

Essential Private Practice™

MODULE FOUR: WRITE YOUR STORY

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CRAFT YOUR PROFESSIONAL BIO

Remember to:

- **Introduce yourself.** Use whatever greeting feels appropriate for you.
- **Introduce your credentials.** Establish your credibility and position yourself as an expert.
- **Create connection and build rapport.** Is there some personal aspect of your story that inspired you to do the work you do? You may want to share your personal view on healing/ change/ growth.
- **Introduce who / what you work with.** What is the problem you are helping people solve? Use your clients words
- **Explain how you work with clients.** Modalities used. Specific training. Highlight the benefits of these techniques for your clients.
- **Describe the potential outcome of your work together.** How would their struggles be different after working with you? Highlight the benefits.
- **Tell them how to get in touch with you.** Invite them to reach out.

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WRITE YOUR PERSONAL STORY

Remember, this should read like a story. Start at the beginning (as it would be relevant to your clients), and then lead your client through your story as you transitioned to being the therapist you are today.

You may want to include:

- What drew you to your work?
- What are your personal views on health and healing?
- Share a few personal aspects of your life?
- Anything you feel would be relevant to your clients to build connection
- Remember the flow of something personal → how that benefits your client.

For example:

- What you experienced / believe →
- What you learned from it in life and in regards to your work with clients
- How it impacted you and therefore your work with clients
- How it influences your process with clients