

## What Keeps Smart Therapists From Implementing Good Marketing Ideas?

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## What Keeps Smart Therapists From Implementing Good Marketing Ideas

Presented by: Dr.'s Ellen Bader and Peter Pearson of the Couples Institute  
and Casey Truffo, the Therapist's Coach of Be a Wealthy Therapist.com

September 26, 2006

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**Bob:** Hi this is Bob Truffo from [Be A Wealthy Therapist](http://www.beawealthytherapist.com) and this is the tele-class called, "What Keeps Smart Therapist From Implementing Good Marketing Ideas Easily and Comfortably?" I hope that you're all on the right call. We have our class facilitators Ellyn Bader, Peter Pearson and Casey Truffo with us and we're going to get started. We're going to have a lot of people on this call. So that you can all hear and to reduce the background noise we're going to mute the lines now. Later we'll unmute them so you guys can ask questions.

I want to quickly introduce your facilitators. Drs. Ellyn Bader and Peter Pearson are the founders and directors of the [Couples Institute](http://www.couplesinstitute.com). They have a thriving business working with couples and they also train therapists on how to have a thriving couples practice. Welcome again to Pete and Ellyn.

**Pete:** Hey, glad to be here.

**Ellyn:** Yeah, thanks Bob.

**Bob:** Great guys, thanks. And if you want to know more about them, you can go to their website. It's [www.couplesinstitutetraining.com](http://www.couplesinstitutetraining.com). Also, Casey Truffo will be facilitating today. Casey is my wife and also the owner of [Beawealthytherapist.com](http://www.beawealthytherapist.com). She trains therapists on how to attract more cash paying clients. Hi Casey.

**Casey:** Hi Bob, hi Ellyn, hi Pete. I'm so excited about this call tonight.

**Bob:** Oh this is great.

**Ellyn:** Yes, we are too.

**Pete:** In pulling this together we really, really want to stimulate and encourage and help people get a greater understanding of the kinds of things that really do hold smart therapists back.

**Casey:** Exactly.

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**Bob:** Okay well let's get started with the tele-seminar. Ellyn, let me ask you how did you and Pete start [The Couples Institute](http://www.couplesinstitute.com)?

**Ellyn:** That's a great question Bob. Actually, way back – this will date us – way back in about 1983 we decided that we wanted to do something together and we didn't know what it was. So for a long time we just called it "X" and we walked around with the idea and the ambiguity what is this thing "X?" What are we passionate about? What fits our values? And we tried on all kinds of different things. Even ideas like doing a restaurant and different kinds of practice. It took a while for us to decide what it really was and that we wanted to specialize in working with couples.

In fact, I thought it might be useful to just very quickly read a journal entry that I wrote back at that time. I went back to my journal and found it because I think it expresses what a lot of people feel when they're thinking about marketing.

In those days, I thought marketing was a very dirty word and so this is what I wrote. I said, ***"The idea of actually focusing on couples seems challenging, stimulating and very, very threatening all at the same time. The challenge is to conceive something new and make it grow, particularly when it means pushing myself in new directions, like I'm going to have to learn things about administration and computers. I think I'm allergic to computers. The threatening part is moving out of a traditional, individual based therapy practice. Everyone I've talked to says it's too hard, too specialized and there is no way we can possibly earn a living just working with couples. So if I go this way, I expect that the next couple of years will be ones of great inner turmoil and change."***

And I wrote that a few months before we actually put out a business license and called ourselves [The Couples Institute](http://www.couplesinstitute.com) and decided to give it a try even though we had gotten so much negative input.

**Pete:** That's interesting. We thought if people told us if we specialized in couples, we would have to work at night, every night and probably on weekends because it would be too hard for couples to come in during the day. What we have discovered is that that does not seem to be true. In fact, we have expanded where we have 10 therapists who work for us and they, too, are able to work mostly during the day.

**Ellyn:** It was worth it.

**Bob:** Excellent. Ellyn and Peter thank you. Ellyn let me ask you another question.

**Ellyn:** Okay.

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**Bob:** When the four of us were discussing this call, you caught my attention when you said that therapists should think about **their intention**. Are they creating a part time job, developing a practice or building a business? What did you mean by that?

**Ellyn:** Well first I want to say that I wish that when I had gotten started that there was somebody who could help me with "business think." I was flying by the seat of my pants and learning lots of stuff as I went along.

But what I mean by that is there are many therapists who do their practice on a very, very small scale. They see maybe 5, 7, 8 clients a week and it is really like a part time job for them. The way you approach a practice where it's going to be a part time job and where you have a source of income somewhere else and you may have a spouse or partner providing a lot of the income is very, very different then if you think of yourself as developing a practice.

And when I think about full time practice, it means to me that lots of the hours spent during the week are spent in the business. And the therapist is usually doing therapy and might be doing supervision but they're primarily focused on fee for service kinds of hours and the practice is their main source of income. And again they spend lots and lots of time working in the business itself.

The third thing is that some people actually decide that they want to build a business. To tell a quick story, when I started my practice I had a friend who was also starting a practice and he was a hypno-therapist. He ended up building up about 5 or 6 hypnosis centers and sold these centers within five years for over \$500,000.

**Ellyn:** And we started around the same time, so he was somebody who was very savvy about business and knew how to think about building a business rather than building a practice. And when you're building a business there's a whole set of roles and things that you do as a business owner and most therapists don't know about that or they ignore it. And later in the call we want to get into more detail. We can talk more about the different roles in the business and what a business owner can do.

**Casey:** Yes Ellyn, I always say that there are at least 17 hats that a small business owner wears. One of them is the technical person and in our case the clinician.

**Ellyn:** Right.

**Casey:** And we have all of those other things, accounts payable, accounts receivable, marketing, all of those things.

**Ellyn:** Wow. You said 17. I've got four main ones and I'm sure all the ones you have fall

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under those four main ones, too.

**Casey:** Right.

**Bob:** Okay Casey, let me ask you a question. You always say that therapists need to specialize. Why is that?

**Casey:** Bob's been with me on this journey since I was a very poor therapist. It's kind of funny because when I started out – and several of you on this call know me and know my story, but for those of you that don't – I got out of graduate school and I decided that I wanted to be in private practice.

In fact, I went into graduate school with the assumption that I was going to be in private practice. I got my office furniture, the big chair, the telephone and my computer, and I sat there and I waited for the phone to ring. And it didn't. Month after month, I went deeper and deeper into debt trying to figure out how to get a client. It wasn't until some of the things that Ellyn just said really sparked me. And I realized that I did want at least a practice, if not a business, so I'd better figure out how to make that happen.

So, I started hiring coaches and mentors and finally figured out the 8 key strategies that helped me to build my business. In the meantime, I had gone over \$45,000 in debt. And one of the things that I think is kind of funny is that my friend kept lending me money. He was a physician and I wasn't paying him back. And I felt a little guilty that I wasn't paying him back. He said, "That's okay. I think of you as my IRA." And the day that he said that was the day I went out and hired a business coach. It turned around in my business and I ended up with a waiting list. And so now that's why I do what I do.

