



Beginner's guide to **ONLINE MARKETING**

How to get your practice off to a strong start.



THE
PROFESSIONAL
DEVELOPMENT
PEOPLE



Australian College of
Applied Psychology

keep learning

PDP and ACAP - working together for your professional future.

9:00 – 10:25

How to define your niche for marketing purposes.
The elements of a client-attracting website.
How to use your website as the hub of your marketing efforts.

10:35 – 12:00

An introduction to marketing on social media.
How to choose the social media platform right for you.
The promises and pitfalls 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: 14th 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 define your niche for marketing purposes.

No longer can you market yourself as a generalist and expect to attract clients. The landscape of mental health and marketing has radically shifted and it's essential you choose a niche so you can align your marketing with attracting your ideal client. In this section we will be doing an exercise that can help you define your niche.

The importance and features of a client-attracting website.

Your website is your professional face to the world. If your website doesn't attract visitors or educate them about the benefits of your therapy, you're likely to lose them to the back button. In this section Clinton will discuss the most important features of a client-attracting website.

How to decide which social media platforms to start on.

With so many social media platforms to choose from, you need to be strategic in choosing where to spend your time and efforts. Clinton will discuss the most important social media networks and the pros and cons of each platform. He will also introduce the idea of social media ethics.

By the conclusion of the workshop you will:

1. understand how the landscape of marketing has changed due to the digital revolution and changes in consumer behaviour
2. understand the importance of choosing a niche for marketing purposes
3. have a broad overview of the different social media platforms that you can use in the promotion of your business
4. begin to appreciate which online marketing activities are best suited for their personality

“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**

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.