Psychology Today Profile Template

Red Font = Requires therapist writing/written component

# Identity & Lived Experience

\*\*This information is not visible to the public and is NOT mandatory, but helps clients find the right fit if identity is important to them\*\*

## **\*New\*** Date of birth:

* Month:
* Day:
* Year:

## Gender

* Female
* Male
* Non-Binary

## Race/Ethnicity:

* Black
* Hispanic and Latino
* Asian
* South Asian
* First Nations
* Mixed Race Family

## Faith

* Buddhist
* Christian
* Church of Jesus Christ of Latter Day Saints
* Hindu
* Jewish
* Muslim
* Secular and Nonreligious
* Sikh

## Sexuality

* Bisexual
* Gay
* Lesbian
* Transgender

## Other

* Blind
* Deaf
* Fat Acceptance
* Immuno-disorders
* Little person
* Single Mother
* Vegan
* Veteran

# Availability

## Availability

* Both in person and online
* In person only
* Online Only

## **\*New\*** Availability Statement (Limit of 140 characters!)

Sample Format:

Supporting *[demographic]* in *[location]* navigating *[focus areas*]. Schedule a free consultation today.

*Example: Supporting women throughout TX navigating grief, loss, & big life changes. Schedule a free consultation today.*

**OR**

*[Descriptor]* therapy for *[ideal client description]* in *[location*]. Specializing in *[focus areas*]. Schedule a free consultation today.

*Example: Holistic therapy for teens and young adults in Dallas. Specializing in eating disorders and anxiety. Schedule a free consultation today.*

# Specialties

## Specialities

Select **only** up to 15 areas of focus

Select **3** of those 15 that you would like featured at the top as the ‘specialty’

* Addiction
* ADHD
* Adoption
* Alcohol Use
* Alzheimer's
* Anger Management
* Antisocial Personality
* Anxiety
* Asperger's Syndrome
* Autism
* Behavioural Issues
* Bipolar Disorder
* Borderline Personality (BPD)
* Career Guidance
* Child
* Chronic Illness
* Chronic Impulsivity
* Chronic Pain
* Chronic Relapse
* Codependency
* Coping Skills
* Depression
* Developmental Disorders
* Divorce
* Domestic Abuse
* Domestic Violence
* Drug Abuse
* Dual Diagnosis
* Eating Disorders
* Education and Learning Disabilities
* Emotional Disturbance
* Family Conflict
* Gambling
* Grief
* Hoarding
* Infertility
* Infidelity
* Intellectual Disability
* Internet Addiction
* Life Coaching
* Life Transitions
* Marital and Premarital
* Medical Detox
* Medication Management
* Men's Issues
* Narcissistic Personality (NPD)
* Obesity
* Obsessive-Compulsive (OCD)
* Oppositional Defiance (ODD)
* Parenting
* Peer Relationships
* Pregnancy, Prenatal, Postpartum
* Racial Identity
* Relationship Issues
* School Issues
* Self Esteem
* Self-Harming
* Sex Therapy
* Sexual Abuse
* Sexual Addiction
* Sleep or Insomnia
* Spirituality
* Sports Performance
* Stress
* Substance Use
* Suicidal Ideation
* Teen Violence
* Testing and Evaluation
* Transgender
* Trauma and PTSD
* Traumatic Brain Injury (TBI)
* Video Game Addiction
* Weight Loss
* Women's Issues

#### **Mental Health**

* Dissociative Disorders (DID)
* Elderly Persons Disorders
* Impulse Control Disorders
* Mood Disorders
* Personality Disorders
* Psychosis
* Thinking Disorders

#### **Sexuality**

* Bisexual
* Lesbian
* LGBTQ+

#### **Other Issues**

* You can type your own!

## **\*New\* Specialties Quote**

Limit of 140 characters!

Reiterate your specialties here with a clear description of who you serve and what it’s like to work with you.

*Example: Specializing in helping new & expectant parents experiencing anxiety and Postpartum mood disorders. Learn more at: YOURDOMAIN.com.*

# Client Focus

## **Participants**

Do you treat individuals, couples etc? (Check a maximum of 3)

* Group
* Family
* Couples
* Individuals

## **Ages**

Which age groups do you typically treat?

* Toddler
* Children (6 to 10)
* Preteen
* Teen
* Adults
* Elders (65+)

## **Faith Orientation**

Do you offer special insight for clients of the following faith?