But the thing about specializing and where that came in to play was that in the State of California about 3 years ago there were 63,000 marriage and family therapists and licensed clinical social workers. Where I live I can put my arms out to the side and spin around and probably touch 200 of them. In fact, in my county there are 2000 family therapists. And so what we have to do is figure out a way to differentiate ourselves from everybody else. There's enough business to go around, but if we're going to survive we need to figure out how we're different from each other so that we can draw on our own resources and figure out how to attract the clients that we need.

And you guys probably know this but in the 70's and early 80's, therapy was thought of differently than it is today. Therapy was thought of as personal growth model. Indemnity insurance paid really, really well, everybody started his or her sentences with, "My shrink says..." or "My therapist says..." and it sort of was a badge of honor. If you weren't in therapy people thought something was wrong with you.

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And what happened was that the cost for psychotherapy started ringing some bells in some insurance companies' offices and they started to look at it. They accidentally lumped in-patient psychotherapy and outpatient psychotherapy together and decided that we needed to have some kind of managed care to control the costs. That totally changed the way that we looked at therapy. We started to look at therapy more from a problem oriented model or a medical model rather than a personal growth model, which really changed the way that we build our practices because people are now coming to solve problems rather than for personal growth.

So in my mind, in order to create a thriving practice these days what is necessary is to pick a specialty that we can market. It separates us from each other, and we can claim ourselves an expert, and learn to talk about that in a way where the general public understands it, gets it and wants it.

We have to approach it by looking at either a person, or a problem, or a person with a problem. When I say a specialty I think couples as an example of a person. Another example of a person is lawyers, first time moms, rabbis, Christians. Those are all examples of a person. An example of a problem is someone has trouble saying no; arguing with his or her loved one, that's a problem. An example of a person with a problem are Christian women who have trouble saying no, people who are afraid of going to the dentist, women lawyers who are tired of trying to wear 17 hats, those are all examples of people with their problems.

And what we've discovered in our research over the last few years is that when therapists specialize with either a person or a person with a problem, we find that practices are growing like crazy. We need to pick a specialty and learn to talk about that specialty in non-clinical words but in every day language. So that is my take on it. Ellyn, I'm curious about your take on specialties and how you advise people to pick a specialty.

**Ellyn:** Well first of all, like you, I definitely advise people to pick a specialty, and the main resistance that I hear when I ask people to pick a specialty is "I don't want to see just one kind of client." And, in fact, when you have a specialty you still do get all kinds of other referrals. You don't just get one type. There are a couple of ways that I go about encouraging people to look for their specialty. One is to answer some questions, say first of all, what's something about yourself that's a little bit different from the majority of therapists that you know? So try to find what it is internally for you that you think is different or unique about you. I often ask therapists to answer this question: if you were financially independent and money wasn't a factor, what kind of work would you do?

**Casey:** Oh that's a great one. I love that.

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**Ellyn:** And also, what do you love about your life right now, and how can you integrate something that you love about your life into your work? What has been the high point of your professional life up until now? In answering some of those questions you begin to get at the uniqueness and the passion that's inside the therapists. Sometimes I'll do an exercise that's really identifying their ideal client. Visualize doing therapy with them and even what they are wearing, what they look like. You are just drawing a profile so that you can see that ideal client in your mind, and then you begin to start marketing to them.

**Pete:** When I started thinking about a specialty the term sounded a little daunting. But then I rephrased it as, "What do I really want to learn about? What am I interested in? What do I want to investigate more of?" If I spend more time learning things that I want to learn and doing things that I want to do in a special arena, I'll call that a specialty. Now I'm getting paid to learn and do.

I think we have a bit of a block sometimes thinking that we have to have the extra piece before we define a specialty for ourselves. But look at it as an arena that you have to learn more about. And another thing is that I had a big fear of being in a straight jacket, in a clinical straight jacket specializing with couples. I found just the opposite to be true. It has opened up so many other ways of understanding the individual and the systemic interaction and the multiple ways that you can go about learning intervening with couples. And I feel every emotion possible except boredom in working with couples. So it just continues to keep me growing and changing and learning new things.

**Casey:** You know that's really a good point Pete, and you and Ellyn alluded to it earlier. People all the time are telling me, "I'm scared of marketing my practice because I'm scared that it's going to lock me into one thing and I'm going to only see those kinds of people." And you guys just answered that really, really well. One of the things that I say is that we're going to treat people from whatever our theoretical orientation and whatever problem they come in with. Do you guys agree with that?

**Ellyn:** Yeah.

**Pete:** Yeah, the other thing too, Casey, is there's a halo effect. People assume that if you could work really well with angry couples, you can work with angry individuals. If you can work well with relationships, you can probably do something else. You get a lot of halo referrals as well.

**Casey:** You know, one of my clients in Northern California stood up in a networking meeting and she said, "I help Christian women have better marriages." And this woman walked up to her and asked, "Do you work with adoption?"

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**Pete:** Exactly.

**Casey:** And if she would have stood up and said, "I'm a marriage and family therapist," I don't think that woman would have asked her that question.

**Pete:** Exactly. It's that halo effect.

**Casey:** We love the expert and we think they have to be an expert in everything.

**Pete:** It generalizes.

**Casey:** Right.

**Ellyn:** At the time we started specializing in couples, we certainly were nowhere near the experts we are now. In fact, I started out of a passion having done a lot of family therapy and seeing in how many families the parents just could not collaborate effectively. So it was out of a passion to help create healthy families that I started really wanting to understand couples dynamics and work with the couples.

**Casey:** And that brings up a good point. I was working with a woman one time who told me that she was marketing infertility in a very wealthy area in Southern California. It should have been a cakewalk. She should have been full and she was hardly getting any clients. And after we talked for a while, she said, "I really don't like working with infertility." I said, "Why did you pick this as a specialty?" And she said, "Well somebody told me there was money in it." I said "There's only money in it if you're passionate about it. Otherwise, you're not going to attract the clients that you want."

**Pete:** That's right.

**Ellyn:** And you know there's a thing about passion. A lot of people when they hear the word "passion" think they have to be a big, energetic wand and just feel it coming out of every pore in the body. But passion can be a quiet dedication that keeps you going and keeps you learning and keeps you committed. And that can be passion as much as the big kind of effervescent passion.

**Casey:** That sounded like a couples therapy intervention to me.

You know, Ellyn, when you were talking before about the ideal client, we had the same idea on that. I always say take your ideal client to Starbucks. It's a fictitious person, not exactly a previous client because there's a lot of transference stuff that comes with our previous clients. But make up a fictitious person and then take that fictitious person to Starbucks and have a gestalt conversation. Talk about what you do and say,

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“Would you pay me for this?” And if they say “no” then say, “Okay. What is the problem that you have that you would like help with? How can I talk about that?” When I first started I said, “I help therapists to passionately believe in their own worth.” And nobody wanted to hire me. And then I said, “I teach therapists how to double and triple and even quadruple their cash paying clients” and then all of a sudden I got a lot of business.

