

30-Day Community Marketing Bootcamp

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My Story

- After graduate school and four years at a community mental health clinic in Orlando, Fla., moved back to Washington, D.C. at end of 2001
- Began a solo practice in D.C., in March 2002
- Slowly built my practice while working full-time at a hospital but it remained part-time until July 2007 when I quit my hospital job

Fears & Doubts

- Scary to make the jump from part-time practice to full-time. (“What if I made a mistake?”; “What if this fails?”)
- Lots of self doubt -- and far too many holes in my schedule
- “What have I done?” and “Was this a foolish move?”





Sticking With It

- Committed and determined to making private practice work
- Didn't want to return to hospital or clinic jobs – lots of paperwork, boring meetings

On The Rise

- Towards the end of 2007, became a Blue Cross/Blue Shield provider and for the first time began experimenting with community marketing
- Started meeting with colleagues, as well as psychiatrists and primary care doctors





Success

- Caseload doubled in about six months – from 10 to 20 clients per week by early 2008. Much of it came from my Community Marketing efforts with one particular doctor.
- By June 2008, built a full-time solo practice
- Seeing 25 clients a week, sometimes more

Success

- Finally moved into my own office, no longer subletting from a colleague and working around her hours (lots of evenings and Saturdays)
- Felt like I “hit the big time”



A Step Back

- Recession of 2008/2009
- Business took a hit, as it did for most of us
- Some anxiety about sustainability of the practice



Overcoming Challenges

- Again, had to deal with some fears and self doubt
- **Turned anxious thoughts into action:** Increased my Internet advertising and significantly ramped up Community Marketing efforts -- my practice picked back up within 3-4 months.





Another Challenge

- In 2010, frustrated with Blue Cross/Blue Shield, decided to get off the panel; remember telling a colleague it felt “like I was jumping off a cliff”
- Lost some clients going out of network
- **Did A LOT more Community Marketing**, expanding my list of primary care doctors, psychiatrists and other professionals. (Also, put more time and energy into Internet marketing, improving my website.)

The Biggest Challenge of All

- In 2012, decided to create a group practice, with one very part-time therapist (1-2 clients per week)
- Scared out of my mind; I remember my hand literally shaking the day I brought the rent check to the property manager





More Fears & Doubts

- High overhead
- Responsible for providing clients to therapist
- “What the hell have I gotten myself into?”
- “Is this thing going to work?”
- Many times thought about quitting and returning to solo practice
- **One of the biggest things that helped:** The knowledge that I had already confronted fears/doubts three times, and each time come out successful

Reaching Out for Help

- Sought out help/guidance from those who had successful group practices – **this was hugely important**
- Realized I had to start thinking much more like a manager and less like a technician (*The E-Myth by Michael Gerber*)
- Had to overcome issues around being a “boss”, leader





Group Practice 2017

- Today, have six therapists, plus one full-time office administrator and one part-time administrator
- Two offices in Washington, D.C.
- Gross income in 2016 was \$530,000; in 2017 on pace to do \$625,000-\$675,000
- **Overarching story of my career thus far:**
Accepted many new challenges and along the way have overcome lots of fears and doubts

Two Kinds of Marketing

Internet Marketing

- SEO and Pay-Per-Click help
- Therapist sites like *Psychology Today*, *Good Therapy*
- Most therapists are doing at least some of this

Community Marketing

- In-person networking with colleagues and other professionals like primary care doctors and psychiatrists. (Can also mean doing presentations, offering workshops.)
- VERY few therapists are doing this.



Why Network with Doctors?

The number of U.S. adults with a major depressive episode who received treatment in 2015, by type of professional (in 1000's):

1. **Primary care doctor: 6,053**
2. Psychiatrist or psychotherapist: 3,217
3. Psychologist: 2,671
4. Counselor: 2,400
5. Religious or spiritual advisor: 1,431

Source:

Statista



Why Network with Doctors?

