



MENTAL HEALTH MATCH

What's in a niche?

Attract the right clients
for your practice



Break Through the Noise

You are an expert in many things, but marketing might not be one of them.

That is why Mental Health Match has developed this guide, which is part of a series that can help you better connect to prospective clients.

Mental Health Match's unique matching system shows your information first when prospective clients are well-matched to your practice. Plus, our profile prompts allow you to authentically express yourself to the clients you want to work with. The result is more clients who feel like a fit, and more clients who come back session after session.

LEAVE THE ADVERTISING TO US AND KEEP YOUR FOCUS ON YOUR CLIENTS.

Try Mental Health Match for free for 3 months with
referral code NICHE.

[Start your free trial today.](#)

[Learn more](#) about our
smart matching system.



The most successful therapists on Mental Health Match all have one thing in common: they have a well-defined, consistent niche.

Your niche is the foundation for all of your marketing efforts.

A well-defined niche creates a cohesive package that resonates with the clients you want to work with. It should be narrow enough that prospective clients feel reflected in your work, but broad enough to attract the number of clients you need for your practice to grow. As your practice matures, you can further focus your niche.

When is the last time you've really thought about your niche?

Do prospective clients know what makes you unique?

Do prospective clients feel reflected in the ways you describe your practice?

If you are unsure of your answers to any of the above questions, you've come to the right place.

Over the next few pages, you'll:

- Learn the three components of a compelling niche.
- Express your own unique qualities as a therapist.
- Plan to use your defined niche across all of your marketing, from your website to your Mental Health Match profile.



You have probably heard many ways to refer to a niche, such as brand, specialties, or focus area. We prefer the term **niche** because it connotes an intimate corner just for you and your clients.

WORDS THAT WORK

Throughout Mental Health Match's guides, we'll share examples of language that best connects with clients. Two types of words are most important for your niche:

CONNECTION
HOPE

Words of connection create a bond between you and the reader, inviting them to imagine what it's like to work with you. These words include: **we** and **together**.

Words of hope paint a picture of what life can be like if the reader becomes your client. These include: **achieve**, **improve**, **ease**, **relieve**, and **develop**.

The most successful profiles on Mental Health Match include both words of **connection** and words of **hope**.

Three Components of a Compelling Therapist Niche

Your niche consists of three components: Who, What, and Why. No matter the medium in which you are describing your practice, you should include all three of these components.

Step 1: Define Who You Like To Work With

This includes demographics such as age, gender, life roles, and beliefs.

Young adults
Women
Veterans
Parents
People who are transgender or non-binary
Couples
Entrepreneurs
People in recovery



When defining “Who,” you may include specific diagnostic categories. In this case, be sure to use descriptions rather than jargon that people might not know or might not identify with.

Adults who experienced trauma as children
Children and teens on the autism spectrum
People whose social anxiety prevents them from making friends
Adults who sometimes struggle to get out of bed because they feel sad or overwhelmed

Your turn

Write down 6 words or phrases that describe the people you want to work with in your practice:

1.

4.

2.

5.

3.

6.

Now, circle the two that most represent your ideal client.

Step 2: Define What Concerns You Focus On In Your Practice

Your specialties are much more than a few bullet points of diagnoses you can treat. Instead, they are the primary way prospective clients understand your expertise and determine if you can help them.

Like Goldilocks, you want to identify specialties that are neither too broad nor too narrow.

Too broad: clients do not feel reflected

If you try to speak to everyone, you end up speaking to no one.

When people search for a therapist, it is with specific concerns in mind. If they don't see those concerns reflected back to them, they will move on. This is especially true online, where people primarily scroll and scan.



"I serve people ages 4 to 64 who suffer from depression and anxiety."

This is too broad because it describes most of the people in this country. Nobody sees themselves fully reflected in this statement.

Furthermore, it causes the reader to doubt this therapist's expertise. How can they really be well-trained to work with both young children and people about to retire?



"I work with families, couples, and individuals experiencing stress, depression, anxiety, trauma, self esteem issues, and strained relationships."

Similarly, this niche is also too broad. This too feels like it could include almost everyone, and is thus not specific enough to resonate with a prospective client.



One of the biggest mistakes a new therapist can make is presenting as an overly-broad generalist. This causes people to doubt their expertise, which is already difficult to prove because they are new to their practice.

If you are a new therapist and are not ready to commit to a specific specialty, you should still articulate a niche you'd like to explore. You can change your profile a couple times a year, but you will appeal to more clients if you present a more narrowed focus.

Too narrow: not sustainable

A niche that is too small may not draw enough clients, and you may tire of having all of your clients face similar issues. If you have great passion and expertise in a very focused niche, you can articulate it as one part of a larger niche.



"My focus is on couples exploring an open marriage."

