



# The Purpose of Popular Marketing Strategies

1. **Website:** provide connection, context, contact, & education
2. **Social Media:** Build know/like trust factor, create non-clinical relationships, educate, take a side on issues your ideal client cares about
3. **Online listings (like Psychology Today):** Introduction to your expertise in your ideal client's struggle. Contact.
4. **Networking:** Building relationships with referral sources. Real relationships... friendship, for instance. Not to "sell yourself."
5. **Public Speaking:** Educating, showing you are a leader in this niche, contact, referrals