**Ellyn:** Yes because people wanted that benefit.

**Casey:** Exactly. So it's looking at the problem that they have from their eyes. One of the other things that I hear a lot is that therapists will say, “I help people find purpose and balance in their lives.” And while I will agree that we all want purpose and balance, it's not something that somebody usually wakes up at 3:00 a.m. worrying about and wants to pay for. So I recommend that we come from the client's perspective.

And one of the things that I recommend is that from this day forward, the people on the call might want to consider writing during intake call the exact words that the clients say when they call because we have a tendency to therapize those words later. When this person calls up and says, “I'm really upset because my mother is ruining my life,” we conceptualize that as separation individuation problem or a cognitive behavioral problem. That's not going to help us in our marketing. But we might want to say, “I work with women who are tired of trying to be the perfect daughter” or “who are worried their mother is taking over their life.” When we talk from that perspective all of a sudden it is like that old E.F. Hutton commercial where people turn their heads to listen to what you're saying.

**Ellyn:** Right, right.

**Pete:** And I think when you're looking for how to become more focused, if you say to yourself, “Well, what I want to do is help people who have what kind of problem generate what kind of results to their benefit.”

**Casey:** Beautiful, that's exactly right. Perfect, I love this.

**Bob:** Actually, I have a question for the people on the call,. What comes up for you as you begin to envision your private practice? Let me repeat that: what comes up for you as you begin to envision your private practice?

**Casey:** Anybody have an answer?

**Caller:** Thank you. I've been in practice 23 years and I think what comes up is insurance companies, HMO's, limitations on funds and I don't want to be in that arena anymore.



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- Ellyn:** Good for you.
- Bob:** Yeah excellent.
- Casey:** We understand that one.
- Caller:** What comes up for me is that I live in a university town and I've gotten more and more student patients. I love working with them and helping someone that young go on to a positive future. I'm not clear on how to market to that.
- Casey:** But you know who your people are?
- Caller:** Yeah.
- Peter:** And you know what kind of problems they struggle with.
- Caller:** Yes.
- Peter:** That could be done; you could work with that population in terms of groups, classes or individuals. You could work with this population in terms of going on outings. You don't have to stay necessarily in your office.
- Casey:** Didn't you guys used to do a retreat?
- Peter:** Yes.
- Ellyn:** We've done a lot of retreats.
- Peter:** We sure have.
- Ellyn:** In Hawaii, Mexico, California.
- Peter:** Nevada also. We would take couples away for a 5-day retreat. And if you work with college students and you're an outdoors person you can do outdoor things with them: canoe trips, raft trips or whatever.
- Bob:** Excellent insight Pete, thank you.
- Ellyn:** Who hasn't tapped their feelings when you think about beginning to make changes in how you market your practice or how you think about your practice?
- Andrea:** Hi this is Andrea. I'm from New York and I think for the past 22 years my practice has

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been self-generating and all of a sudden it's starting to dry up. I have very few clients and I'm just trying to think what to do now. When I think of marketing I freeze.

**Peter:** Listen we're going to talk about that issue in a few minutes.

**Casey:** You planted Andrea, didn't you?

**Peter:** Yeah.

**Andrea:** I do have ideas but I just can't get beyond the idea. So that's why I'm hoping you're going to help me.

**Peter:** You are not alone when you freeze at the thought of taking action toward marketing your practice. What's the big fear that you have?

**Andrea:** I think it's what to do. I've heard people say develop a website, send out flyers, make brochures and that, to me, seems like a big thing rather than just making phone calls.

**Peter:** Now I'm going to make a guess, which is that it is more than just how to prioritize the marketing efforts. When you freeze what's the fear that you have? It's not just the daunting day-to-day organization tasks. What do you freeze about?

**Andrea:** Putting in all this effort and not having any response or where do we even begin to reach out to people, just getting started, how to prioritize and also not wanting to fail.

**Casey:** The other thing that I hear is probably she wasn't taught how to do this stuff in graduate school, like any of us.

**Ellyn:** Right.

**Andrea:** Right.

**Casey:** It really is a "not knowing." There is no instruction such as "do this, do this, and do this" that they teach in a Marketing 101 class in graduate school.

**Ellyn:** In fact, you have to be willing to feel inadequate.

**Peter:** Ellyn and I just muddled through in the 80's and early 90's, we just muddled through it. What the heck are we going to do to let people know that we want to specialize in couples? It was total trial and error.

**Andrea:** Also I don't know if it was Ellyn or Casey who was talking about in the 70's and 80's

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therapy was personal growth. I live in Greenwich Village in Manhattan and it was very busy. I had waiting lists and that has shifted with medication and managed care. There just is less interest. So now after 22 years, I have to learn to figure out how to reach out and this is very hard to do. I'm set in my ways.

**Casey:** You know Pete, Ellyn; I'm hearing two things from the people on the call. One thing I'm hearing is the, "I don't know what to do" and then "if I do it what might happen."

**Pete:** Right.

**Ellyn:** Right. Absolutely so there's a skill level and there's an emotional level.

**Pete:** There are three big categories for people to create a flourishing practice. One is expertise, our degrees, etc. and developing a more focused interest. The second category is creating a plan. What needs to be done? What kind of sequence needs to be done? The third category basically is the inner game of success. And those are the mental and emotional roadblocks that interfere with creating the kind of success that we envision.

**Casey:** That was very well said.

**Bob:** Okay Pete you seem to be on a roll, so let me ask you a question. Did you get a lot of encouragement and modeling to be successful?

**Pete:** This is my inner game of success. I grew up in the Midwest and there were six of us in a 2-bedroom house. My parents had one bedroom, 4 kids were in the other bedroom and in that house nobody fought for the bathroom because we didn't have a bathtub or a shower. There was just a small portable tub probably about the size of 1 sofa cushion and we would heat a kettle of water to put in the tub for our Saturday night bath.

And when I was growing up my dad's biggest dream for me if I hit the vocational jackpot, was that I would have been a shoe manager at a JC Penney store. So that was his idea of my success. I really didn't have this kind of model in my head. I had so far exceeded in my life what I thought was realistic or believable. But it took a lot of working in my head in order to start making that happen.

**Casey:** Wow!

**Pete:** I think that when people start to imagine a successful practice they look at what does that look like and what do they want to do to create a successful practice. That is a really good idea. However, there's another way to take that image of a successful practice and put it in a context, which is "why do you want a successful practice?" And

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if you do have a successful practice, how is this going to affect your three major goal categories in your life? Think about what you want to have, do and be.