There are many ways couples might be exploring changes in their intimacy and relationships. By speaking to only open marriages, this therapist excludes everyone else they can help with their expertise. Instead, they can try:



"I help couples who are exploring intimacy and sexuality."



"I specialize in working professionals who are on the autism spectrum."

This therapist could help many professionals who struggle to get ahead because of their neurodivergence. By speaking only to autism, they unnecessarily limit their potential clients. Instead, they can try:



"I help working professionals who feel stuck on the job or held back by how their brain functions. My clients include people with ADHD, Autism, or learning disabilities."

Just right: the shared experience

Your specialties should be focused enough that people can feel reflected in them, but broad enough to develop a full, sustainable practice. Speak to a shared experience of what your clients have in common, and include a few examples that help people see themselves in your expertise.



"I help women who feel unhappy with their bodies and seek positive relationships with food. My clients include anorexic teens, postpartum moms, and menopausal women."



"My clients feel overwhelmed and confused as they go through challenging life transitions, from marriage to childbirth to an empty nest."



"I am a parenting specialist working with families who don't often feel reflected in society, such as blended families, single-parent households, or same-gender parents."

THE ART OF THE LIST

It is ok to include a list of a few issues or populations you work with. But it is important that your list has cohesion, and that all of the examples can fit together under an umbrella that is not overly broad.

It is this umbrella that allows people to feel reflected in your niche, whereas long, discordant lists are hard to comprehend and cause people to quickly move on to the next therapist.



DON'T:

"I enjoy working with a wide variety of issues particularly, depression, anxiety, trauma, relationships, grief and loss, addiction and recovery, family issues, and mood regulation."



DO:

"I work with people who face discrimination in the workplace, including people of color, women, and people who are LGBTQ."

Your turn

Write down 5 things your ideal clients are often experiencing or going through when they come to you.

1.

2.

3.

4.

5.

Step 3: The Why: Hope and Possibility

People seek a therapist because they want change. The final part of your niche is the change you make possible for people. If you just describe who or what your focus on, you miss the most important part of your marketing foundation.

Consider these examples of how to offer hope:



I can help you develop self-acceptance, reduce emotional eating, and move steadily towards the lifestyle you want.



My goal is for you to have more passion in your marriage.



My clients gain more self-compassion and confidence.

Your turn

Think of clients whose therapy was successful and rewarding to both of you. What changed for them? What beliefs, behaviors, or outcomes do they now get to enjoy because of your time together? Make a list of five aspirations you can help clients achieve.

1.

2.

3.

4.

5.

Define Your Niche

Put it all together to create a guiding niche for your practice:

I am most passionate about working with STEP 1: WHO who
STEP 2: WHAT . We can work together to STEP 3: WHY .

For example:

✗ I work with busy people who feel stressed out and have issues with self-esteem.

✓ I am most passionate about working with professionals who feel like they are “not good enough” or who worry about living up to others’ expectations. We can work together to help you learn to love yourself for who you are, and not for what you accomplish.

✗ I’m a relationship therapist who helps couples address conflict and a lack of intimacy in their marriage.

✓ As a Marriage and Family Therapist, I am most passionate about working with couples who fight about parenting, finances, and the chores of running a house. We can work together to improve communication and spark new passion in your marriage.

Your turn

I am most passionate about working with _____
WHO
who _____
WHAT
We can work together to _____
WHY

How To Use Your Niche In Your Marketing

Your niche is your marketing foundation. It clearly states your expertise and gets prospective clients feeling that you have what they need.

You can use your niche as the opening line to your online profiles or website. When you have space or time, build on top of your niche with additional details.

Elevator Pitch: Use just your niche statement.



30-second version:

Start with your niche, then add a bit more about your passions and why you became a therapist.



1-minute version:

Start with your niche, then share more about your expertise, before finishing with your passions and why you became a therapist.



2-minute version:

Start with your niche, then share more about your training and expertise. Add details about other offerings, such as groups or retreats, or share an anonymous client success story. Then finish with your passions and why you became a therapist.



We believe in the power of therapists



I started Mental Health Match because I know firsthand that therapists can bring healing, growth, and understanding not only to individuals, but to our society as a whole.

At the core of our work are our values of openness, accessibility, and relationships. Nobody should miss out on working with a therapist because they can't find a match, don't where to look, or don't understand how therapy works. At the same time, no therapist should turn away from their passion because they don't know how to market themselves.

We invite you to join the Mental Health Match platform to connect with other clinicians and new clients. Our members also get new data and insights about client needs and how to best connect with prospective clients.

You can use referral code NICHE to try Mental Health Match free for 3 months. Start your free trial today.

With gratitude for you and your work,

Ryan Schwartz

Founder, Mental Health Match