The top five therapy areas in the U.S. in 2015, by number of prescriptions (in millions):

1. Antihypertensives: 706
2. **Mental health: 547**
3. Pain: 470
4. Antibacterials: 270
5. Lipid regulators: 260

Source:

Statista



Six Major Advantages to Community Marketing

1. **Significantly LESS competition**
2. Becoming increasingly difficult to get to the top of page 1 of Google (rise of e-therapy)
3. Relationships with primary care doctors, psychiatrists, etc., and the referrals they consistently generate can last for many years -- with minimal effort and little money to keep them going

Advantages to CM (cont.)

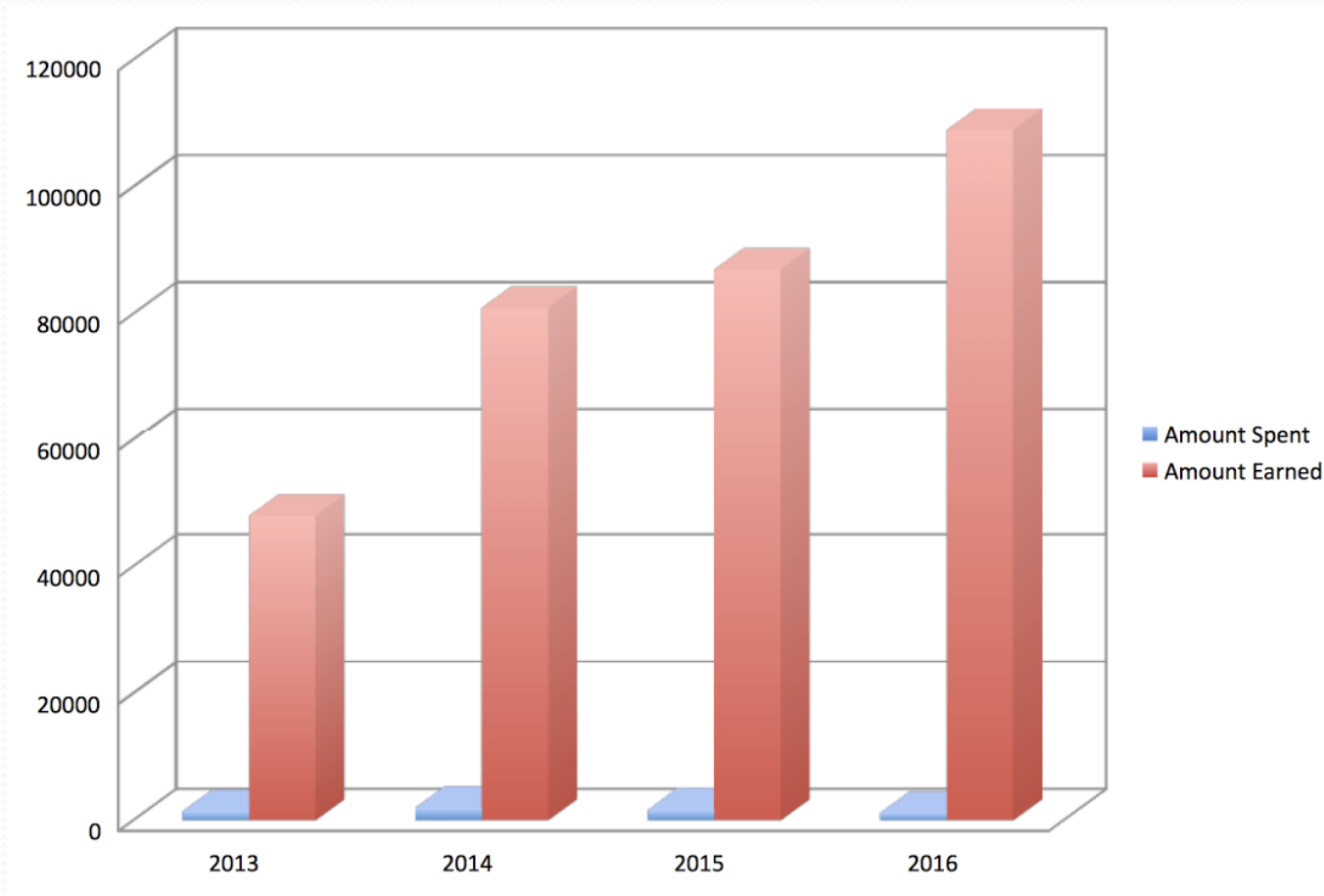
- 4. Referrals from other professionals tend to be much stronger than those from the Internet. You're getting a 'stamp of approval', 'vetted'
- 5. Increases your brand in the community
- 6. Can be fun