What kind of things do you want to have? Those are the things that you want to purchase or buy if your income is greater – you want a larger house, jewelry, new furniture, a hot tub, a newer car, you want to finally get rid of that Pinto with the exploding gas tank. Do you want a new music system for your house? A new top of the line laptop? These are the things that we begin to think about that you would like to create in your life that are just a little more enriching, more satisfying and make your time on this planet a little more enjoyable. So that's kind of category number one, the things that you want to have.

And then the second category is things that you want to do. These are the experiences. Where do you want to travel? On weekends, do you want to go somewhere other than Costco or Wal-Mart? Do you want to travel to more exotic locations? Do you want to have hobbies? Time off for lunch? A little more personal time to spend with your family and friends?

And then there's the third category, which we probably don't think too much about and that is in the creation of a more successful practice. How is that going to affect us in terms of who we are? Because we do grow and change as our practices develop. And growing your practice will grow who you are. When you think about who you are, you can ask yourself questions like, "What do I want to be proud of? How do I want people to think of me when I leave? What do I want to learn? What do I value that I can give back in a way that I can give back even more to the community? How do I want to be remembered? What contribution do I want to make to my kids, to mankind? What gives me fulfillment, that gives me the most joy? What are the values that I want to strengthen within myself?" So you can put all of these in a context of a successful practice. It's not just about marketing. It's about developing who you are and who you would like to be. So those are some of the things that when people talk about marketing a practice they can ask themselves. What gives me the most joy? And I think that really kind of puts things in a larger perspective.

**Ellyn:** I think one way to summarize what Pete was saying is that if you can let yourself get in touch with some of your core values and some of your core competencies and envision how you want to be in the world, it helps to shape your practice and then your practice, in turn, helps to shape you.

**Pete:** I also think that when people take on an endeavor like marketing, it helps to have two things. One, I really encourage people to get a mentor. Casey is absolutely superb. So you begin to learn the intricacies of marketing and how to do it, how to prioritize your time. But I would also suggest if you're going to do this to get a study buddy. Get

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a partner that you can walk with, talk with and talk about these things, such as your excitement, sometimes your disappointments. You can support and encourage each other so the journey isn't quite as lonely.

Now here's an interesting thing about asking people to imagine a really successful practice. What happens with a lot of folks is that they will automatically start to put the brake on for a successful practice. They will first get a flash of what it would like and then they start to turn it down.

And probably the biggest reason they start to tone down their vision, what they think they can have or create is because they start encountering the fear of "if I have a practice like that...that really gets me excited." The next thing they do is start thinking about "What am I going to have to do?" And as soon as they begin to think about what they are going to have to do that triggers anxiety, fear, tension or stress. They think, "Uh-oh, I don't think I want to do that." And then they start toning down their dreams, and they start toning down their visions of what they could be and what they want or how they can influence people in the world. All these goals get tempered pretty fast by the emotional brain. Let's just do a quick experiment for one person. Heather? Are you on the phone? Are you on the call?

**Heather:** I'm here.

**Pete:** Heather, I don't know you but you sounded like you knew Bob.

**Heather:** Oh yeah.

**Casey:** So listen, Heather, I have a question that I want to ask you and you can refuse to answer it, okay?

**Heather:** Okay.

**Pete:** But the question I want to ask you is in your entire life, *(long pause)* ... Heather, have you ever taken a bus ride?

**Heather:** Sure.

**Casey:** I thought it was going to be a very scary question.

**Pete:** What did you feel in that pause before I said bus ride?

**Heather:** How did I feel?

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**Pete:** Yeah, did you have any kind of emotional reaction or a little tension?

**Heather:** A little bit of heightened arousal.

**Pete:** Yeah, yeah.

**Heather:** Like what's he going to say? Was he going to ask, "Have you ever hit somebody?" You never know what the person is going to say.

**Pete:** You never know. And see that is just how fast our emotional brain responds to anticipated threat. Boom! Just like that, in a flash. And it's an involuntary reflex. We can't control it. And that's what happens as soon as we start to think about something that is going to be an unknown, potential source of anxiety or inadequacy. We get that flash in our body, just an involuntary reflex, and that's what fear is all about. It's an involuntary reflex. So when we have these negative feelings, they are there and we have negative feelings. That's basically all I want to ask you, Heather, and I appreciate your participation.

**Heather:** Certainly.

**Casey:** Yeah you scared me to death.

**Pete:** I scared you to death?

**Casey:** Yeah.

**Pete:** You were scared just listening to somebody potentially be, what, embarrassed?

**Casey:** Yeah potentially be embarrassed. But also, it felt threatening like you were going to ask her some incredibly personal question. I felt wildly protective of her at the moment. I wondered, "Where's this going?"

**Pete:** Where's this going?

**Casey:** I felt out of control.

**Pete:** Uh-huh and again it's an involuntary reflex, isn't it?

**Casey:** Yeah, can you help me with that?

**Pete:** You cannot willfully control that. You couldn't say to yourself, "Oh I better calm down right away –stop." For crying out loud, there are 60 or 70 therapists on the call. Where

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could you be safer for crying out loud? And yet, you had this involuntary reflex.

**Casey:** I did.

**Pete:** It's anxiety. Where did you feel it in your body?

**Casey:** I meant I felt it. I went to that scared little kid place. I felt it in the back of my neck very strongly and in the pit of my stomach.

**Pete:** Yeah! It's amazing this kind of long distance empathy that we feel for people and how anxiety can be contagious. You can see how asking one little question to Heather created anxiety in Casey.

Now think about that when we start tackling the problems of marketing. And the interesting thing is that people will often create beliefs in order to avoid taking action that will trigger emotional pain, fear or threat. People can actually create negative beliefs around marketing so that they don't have to risk extending themselves, risk rejection, risk reaching out and failing. And so they will develop negative beliefs around marketing as a way of protecting themselves. And then they begin to realize how hard it is to change beliefs around marketing for any other anxiety that we have.

**Caller:** Because those beliefs are keeping me safe, I believe.

**Ellyn:** Absolutely, they're keeping you safe; they're keeping you from extending into arenas where you aren't an expert or where you aren't on top of it or where you will feel some stress.

**Meredith:** Can I ask you a question? This is Meredith from Seattle, and my struggle – and I think many women therapists that I've talked to have a similar struggle – is about "business equals greed."

**Pete:** Yes.

**Caller:** And how do you balance being reasonable?

**Pete:** Let me just tell you, Meredith, about my definition of belief, which is this: it's a strong conviction that something is true whether we arrive at it through reasoning or prejudice or authority of the source who gave it to us or through our own experience. And once we arrive at this conviction that something is true, we don't usually change it. And so, you say oh okay that something is greedy...

**Ellyn:** When, in fact, that belief runs through the profession. You're not alone, it runs through

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the profession and it keeps therapists running their businesses in very regressed ways.