* Buddhist
* Christian
* Church of Jesus Christ of Latter Day Saints
* Hindu
* Jewish
* Muslim
* Other spiritual or religious affiliations
* Secular or non religious
* Sikh

## **Groups**

Are you allied with or do you have experience supporting clients in these groups? Aviation Professionals

* Bisexual Allied
* Body Positivity
* Cancer
* Deaf Allied
* Gay Allied
* HIV / AIDS Allied
* Immuno-disorders
* Intersex Allied
* Lesbian Allied
* Little Person Allied
* Non-Binary Allied
* Open Relationships Non-Monogamy
* Queer Allied
* Racial Justice Allied
* Sex Worker Allied
* Sex-Positive, Kink Allied
* Single Mother
* Transgender Allied
* Veterans

## **Ethnicity of Your Clients**

Do you offer any special insights for clients of the following ethnicity?

(Check a maximum of 2)

* Asian
* Black
* Hispanic and Latino
* Indigenous Peoples
* Other Racial or Ethnic Background
* Pacific Islander

## **Languages Spoken (besides English)**

Do you speak another language? Indicate it/them below.

* Arabic
* Armenian
* Bosnian
* Cantonese
* Creole
* Croatian
* Dutch
* Farsi
* Filipino
* French
* German
* Greek
* Gujarati
* Hebrew
* Hindi
* Hungarian
* Italian
* Japanese
* Korean
* Mandarin
* Polish
* Portuguese
* Punjabi
* Romanian
* Russian
* Serbian
* Sign Language (ASL)
* Sinhalese
* Spanish
* Tamil
* Turkish
* Ukrainian
* Urdu
* Vietnamese

# Treatment Preferences

## **Types of Therapy**

You can select a MAXIMUM of 15.

* Acceptance and Commitment (ACT)
* Adlerian
* AEDP
* Applied Behavioural Analysis (ABA)
* Art Therapy
* Attachment-based
* Biofeedback
* Brainspotting
* Christian Counselling
* Clinical Supervision and Qualified Supervisors
* Coaching
* Cognitive Behavioural (CBT)
* Cognitive Processing (CPT)
* Compassion Focused
* Culturally Sensitive
* Dance Movement Therapy
* Dialectical Behavior (DBT)
* Eclectic
* EMDR
* Emotionally Focused
* Energy Psychology
* Existential
* Experiential Therapy
* Exposure Response Prevention (ERP)
* Expressive Arts
* Family / Marital
* Family Systems
* Feminist
* Forensic Psychology
* Gestalt
* Gottman Method
* Humanistic
* Hypnotherapy
* Imago
* Integrative
* Internal Family Systems (IFS)
* Interpersonal
* Intervention
* Jungian
* Mindfulness-Based (MBCT)
* Motivational Interviewing
* Multicultural
* Music Therapy
* Narrative
* Neuro-Linguistic (NLP)
* Neurofeedback
* Parent-Child Interaction (PCIT)
* Person-Centered
* Play Therapy
* Positive Psychology
* Prolonged Exposure Therapy
* Psychoanalytic
* Psychobiological Approach Couple Therapy
* Psychodynamic
* Psychological Testing and Evaluation
* Rational Emotive Behaviour (REBT)
* Reality Therapy
* Relational
* Sandplay
* Schema Therapy
* Solution Focused Brief (SFBT)
* Somatic
* Strength-Based
* Structural Family Therapy
* Transpersonal
* Trauma Focused

## **\*New\*** Therapy Types Quote

Limit 140 Characters

Highlight your theories or approaches here, especially those that clients come to you requesting or curious about.

|  |
| --- |
|  |

*Example: My approach to therapy is based on mindfulness and EMDR, incorporating other modalities based on your unique needs & goals.*

## **\*New\*** Credentials Quote

**CREDENTIALS QUOTE (Limit 140 characters)**

What makes you uniquely qualified to serve your clients? Provide any additional details about your training or credentials here. You can also make mention of modalities, but keep in mind you also have a “Therapy Types Quote” (see below).

|  |
| --- |
|  |

*Example: Supporting couples with certifications in Prepare/Enrich and Gottman Levels 1 & 2. Learn more at: YOURDOMAIN.com.*

# Personal Statement

## Paragraph 1

*Hook*: The 1-2 sentences shown to potential clients as they scroll Psychology Today this is the MOST VALUABLE part of your entire profile. Choose the hook formula that best fits your niche and populate the respective template.

**FORMULA 1**

Do you find yourself *(#1 problem) ,* no matter what you do?

*Example: Do you find yourself gripped by anxiety and worry, no matter what you do?*

**FORMULA 2**

*(Niche)* leaves us feeling *(client feelings about self)* .

