



# CONTENT MARKETING & ONLINE NETWORKING

**What you need to know to attract clients today.**



THE  
PROFESSIONAL  
DEVELOPMENT  
PEOPLE



Australian College of  
Applied Psychology

keep learning

## PDP and ACAP - working together for your professional future.

**1:00 – 2:25**

What is content marketing and why you should care.  
How to attract new clients to your practice with content.  
An introduction to the power of blogging.

**2:35 – 4:00**

Effective online networking tips and tricks.  
Learning the language of the different social media platforms.  
Do's and don'ts of social media.



**Clinton Power** is a relationship counsellor, Gestalt therapist, and author. In 2011 he founded Australia Counselling, Australia's leading online directory for finding a counsellor or therapist in Australia, which has a large membership of Australian counsellors, therapists and psychologists. Clinton is the director of *Clinton Power + Associates*, a busy clinic of relationship counsellors, which offers relationship counselling for individuals and couples from three Sydney locations.

Clinton is the author of *31 Days to Build a Better Relationship*, which is available in the Amazon store on Kindle and has been downloaded over 3000 times.

Clinton is passionate about online marketing, social media and online networking and has been coaching and consulting therapists and counsellors for many years helping countless therapists grow their businesses and attract more clients.

In 2011, he founded Australia Counselling so the Australian public could easily search for a counsellor in their area, and counsellors could receive promotion for their businesses, as well as get valuable clinical and practice-building ideas. Clinton created The Australia Counselling Podcast in 2013 where he has interviewed many internationally recognised therapists including Harville Hendrix PhD, Sue Johnson PhD and Rick Hanson PhD. The Australia Counselling Podcast now has over 50 episodes available and has been downloaded over 10,000 times in the iTunes store.

**SYDNEY: 14<sup>th</sup> February 2015**

ACAP CAMPUS Level 5, 11 York Street, Sydney 2000.



ACA endorsed



AASW endorsed

The APS advise that APS Members may accrue Continuing Professional Development (CPD) hours by participating in activities that they determine to be relevant to their specific professional approaches and professional development goals. CPD activities do not need to be endorsed by the APS.

### **How to attract new clients with content**

Content marketing is a powerful way to draw clients towards your practice and to showcase your expertise. I discuss the different types of content you can create and why you want to consider using content in your marketing strategy.

### **The how and why of blogging**

With blogging you can now become your own publisher. I discuss the benefits of blogging and how to get started with a blog. I also make recommendations for blogging platforms and how to find ideas for blog posts.

### **How to do online networking**

Social media platforms are an excellent way to build collegial relationships with other professionals. I share the dos and don'ts of online networking and the most effective way to build real relationships with influential people online.

By the conclusion of the workshop you will:

1. Understand the basics of content marketing and why it's so important today
2. Understand the different types of content you can use in your marketing of your private practice
3. Appreciate the importance of blogging, what blogging is and the best blogging platform to use
4. Understand the basics of online networking and an overview of how to use the different social media tools effectively to network with other therapists

***“Learn about the most effective online marketing strategies that will help position you as the expert in your field and attract your ideal clients into your private practice.”***

**Clinton Power**

### **How will you benefit from this seminar?**

1. You will have a better understanding of online marketing, online networking and social media and how it applies to building a private practice.
2. You will be clearer about which niche you want to choose to market your practice.
3. You will feel excited about the power of online marketing and how it can make a difference to your private practice.

**Register now at  
[www.PDPseminars.com.au](http://www.PDPseminars.com.au)**

PDP Student & New Graduate Program Members with a current membership code: **\$57.00**  
Non Members: **\$114.00**

**This workshop provides 3 face to face hours for CPD points**

We accept payment by Visa, MasterCard, Amex, Paypal, EFT and cheque.

**This seminar has been designed for therapists, counsellors, social workers, coaches, hypnotherapists and other mental health professionals in private practice or opening a private practice.**