**Meredith:** And so how do you get out of it?

**Pete:** How do you get out of that? Is there another part of you that has a counter view to the one that you just expressed about greed?

**Meredith:** I'm drawing a blank.

**Pete:** Yeah, see what you're talking about is something that's very congruent at least right now because you don't even have a counter voice.

**Meredith:** No.

**Pete:** So what kinds of people are greedy?

**Meredith:** Republicans. *(Laughter)*

Is it "All's fair in business?" Does running a business mean it is different from being helpful? In being in business for yourself, does it mean you feel that ethics don't mean anything then?

**Pete:** Right. What we know for sure is that every businessperson out there is unethical. Is that right? We feel every businessperson out there is unethical and we know that. That's true. There's not one ethical businessperson in America.

**Meredith:** No.

**Pete:** No wonder you feel the way you do.

**Casey:** And I love to say, "Do you have to be poor to help the poor?"

**Pete:** That's right. Have you ever heard the saying, "The best way to help the poor is not be one?"

**Meredith:** No.

**Casey:** Put the oxygen mask on your own mouth first.

**Pete:** All right, so listen. I'm going to come back to this at the end of the call. We're going to talk about part 2 but let me just keep going right here.



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**Meredith:** Thank you.

**Pete:** Once a person gets a belief, it really does serve as a protection. For a long time I believed that I was pretty dumb because I heard it from an authority figure, which is my father who told me that a lot of times. And then what I did was prove that his conclusion was right because most of the grades that I had in school were “under water,” and that means below “C” level. Really, I was in the 20% of the class that made the upper 80% possible. And I did not learn easily.

So now I heard from an authority and I had personal experience that I’m dumb. And that’s a belief that doesn’t easily get shaken. But what we didn’t know back then was about ADD. And so you end up getting these convictions and even though it would be simpler for someone to say, “Gee why don’t you just start believing you’re smart?” Now once you get a belief, you think it’s true and we do not readily change things that we believe are true.

So when we talk about marketing it’s really a whole lot more than just marketing. We’re really challenging our notions about success, we’re challenging our fears of failing, we’re challenging our fears of rejection, and we’re challenging the anticipated price of success. In this case, if I am successful I will become a greedy Republican and so the last thing I want to do then is become financially successful.

So when we have these beliefs it starts to trigger this involuntary reflex called fear anxiety and we’re focused on this threat. And the threat can take a lot of faces, like the Republicans and the fear when it gets triggered, like what Casey was talking about when you have that fear it goes so fast it just totally bypasses the pre-frontal cortex. It just hangs around in that limbic group and then we start to process it. But first, it just bypasses the thinking, rational, super structure.

You know this example because these are things we deal with in our practice. A shy girl in high school screws up her courage to ask a guy out to the prom and he says he wants to think about it. Then a couple of days later she finds out that he just accepted an invitation from some other girl, and then she gets teased because she got dumped before they even had a date. That is so painful she says to herself, “I do not want to risk reaching out to other people.”

And then it can get piled on. She raises her hand in class, makes a mistake, students and teachers laugh at her and she says, “All right, so much for my speaking up and reaching out.” Then she gets a job and the job description changes and it’s going to require cold calling for sales. Guess what her reaction is going to be about cold calling? No way! And she will have all kinds of reasons why she doesn’t want to cold call and they will all be driven by fear. So good luck in trying to change her beliefs about

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cold calling and rejection.

And when we get a lot of fear it starts to close down possible external resources because our fear narrows our focus. We do not see or take advantage of external environmental resources that could help us. And when we are geared and focused towards a threat, we don't have access to the other internal resources within ourselves.

If you hear a really unfamiliar noise in your house at 2 am, your attention totally goes towards that noise. And when you are thinking about that noise, how many wonderful, pleasing possibilities do you think of that could be creating that noise? Probably none. All the thoughts we have are geared toward anticipating and trying to figure out the threat. In a lower form of this, it's called "negative thoughts." But the negative thoughts are actually geared toward trying to protect us from threat by staying on alert. And this is why it's so hard often to change people's negative thinking. The negative thinking tends to be a survival coping process. We do not want to readily give up negative thinking, even if a rational part of us knows it would be better if we did. But it's more of a fundamental survival level. People don't want to give up their negative thinking because it acts as some kind of a barrier to protect us, to warn us, to stay alert.

So these are some of the challenges that humans face and that we as therapists face when we start thinking about marketing. And all thoughts, at least in our thinking, are geared towards avoiding a threat. When we reach out, we don't want to get rejected by the person we reach out to because if they say no to us, it not only triggers a hurt feeling right then but it retriggers all the previous associated hurts that we've experienced in our life that have been stored in our limbic system. And this is why we take things personally,. But they're really not; it just triggers and reactivates this whole domino series of emotions. So why would we want to go out and market and risk failure? It just triggers all other associated memories of failing automatically stored in the limbic system. This is why you get really smart people who have really smart plans and they don't really take advantage of the plans or act on them. The action risks triggering that big storehouse of pain.

**Casey:** That's really helpful. So what you're saying is the limbic system is protecting us with our irrational beliefs like "marketing won't work for me" or "I can't get couples to come in during the day," Those beliefs are keeping us from a fear of failing or feelings of rejection or worthlessness.

**Pete:** Absolutely. They protect us from taking action that would risk it.

**Casey:** Okay.

**Ellyn:** And it keeps us from tolerating the anxiety that comes with learning the new things that

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you learn when you're marketing a practice.

**Casey:** Well I know that that is really helpful for a lot of people on the call. A lot of us think that maybe something is wrong with us when we're not going out and doing it. We think we are just procrastinating.

**Pete:** Right.

**Casey:** You've given us a real biochemical reason for this happening.

**Pete:** Absolutely.

**Casey:** I'm thinking that there are probably people on this call that would probably like more in terms of this because quite honestly that's a little scary picture that you painted for us. I'm wondering can we do anything about it if it's in our limbic system? Is there something that we can do about this?

**Pete:** Well the reality is yes and, in fact, what we're talking about is helping people with trauma. The trauma may be too extreme or it may not be too extreme. Trauma is just an intensely painful experience that we stored in our brain and the intensely painful experience can be either physical or emotional. They both light up the same region of the brain. So the old saying, "sticks and stones may break my bones but names will never hurt me," didn't know the way the brain functioned. It's processed in the same place in the brain.

**Casey:** Well from what I hear you are saying is that this really boils down to some type of trauma, big "T", little "t", some type of trauma.

**Pete:** I think so.

**Casey:** Okay so if people want to get past this then we need to do our own trauma work around those issues of rejection and unworthiness and things like that. Is that what you're saying?

**Pete:** That's one possibility.

**Casey:** Okay.

**Pete:** And there's another possibility. I have learned how to help salespeople especially with the fear of failures in marketing. I have helped them overcome the fear of initiating phone calls, the fear of returning difficult phone calls, getting over procrastination, the fear of initiating contacts and we have been being able to do this in one telephone tele-

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seminar with a lot of people.

