

Marketing Plan

Define Target Market

What is the demographic, and profile of your customer. For example, “People who have dementia” or “People who are at end of life”.

Market

How many people are living memory care and end of life issues in your community?

Do they have the financial resources?

Positioning Statement

This is how you see yourself in relation to the client. “I am here to help you enhance your quality of life” or “I am here to support you in this next journey in your life”

What Do You Have to Offer?

How many sessions and how often?

Are you offering individual sessions, classes, groups?

“I provide weekly group sessions to help you enhance your quality of life.”

Price Strategy

What is the average price of therapy in your community? Be sure to include PhD clinicians in your community average. Price yourself in the top 15 percent.

Location

Where will you hold these sessions? In your office? In a residential care facility? In the client’s own home? Online? Video or audio recorded sessions?

Marketing

How are you going to get clients? Web site with blog posts? Rack cards? Talks at local support groups, senior centers, residential centers? Stress reduction seminars for staff? Shoe leather? (get out and meet the people in your community.

Promotion

Are you going to offer free talks in the community and at professional facilities? Write articles for the local newspaper? Contact local support groups?