*Example: Trauma leaves us feeling broken, damaged, and disconnected from our true selves.*

**FORMULA 3**

You feel *(#1 problem OR client feelings about self)* .... *(what these things affect)*.

*Example: You feel the pressure to be perfect all the time … with food, relationships, your job, your appearance.*

**FORMULA 4**

Are you having difficulty *(#1 problem)* ? Do you *(other life impacts)* ?

*Example: Are you having difficulty maintaining focus and presence of mind? Do you forget things and have difficulty sleeping?*

**FORMULA 5**

As a *(qualifier or population)*, you experience/encounter *(challenges)*.

*Example: As a helping professional, you encounter trauma and loss through the stories of your clients.*

**FORMULA 6**

You want to appear *(desire)*, but deep down you are struggling to *(challenges or feelings about self)*.

*Example: You want to appear successful & like you have it “all together” but deep down are struggling to feel confident in who you are or cope with challenging experiences that have occurred in your life.*

**NOTE:** This template is meant to serve as a starting point! Modify it to fit your ideal client and your voice best.

**PARAGRAPH 1 (Limit 640 characters)**

*(Copy & paste Hook from prior page) .* You’re someone who *(describe your ideal client)*, but still find yourself *(#1 problem)* , feeling *(An example of how #1 problem is impacting life)*,and *(Client feelings about self) .* *(Another example empathizing with what your client is feeling) .* But you’re ready to make a change. You’re ready to *(Short-term result)* . You’re ready to *(Short-term or long-term result)* . Most of all, you’re ready to *(Biggest long-term result ⁠— the transformation!)* . I want to help you get there.

Example:

*Trauma leaves us feeling broken, damaged, and disconnected from our true selves. You may be fed up with feeling triggered in everyday situations, isolated from friends who can’t understand, or guilt over what happened to you. You may not even remember a time you didn’t feel like this. Either way, one thing is for sure: you’re ready for some relief. You’re ready to enjoy deep relationships without your past getting in the way. You’re ready to wake up each morning with purpose. Most of all, you’re ready to love yourself again & to face your future with a sense of hope.*

## Paragraph 2

**PARAGRAPH 2 (Limit 360 characters)**

I specialize in working with *(client type)* struggling with *(specialties or focus areas)* . Clients come to me looking for a therapist who *(How clients describe you or what makes you different from others in your area*), because therapy should be a place where you feel *(Descriptor*) and *(Descriptor)* . Sessions with me are (*Describe makeup of sessions*) .

Example:

*Clients come to me looking for someone who “gets” what happened to them on a deeper level, because therapy should be a place where you feel safe & validated. Sessions are about more than just talking; we incorporate both your mind & body, so you can experience wholeness again. And we always go at your pace, never pushing to places you don’t feel ready to be.*

## Paragraph 3

**PARAGRAPH 3 (Limit 360 characters)**

I’ll meet you where you are on your unique journey and offer you the support you need to *(therapy takeaways)* . A life where you *(#1 goal)* is possible. You don’t have to continue *(#1 problem)* , and you don’t have to do it alone. Call me today for a *(Next step: free 15-minute consult call, etc.)* . I can’t wait to hear from you.

Example: *A trauma survivor myself, I honor the step you’re taking. As a Certified Experiential Therapist, I can help you use the wisdom of your body and create new experiences in your healing process. You don’t have to continue feeling broken and damaged, and you don’t have to do it alone. Call me today for a free 15-minute consult. I can’t wait to hear from you.*

# Video

Creating a compelling, inviting video for your profile.

**NOTE:** This video is CRITICAL to your success on PsychToday. I know it can feel uncomfortable, but it’s worth it to get found by your ideal clients!

## Video

VIDEO SCRIPT (Limit 15-20 seconds)

Hi, my name is *[name*]. I specialize in helping *[ideal client type]* overcome *[#1 problem]* so they can *[#1 desire*]. If *[qualifier]*, I would love to come alongside you to *[goal]*. *[Call-to-action] [Sign-off]*

*Example: Hi, my name is Suzanne. I specialize in helping couples overcome infidelity so they can heal and move forward. If that’s you, I would love to come alongside you and your partner on your way to restoring your relationship. Visit my website to schedule a free consultation. I can’t wait to hear from you.*

## Video Caption

VIDEO CAPTION (Limit 140 characters)

Helping *[type of clients you serve*] struggling with *[specialty]* experience *[takeaways from therapy]*. Reach out today.

*Example: Helping busy women struggling with anxiety experience joy again and start prioritizing themselves. Reach out today.*