**Casey:** Can we do that?

**Pete:** Excuse me?

**Casey:** I know that we're just about out of time today but do you think we could have another call and do that?

**Pete:** Yes we could do it and here's what would help people prepare for it if they want to. They could identify some aspect of marketing that when they think about it that they feel a tension in their body. That tension is just activating the limbic system. By beginning to use different kinds of energy psychology people can reduce the fear first, reduce the emotion first, which changes the thinking and then that changes the behavior instead of doing it the other way around, which takes a little more effort. Often you try to change the thinking in order to change the behavior to change the feelings. When you change the feelings first that's when you get the more rapid acceleration and evolution into being comfortable with marketing. And for those people who want to participate in that call, it's almost like personal attention on that call by identifying your fear.

**Casey:** So you could actually take us through that?

**Pete:** Yes.

**Casey:** A bunch of us on the call?

**Pete:** Yes. I've done this with as many as 150 people on a telephone call and 300 people in a live audience of sales people.

**Casey:** Wow!

**Bob:** Wow!

**Casey:** So if you guys are interested in that could you press 4 and let us know if that's something you would like us to do.

*The audience presses 4 and beeps are heard*

**Casey:** Okay well that's great. I got a lot of beeps.

**Bob:** Yeah it sounds like a lot of beeps.

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**Ellyn:** It sounds like a lot of people are up for it. I just want to reemphasize that part of marketing is getting the skills and the expertise both in whatever you want to specialize in and expertise in and the skills that are involved in marketing. Then also there is doing what Pete's talking about which is neutralizing the anxiety that is interfering with you making progress.

**Pete:** What would make the call even more interesting is if two therapists would give me a call and say you would like to volunteer. Then I would personally coach you through your anxieties and we will act as a model for the other people who are on the call and that way it makes things a lot clearer.

When I do my weekend workshops for couples, I ask a couple to come in front of the room and talk about some fear or anxiety that they have in talking with their spouse. And then I will walk them through it in about 15 or 20 minutes and take the rest of the 50 couples participating with them. The couples that participate feel almost the same results as the couple that I'm demonstrating with. And then people can ask questions to clarify any stuck place that they have. So if two people give me a call that would be great.

**Casey:** Okay Pete I will put your phone number on the notes that we send out and people can call you and then you can coordinate that.

**Pete:** Terrific.

**Casey:** I know that we're kind of nearing the end of our call and I want to be very respectful for the people that need to leave. I'm willing to take some more questions. Are you guys willing too?

**Pete:** Sure.

**Ellyn:** Yeah we'll stay on a little longer and give people a chance to ask some questions.

**Bob:** Okay for all the participants on the call if you need some more information, please don't forget to visit the facilitators' websites. And the websites again are [www.couplesinstitutetraining.com](http://www.couplesinstitutetraining.com) and [www.beawealthytherapist.com](http://www.beawealthytherapist.com). Okay so now let's take questions.

**Lorraine:** Hi this is Lorraine and I'm interested in how to create a client. I mean I think it's good information what you just said but it's also preaching to the choir in a way because this is the stuff that we learned in school and help people with all the time. So when it comes to ourselves we get a little blinded. However, I was also interested in how to

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create a client.

**Casey:** A marketing client?

Lorraine: Yes.

**Casey:** Can I take that one guys?

**Ellyn:** Sure and I might back you up with something.

**Casey:** Yeah please. Did you want to go first?

**Ellyn:** No go ahead.

**Casey:** Okay well I think the first thing we want to do is always create the vision of what you want your practice to look like. The second thing you want to do is figure out what your specialty is that you want to market and you do that by doing the ideal client exercise that Ellyn and I talked about before. The third thing you want to do is translate what you do into words that the ideal client would say, "I really want that."

And then we look at where does your ideal client hang out and who else services them? So if you're marketing to widows, you're going to be marketing in a different way then if you're marketing to college students. People always ask me, "Do I need a website?" Well it depends on your ideal client. If you're marketing to widows who have been married for 65 years and recently lost their husbands a website is not going to be your number one priority. If you're marketing to college students with test anxiety, it will be your number one priority.

So how you choose your marketing activities depends on your ideal client. I recommend that you make a list of 20 people, places or organizations that might use your services and then you contact them. One of my favorite things is to build relationships with other people that offer non-competing services with your ideal client. And to create a referral relationship, it is like dating. You meet with that person a lot, monthly, weekly, whatever it takes, and continue to ask them "How can I serve you?" If 2000 people know what it is that you do, you will be full. Does that help at all?

**Lorraine:** Sure.

**Casey:** On the <http://www.BeAWealthyTherapist.com/> website there's a lot of free stuff related to how to build a plan and about marketing on there. So if you want to look at that, feel free to. And Ellyn, you had more?

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**Ellyn:** You did a great job. I would say the same thing. Figure out your vision, start with that and let yourself know what is it that you truly want to create. What does that vision look like, feel like? Then I'd look at what strategy is most likely to get me to my vision. And sometimes there is trial and error but you're experimenting a little bit with different strategies; and then the last thing that Casey was talking about are objectives or tasks that actually support the strategy.

When we started out, for example, it was not even a high priority strategy to do a lot of training as therapists. It was something that we liked to do and I enjoyed doing so I did more of it because I enjoyed it. But over time, I realized that that was also a very effective strategy to support the vision I was trying to create.

**Lorraine:** Thank you.

**Casey:** Who else has a question?

**Bob:** Anybody else have a question?

**Patricia:** Hi this is Patricia. I would be interested in knowing for specializing in couples, what would be some of the marketing places that you guys would use?

**Ellyn:** I use several. Actually over the last year I've decided to learn more about internet marketing and I've begun to use pay-per-click advertising on the internet as one avenue for bringing in couples. Another one is therapists who have primarily individually based practices, as often they need to make a referral of couples. So developing relationships with people who have primarily individual therapy practices is another.

**Pete:** I give a lot of talks in the community.

**Casey:** Yeah, I was just going to say doing talks in the community and connecting with priests and rabbis. They tend to have a lot of family based and marriage based programs and they love to have speakers come in and do that.

**Ellyn:** The other one is pre-schools. Lots of people who have pre-schoolers have relationship problems.

**Casey:** Right. Mom's clubs and businesswomen's clubs are good places to speak because a lot of time it will be the woman who initially makes the call. The other thing that I'm finding that's actually working extremely well for people marketing couples are the online therapist locator services.

**Patricia:** Yeah I planned on using that. I've been trying to figure out what to say on my bio. It's

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taking me forever.

**Casey:** Well if we can help you with that in any way that's one of the things that we work on. Again, what you want to do is make sure that you talk 80% about the client and their problems and 20% about yourself in your listing. And there are several others besides "Psychology Today." One is called "find-a-therapist.com" and another one is called "counsel-search.com." My recommendation is that you be on three to five of these. If you want the names again, you can go to [www.beawealthytherapist.com](http://www.beawealthytherapist.com) and click 'recommend' and you will see a few of them.

