

Psychology Today Profile Writing Worksheet

Congrats on setting up or refreshing your profile! This worksheet will walk you through the process of writing a clear profile that hits on all of the important marketing elements while maintaining your personality as a therapist. Want more help than this? [I'll write it for you.](#)

Check-in With Yourself and Your Process

Start with these background questions to get a clear sense of who you are as a clinician, what you want to offer, and who you want to work with.

- 1. What population or problem do you want to work with (or already do)?**
(Ie, women with trauma, struggling couples, college students, grief, etc.)

- 2. What do you enjoy most in client outcomes?**
(Ie, when people's symptoms improve, when they feel more joy, when we connect)

- 3. What are the most common problems your clients come in with, or what do you imagine they will be struggling with?**
(Ie: They've been trying to avoid conflict and fighting in their relationship, but eventually blow up at each other. This has become a pattern. They fear the relationship won't work anymore.)

- 4. How do you help with this problem?**
(Ie: I teach them about resentment and how to work through conflicts in a healthy way. They will learn how to talk to each other differently. They will learn to enjoy each other again.)

- 5. How will your clients feel, or what will they experience, when things are better?**
(Ie: They will have a closer relationship. They will stop arguing all the time and understand how healthy, successful relationships work.)

6. What is your own clinical personality like? Are you fun and creative, energetic, blunt, etc.?

(ie: I'm told I have a calming effect. I can stay calm during a very difficult session and provide comfort.)

Include Highlights in Your Profile

You won't fit all of this information into a few short paragraphs, of course. But you can include highlights. I recommend you use the order below, based on marketing best practices. Keep the client as the hero of this journey, and set yourself up as their guide, not at the center.

Paragraph 1: Show empathy for the problem, and offer the alternative (~100 words)

First, show connection and empathy by asking questions or validating.

Example: "Do you have trouble just getting out of bed?" or "Many young adults go through times when they have trouble just getting out of bed in the morning."

Second, show how they can feel instead.

(ie: Imagine if you didn't have to feel this way. It can be a challenge, but people do find their joy again. You can find new things work waking up for.)

Paragraph 2: Explain how life can be different. (~50 words)

Explain how you can help them with this problem. Avoid certifications and technical jargon (I know, sorry).

(ie: There is a way to change patterns. You can learn to think and feel differently. I use an effective therapy called CBT to help you make changes. Over time, you can change the way you think and feel about yourself and the world.)

Paragraph 3: Touch on your background, and close with a call to action (~50 words)

First, talk briefly about yourself.

(Ie: I've been working with young adults for the past ten years. I offer therapy that focuses on alleviating depression and anxiety.)

Second, include a clear and simple call to action.

(Ie: Are you ready to feel differently? Call me today and set up your first appointment.)

Put it together

Try putting these pieces together and see how it feels. (See the sample on the last page.) You may need to add in transitions or change the language a bit to make the most sense. If you struggle with editing or proofreading, I recommend using Grammarly. It will help you catch errors and clean up your writing over time.

Get more help

Just not feeling this process, or still feel like you need help? I write Psychology Today profiles for therapists, using their own values, goals, and personality, and my expertise as a clinician and journalist. [Order your profile here.](#)

Sample Profile, Sally James, LCSW

Have you been avoiding fights with your partner? Do you feel like you're both walking on eggshells, trying not to blow up? This can be very painful, and it's common for new couples, especially in the first few years. Unfortunately, many people learn to avoid all conflicts in relationships. But this can lead to resentment, which can cause more frequent fighting and lead to long-term problems.

I offer an effective therapy called The Gottman Method. It helps couples learn how to have a happier relationship. We'll work through your patterns, and I'll help you and your partner learn new ways to communicate with each other. Couples who complete this process often come out seeing each other differently. Not only will you develop communication skills, but you may feel even closer and learn to see each other in a whole new way.

My job is to be the calming center while you and your partner grow together. As a clinical social worker and therapist, I've worked with many couples and families struggling with negative patterns, high conflict, and grief. My passion is helping couples and families get to the rewarding parts of being together. Contact me today for a free consultation and we'll get started on your journey together!

Good luck on writing your profile and in your practice going forward! Feel like you need more help? [Visit here.](#)

--Jennie Lannette, LCSW