

A Thinker's Guide

jenn fredette

JENN FREDETTE

Marketing Consultant for Healers



SPEAK NOW: DISCOVER HOW TO MAKE YOUR COPY SING, FEAT. JENN FREDETTE

- Establish how all marketing is so often lackluster because our fear of being seen gets in the way of therapists' honed ability to attune to the other person in front of them.
- Examine how therapists can strike a balance between effective marketing and client care as they fill their practice.
- Explore practical tips and techniques that therapists can use to leverage copywriting to create attuned messaging.

I'LL SHARE THIS EPISODE WITH...

- My 1400+ Instagram following
- My 1200+ subscriber email list
- My engaged membership community

MY PODCAST GUESTING EXPERIENCE INCLUDES...

Money Skills for Therapists
Private Practice Elevation
The Practice of Therapy Podcast

KEY STATS



12K+
Reach (per
month)



65%+
Open Rate



350+
students
worked with

BOOK ME ON YOUR PODCAST



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NEEDING SOME SOCIAL PROOF?

Here's What Some of My Favorite Podcast Hosts Have to Say



TIFFANY MCLAIN

*Founder of The Lean In,
MAKE BANK Academy*

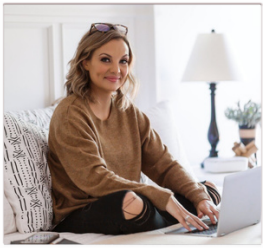
I HIGHLY recommend Jenn for anything and everything related to content marketing for therapists. Jenn is smart, attuned and highly skilled at guiding you, as a therapist in private practice really SPEAK the clients you are the most passionate about and excited to serve."



LINZY BONHAM

*Founder of
Money Nuts & Bolts*

"Jenn impresses me with her thoughtfulness, keen intelligence, and ability to apply both her spiritual & academic talents to being a highly successful private practice therapist. Her ability to extract and communicate the deeper meaning of our work, combined with her natural business sense, gives her a unique skillset to share with those of us who struggle to talk confidently and clearly about what we do.



MARISSA LAWTON

*Side Hustle Strategist
& Host of Empathy
Rising Podcast*

"Jenn is hands down the realest person I know. Pair that with her innate talent for words and you get just the right amount of magic. Everything Jenn puts out into the world is authentic and it's this sincerity that has served so well in her multiple businesses. She's the perfect person to help clinicians attune to their own inner marketing styles."



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PREFER TO MAKE YOUR OWN JUDGMENTS (UNINFLUENCED BY YOUR "PEERS")?

...as someone deeply distrustful of Yelp and Amazon reviews, not to mention the quid pro quo that is an essential part of business, I respect that. So, here's me, in my own voice for you to judge away (despite your allegiance unconditional positive regard) and decide whether or not we're really a good fit.



PODCAST GUESTING GREATEST HITS

Q athinkersguide.com/greatesthits X

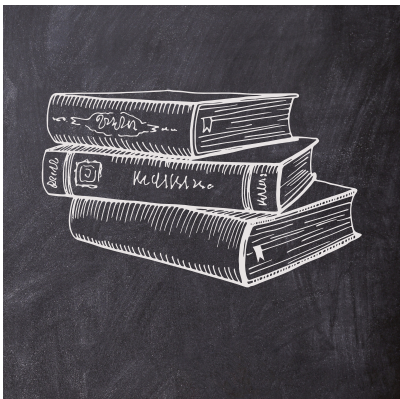
Your peers love me, as the above testimonials testify. But let's be real. I'm good at marketing. So, let me give you a chance to peruse my library of getting to hang out with other kickass podcast hosts and talk about the practical and esoteric magic of marketing.



FULL CASELOAD: UNLOCKED

Q athinkersguide.com/fcupreview X

The free offer (read: lead magnet) where I draw your audience towards me with impeccable design and crazy good content matters--and you should get a chance to taste it before you commit to sharing it with them. Side note. My free offer? Really freaking good. Like, you might need to take your envy to therapy kind of good.



COURSE SNIPPET

Q athinkersguide.com/learnmore X

I think you only really know someone when you've watched them teach in a 80F classroom after Trump won the presidential election (*the AC and democracy broke that day--the irony was lost on no one*). Which is to say, why sell your audience on something you haven't reviewed? AKA, wanna come 'observe' my teaching?



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All The Messaging You'll Ever Need:

mad-lib intro

Not good at summarizing succinctly? Keep reading--I have a few different possible answers highlighted for you below.

AKA, all you have to modify it a teensy bit to sound like you, and you're good to go.

It's the gift of having a copywriter on--we can't help ourselves from obsessing over HOW it's said, as much as what is said.

I[Greeting of choice], I'm so [zinger verb, like "delighted" or "tickled pink"] to introduce Jenn Fredette. Therapist by day, marketing consultant by afternoon and the occasional evening, she's here to [highlight your sense of the key takeaway of our episode].

With [a keen eye for/a knack for integrating] clinical insight and marketing strategy, Jenn proves your grad school professor wrong: you can make good money as a therapist without selling out.

And today, she's going to reveal that the secret to a clinically AND financially rich practice is lurking those clinical books on your shelf that you don't feel like you have enough time to read.

[Your most common transition/I'm ready to dive in, are you? / I can't wait for you to hear this episode, it's one of my favorites / ~~without further ado~~, let's "podcast episode hook"]

we don't have time now, but remind me to tell you about how my early (and late) childhood trauma predisposed me to reading Shakespeare with ease, though the therapy bills would have paid for a Ph.D. in literature from Harvard with ease.

So often we talk about how to build a six figure practice, but never about how to do that AND a practice filled with clients that make you go:

"holy shit, how is this my actual job?"

That's an actual quote from not one, but SIX different students.

And I'm bringing all that insight for free to your audience.



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All The Messaging You'll Ever Need:

suggested questions

1. "Why does much of marketing content fall flat, and how does a therapist's fear of being genuinely seen hinder their innate capacity to attune with their audience?"
2. "How can therapists walk the line between efficient marketing and providing care when building their practices?"
3. "What actionable strategies can therapists employ in their copywriting to craft messages that resonate and attune with their potential clients?"
4. "I've heard great things about your program, Full Caseload: Unlocked. Can you give us a glimpse into the strategies and insights therapists can expect to gain from it? What are some of the key takeaways that can help therapists achieve a thriving practice?"



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The Essential Links



ABUNDANCE PRACTICE CUSTOM LINKS

🔍 athinkersguide.com/abundance ✕

I want to keep it easy peasy for you, so all you (and your listeners) need to know is I've created a custom link for them--just one thing to say out loud, and one thing to remember.

HEADSHOTS GALORE

🔍 athinkersguide.com/podcastessentials ✕

The devil is in the details, and when you can't keep the details straight, everything goes to hell. So. I've put what I think of my essential "guest on a podcast" assets in one easy google folder, that you (or your admin, I hope) can access with ease



SCHEDULE NOW!

🔍 email: hello@athinkersguide.com ✕

You were sold five pages ago, weren't you? And on brand, I've written you a sales page rather than just given you a simple link. So here it is! Go ahead and schedule away!

BOOK NOW



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