**Pete:** One of the fastest ways that you can begin to become known as an expert is to write something, for your local newspaper, where people can write in and ask questions about relationships. Writing, being published, is like a stamp of 'you must be an expert.'

**Patricia:** Very good, very good. Thank you guys and I'll see you all up in Palo Alto.

**Casey:** And Mary?

**Mary:** Yeah. I think that my question has already been answered. My big barrier I think is the idea of giving public talks. That's something that fills me with fear, the idea that people don't really want to listen to what I have to say. So that's probably something that I will have to deal with. And I do know EMDR and EFT so I will probably try to do that.

**Casey:** Can I play with you a little bit on that Mary?

**Mary:** Certainly.

**Casey:** Do you ever run groups?

**Mary:** I've just started out in the last two years in the profession and I've had a little bit of group experience but not a whole lot. I tend to see individuals.

**Casey:** One of the reasons I ask that is because when I suggest that people do presentations, I do not suggest that they give lectures. I suggest that they facilitate a group discussion. My theory is that your purpose in giving a talk is to get them to (a) like you and (b) get into some kind of keep in touch cycle with you.

So the way that I do that is I'll have a talk title such as, "Why is it hard to (fill in your talk title here)?" For example, Communicating with your teen – Why is it hard to communicate with your teen today? And then I have a question for the group, "What does not work?" You get a discussion going and then you say, "What does work?" And then, of course, one of the things that does work is bringing them to a therapist like Mary.



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That's the way that I encourage people to give talks. And a lot of people tend to snake through that fear when they think of it as facilitating a discussion rather than giving a presentation. I don't know if that helps at all.

**Mary:** It does because that seems to me to be much more natural than getting up and talking.

**Pete:** Casey, I just really want to underline what you said, which is that I still get anxious talking. I've done 65 weekend workshops with couples, probably another 60 or 70 presentations to therapists and another 100 to groups and I still get really anxious about it. First of all, I hate lecturing. After 10 minutes I bore the hell out of myself. I make the presentation as interactive as possible. And that little thing I did with Heather, I have to keep doing things like this in a presentation to make it interactive because as therapists we're trained to focus and react to a stimulus.

When you get up in front of a group and just lecture and you aren't getting any feedback like we are trained to deal with in our office, it's awful for most therapists. But if you can make a presentation interactive by getting the group to ask questions and doing mini role-plays about problems, etc. it goes a lot faster. People are more engaged and it's a lot more fun, especially at night.

**Casey:** Yeah, how many times have you sat there and notice the person in the front row sleeping?

**Pete:** Yeah, they had one liter of wine.

**Casey:** Yeah.

**Ellyn:** And the other thing is there are lots of introverted marketing strategies and there are a lot of extroverted marketing strategies. And knowing who you are can help you make selections based on whether you see yourself tending to be more of an introvert or an extrovert.

**Casey:** Absolutely. Does that help Mary?

**Mary:** Oh that's wonderful advice. I really appreciate that.

**Casey:** Great.

**Mary:** Thank you so much.

**Casey:** Was there another person who had a question?

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**Michelle:** Yes this is Michelle.

**Casey:** Hi Michelle.

**Michelle:** What's an introverted marketing strategy?

**Pete:** We just sit in the office and wait for the phone to ring.

**Ellyn:** Just sitting in the office is called the ostrich theory of marketing where you can just stick your head in the sand and believe somebody's going to show up.

**Pete:** And think positive thoughts.

**Ellyn:** Some introverted strategies would be for example writing an article where you don't have to personally show up, it's the article that's showing up. I mentioned pay-per-click advertising earlier. That's a totally introverted form of advertising. They're not listening to you, they're not hearing you, they're responding to something on a computer screen.

**Casey:** Websites, business cards, anything you've written, books, articles, anything that you've every recorded are introverted marketing strategies. If you go to either Ellyn and Pete's site or my site, you have the opportunity to listen to audios. Being able to listen to an audio gives the listener or the visitor a chance to feel like they're getting to know you.

**Mary:** I'm great one to one and I can talk about how I work with couples and my passion for couples. I guess it's finding those therapists who only work with individuals.

**Casey:** Well that's one way. Or find other people that service them. For example, massage therapists and acupuncturists. Those are people who work with women who are complaining about their relationships. Another good idea is networking groups that are individual networking groups where there is one person per professional classification and their very structured.

**Mary:** Like the Kiwanis Club?

**Casey:** No, more like a Business Network International. It's a group where there will be one mortgage loan broker, one realtor, one therapist, one cake decorator, one dentist and they will get together for the purpose of sharing referrals. What I have found is that Business Network International is a good group for introverts because the meetings are very structured. The whole networking process is very structured with BNI. And introverts are usually pretty good if they know the structure and what's happening.

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**Mary:** Great.

**Casey:** I would check out Business Network International.

**Mary:** And they have a branch of that in most communities?

**Casey:** They have 4200 Chapters around the world, so I would assume there is one in your area.

**Pete:** Casey, I did one of those and it's a great way low-key way of meeting people.

**Casey:** I made \$7,000 to \$10,000 a year in revenues from networking in a group like that for an annual investment of \$375 a year. People used to complain about the membership fee in the networking group of \$375 a year saying, "That is so much money." I ask, "How many clients do you have to get to pay that fee?" After 2 or 3 sessions with just one client, you've repaid your membership fee.

**Mary:** That's great, okay. I'll try it.

**Casey:** Good, any other questions?

**Andrea:** I have a question. I have an idea of what I would like to specialize in but I need help focusing on it. I'm wondering how you work to help people approach people in developing their ideas? How to take this further because I think I'm going to be all excited and I'm going to get up and then I don't think I'm going to do anything.

**Ellyn:** Do you mind saying what you want to specialize in?

**Andrea:** I want to work with women in transition - looking at women in mid-life and identifying areas that they can grow in. It's a time for an empty nest; it's a time for life changes and I want to know how to formulate that. I have some ideas on how to reach people but who's my ideal client and all the questions that you raised for me and now where to begin.

**Ellyn:** So I think you're asking how any of us would work to help you with that?

**Andrea:** Yes.

**Ellyn:** Okay well first of all, Casey has a wonderful mentoring program. So that would be a possibility to join her mentoring program. Secondly, you could consult with either one of us if you wanted to do that. And the third thing would be just definitely going and doing a Google search on women in transition. You can look and see that there are a

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lot of websites of people who are doing that. You can get some role models and look for the ones who have been the most successful and look at what they've done.

**Pete:** Not only that but think about becoming a consultant for some of these places. A website might want somebody to consult or to work with them to sell their program on women in transition.

