, they’re looking for a strong and fearless leader. You have a lot to offer!

Too General: Allow a bit of your personality to shine through. How do your favorite clients describe you? Does that feeling come through in the general tone of the profile?

Missing Pictures: Multiple pictures that clearly show your face and your office help you to seem familiar and approachable.

Missing Link/Phone Number: Don’t forget to add the link to your website if it is already up and running.

Congratulations! You’re well on your way to a winning profile!

Don’t forget to track your own results and update it every 30 days to keep it fresh.