Astronomical Return on Your Investment (ROI) with CM

- Since 2007, I have **spent a little less than \$18,000** in Community Marketing efforts. This has **generated \$640,000**: ***Return on investment is 3,455%.***
- Literally a “**million dollar idea**”. (At this rate, my CM efforts, beginning in '07, will hit \$1 million in 2019, while having spent \$20,000.)
- This year, on pace to generate just under \$150,000 from Community Marketing efforts. Cost: \$750.

ROI on Community Marketing



More Good News

- You Don't Need a Business Degree or Marketing Background
- You Don't Need to be Extroverted
- You Don't Need to be “good at sales”



Why Aren't Therapists Doing This?

1. Fears

Example: "What if I make a fool of myself?"

2. Myths/Assumptions

Example: "I need to be good at sales."

Example: "I need to be extroverted."

3. Don't know that it's an option

Don't Doctors Want You to Be an In-Network Insurance Provider?

- Not necessarily – I'm living proof that you don't have to be
- In many large cities, high percentage of out-of-network psychotherapists; primary care doctors are aware of this and still refer
- Belief that if you are out-of-network then you are more skilled, more experienced

Should You Accept This Challenge...

- Less Reliant on Referrals from the Internet
- Greater Income
- More Time Off
- Start Leveraging Your Time and Expand to a Group Practice – and Create Passive Income



Teach You All About CM

- Because I'm so passionate about how successful Community Marketing has been for me, I've decided to teach a course to other therapists to learn exactly how I do it.
- I want to show other clinicians how they, too, can master this abundant source of referrals by following my step-by-step approach.

A Four-Week Crash Course on Community Marketing

- Four Topics, Different One Each Week
- One Week In Between Each Call to Read/Review Modules and Complete the Exercises
- Posting tips, articles, personal experiences each week





What Will I Learn?

- How to Get Past Any Fears and Myths You May Have About Community Marketing
- Who Best to Market to and Why
- Step-by-Step Instructions on My #1 Community Marketing Tactic
- How a One-Minute Phone Call Can Significantly Improve Your Bottom Line
- Why You Don't Want to Ignore Acupuncturists and Massage Therapists



Testimonials

“In David’s class I learned about how to be proactive, consistent and practical in a variety of community marketing methods. I especially liked his enthusiasm, openness, flexibility and persistence.”
-- San Fran.

“David’s approach is very clear and structured...
Since I began the course, I have created new referral relationships and increased my caseload.” -- D.C.



The Dates

- Class starts Fri., April 21, 1 pm EST, (12 pm CST, 11 am MST, 10 am PST), with Review of Week 1 module
- Fri., April 28, Week 2 Module Review (1 pm EST)
- Fri., May 5, Week 3 Module Review (1 pm EST)
- Fri., May 12, Week 4 Module Review (1 pm EST)



Sign Up

- Course is limited to 25 people
- [http://uncommonpractices.com/
communitynetworking.html](http://uncommonpractices.com/communitynetworking.html)

Cost

- \$695
- Three-month payment plan (\$245 per month)
- For an instant \$50 bonus, put the word READY into the Coupon Code field in the Shopping Cart when you register

Quantity	Product
<input type="text" value="1"/>	30-Day Community Marketing Bootcamp, Full Payment

Coupon code (optional):



Bonus

- Sign up by Fri., Apr. 14 to get the \$50 bonus
- The discount is **ONLY** for people on today's LIVE call

Quick Recap

- If you want more referrals to your practice without spending much money -- and plenty of support applying my step-by-step system that's generated over half a million dollars -- sign up now for my Community Marketing program.



Parting Shot

- If you get only one or two referrals ***for the rest of your career*** after taking this course, it will have paid for itself.