**Andrea:** I didn't think of that.

**Casey:** Andrea, I'd love to talk with you more about that. One of the things that, if I can be so bold, you really want to think about is what does your ideal client wake up thinking about? And I'm 53 years old and have been through a zillion transitions and I never woke up in the middle of the night saying, "Oh my God, I'm in transition. I need to hire a therapist." And truth be told, when I was in transition I didn't usually know it. It wasn't until after the case.

So you might want to think a little bit more about what kind of problem would that woman have and get a little more specific. And as I said, we do have a lot of free resources on the website. You can also consult with Ellyn and Pete. At [www.BeAWealthytherapist.com](http://www.BeAWealthytherapist.com) we have a membership program that is very inexpensive; it's less than \$1.00 a day where you get some opportunities for individual and group coaching plus over 25 hours of training.

**Pete:** Hey Casey, I'd just like to again underline what you said about thinking about it in the terms of what would keep a woman in transition up at night worrying about her situation? And that worry is going to be one of the targeted areas that you will go for.

**Casey:** Yeah one of my clients said, "I work with women whose husbands are about ready to retire but they're not ready to."

**Andrea:** That's interesting. I was thinking of, I don't know exactly how to say this but "My youngest child is going to college and now what do I do? How do I handle that?"

**Casey:** Make her into a person; give her a hair color, eye color and name. Take her to Starbucks and say, "Would you pay me \$600 a month if I said I help women whose youngest child is going off to college and they don't know what to do now?" And they'll say yes, no or maybe and you can keep honing it.

**Pete:** That's really, really, really a great technique. It's not just a suggestion. I'm saying do it!

**Andrea:** Okay.

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**Casey:** It's the difference between making no money and making money. Because once you get those words, what they would say they were worried about, then you have your website copy, you have your answer to the question – “So what do you do for a living?” You have your introduction and your bio for a speaking engagement. You have a speaking talk title. You have everything once you know what your ideal client wants to pay for.

**Andrea:** Okay so I can formulate some of these and test them out with one of you. Thank you.

**Casey:** Perfect. I did want to add one thing to that. When people come up with the answer to the question – “So what do they do for a living?” I often encourage them not to use their title.

**Pete:** Exactly.

**Casey:** Because it can be scary. So I usually say “I’m a special kind of counselor. I help ‘blah, blah, blah’ to ‘blah, blah, blah’.”

**Pete:** Exactly. I help people who have this problem to get that benefit.

**Casey:** When I went to my first networking meeting I was scared to death. I’m 100% introverted and they gave me a pre-printed nametag that said, Casey Truffo, Mental Health. And as I walked around people would shake my hand and look down at my nametag and say, “Ohhh?” Then I scratched it out and wrote, Happiness Locator and then we had conversations.

**Ellyn:** I want to say one thing about our website.

**Casey:** Yes.

**Ellyn:** Our main website is [www.couplesinstitute.com](http://www.couplesinstitute.com) and on that website you can find lots of resources for therapists –, training materials and free articles and things like that. But for anybody who is interested over time in getting audio clips from us that are training audio clips, you should go to the site that Bob mentioned, which is [www.couplesinstitutetraining.com](http://www.couplesinstitutetraining.com). And on that one you have to fill in your name and email address and then periodically you will receive in your emails audio responses to questions that you or other therapists have emailed to us who are looking at developing their couples skills.

**Casey:** And that’s at [www.couplesinstitutetraining.com](http://www.couplesinstitutetraining.com)?

**Ellyn:** Right.

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**Casey:** And the one thing I want to tell you about Ellyn and Pete's program is that they are simply amazing. I've had several of my clients who were feeling a little skittish about being a couples therapist, they wanted to be a couples therapist but they weren't quite sure. They learned techniques that really, really helped their clients when they took Ellyn and Pete's programs. They have great CD programs that you can purchase and pop in your car or pop into your CD player and really learn how to do couples therapy in a way that's going to be most effective for your clients and you. And it also gives you that confidence of knowing that you are the expert, that you can really help people. I really encourage you to go check out their stuff at [www.couplesinstitutetraining.com](http://www.couplesinstitutetraining.com)

**Pete:** It's really true that again the three things are developing your expertise, having a plan and I just have Casey's expertise on a plan for how you market and then deal with the inner game of success.

**Casey:** I'm really excited about our call coming up Pete that you volunteered to do. We'll get a date and we'll send everybody who has been on this call the information about that call. And we'll do the preparation that you recommended. We'll put your phone number on there so a few people can call and volunteer and we'll schedule it. How does that sound?

**Pete:** Terrific.

**Casey:** Great. Any final thoughts from either of you?

**Ellyn:** Just this was fun and I enjoyed it. I hope people benefited because it was really great to do this with you, Casey.

**Pete:** Yeah. I really liked the interactive process.

**Casey:** You guys on the call probably know that when Pete, Ellyn and I get together we don't shut up; we just keep going. But yeah I've had a ball too. How about you Bob?

**Bob:** Yes I had a great time, a very good time.

**Caller:** Well I thank you because I've never done this before and it's very interesting.

**Ellyn:** It was only 8 or 9 months ago that I ever heard of this (teleseminars) and it was me learning a new way of doing things. I had to go through my own anxiety to learn this and then do it. So it's one of those things that if you get inspired about marketing you learn interesting things to do.

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**Casey:** Really that's true.

**Pete:** Listen, we all ask our clients to stretch themselves and that's what we're doing here tonight. So we are living with integrity.

**Casey:** Absolutely.

**Bob:** There you go.

**Casey:** Thanks everybody it was a great call and we'll be in touch.

End of Call.

### About your facilitators

Dr. Ellyn Bader and Dr. Peter Pearson are directors of [The Couples Institute](http://TheCouplesInstitute.com), which they founded in 1984. They are creators of the Developmental Model of Couples Therapy, an approach that teaches therapists how to diagnose, intervene and significantly change troubled relationships. Their powerful presentations always combine theory with practical insights and how-to strategies. For more information on their work, visit [www.couplesinstitutetraining.com](http://www.couplesinstitutetraining.com).

Casey Truffo is a psychotherapist, marketing coach and owner of [BeAWealthyTherapist.com](http://BeAWealthyTherapist.com) Casey says, "I started my practice with a shiny face, a new license and a lot of dreams about helping people. Well, I did help people. The ones who found me. The ones I wasn't afraid to charge. A few years and a lot of debt later, I came out of that denial and decided it was time to learn what they never taught me in graduate school about how to market and build a small business."

After building her practice to full capacity, she began to coach psychotherapists and coaches in the 8 Key Strategies, which have been proven to attract more ideal clients and money. She offers free audios, articles and teleclasses to help you market your private practice at [www.BeAWealthyTherapist.com](http://www.BeAWealthyTherapist.com). Casey Truffo, at 714.505.0299, The Therapist's Business Coach, - helping therapists to double, triple and even quadruple their cash-paying clients.