



MENTAL HEALTH MATCH

Connect with more clients:

A step-by-step guide for
writing your Mental Health
Match Profile



Break Through the Noise

Attracting clients who are a good fit for your therapy practice requires more than luck.

It requires thoughtful wording that connects with new clients and encourages them to take the next step toward contacting you for a first appointment.

Sometimes it's hard to know exactly what to say in your profile. But don't worry, we've got you covered!

Mental Health Match has developed this guide specifically to:

- Show you examples from the profiles that perform best on Mental Health Match.
- Provide exercises that will help you write each of your profile prompts.
- Assist you in quickly and thoughtfully creating a profile that resonates with your ideal 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.

For this guide, Mental Health Match worked with therapist marketing coach [Vicki Lind](#), who is offering discounted consulting services for Mental Health Match members.

Your words matter. Especially in an online environment full of scrolling and scanning, your words are the best tool you have to connect with prospective clients.

That's why throughout this guide, you'll find proven examples of language you can use to inspire your ideal clients into action.

What is your niche?

Your niche is the foundation of your marketing. With a clearly articulated niche, you can more effectively create a profile that attracts the clients you want to work with. If you have not yet reviewed [our toolkit on identifying and communicating your niche](#), you may wish to do so before working on your profile. A clear and focused niche will make it easier to answer profile prompts and build a profile that resonates with prospective clients.



This guide will take you through examples from the most successful Mental Health Match profiles to help you answer all of the prompts in your profile:

- [My clients describe me as...](#)
- [Something to know about my approach...](#)
- [Together, we will...](#)
- [I specialize in working with people who...](#)
- [I became a therapist because....](#)
- [Something that stands out about where I offer therapy is...](#)
- [More about me and my practice...](#)

For each prompt, we offer suggestions for thinking through your response, examples of what works and what does not, and an exercise to help you write your answer.

My clients describe me as...

These words help clients immediately get to know you. They should give potential clients a feeling for what it might be like to work with you and connect with clients' hopes for what they will feel when they start working with you.

If you pick words that could describe every therapist (such as empathetic or a good listener), you won't stand out to your ideal clients or speak to their specific needs.

To respond to this question, you can:

REFLECT ON YOUR PERSONALITY AND COMMUNICATION STYLE. This is an opportunity to look inward, own, and honor your strengths. Identify personality traits that are assets to your clinical successes. Are you humorous? Laid-back? Nurturing? Challenging?

CHOOSE WORDS THAT ARE CONGRUENT WITH YOUR APPROACH. If you do brief solution-focused therapy, you might select *Problem-solver*. If you are a couples counselor, you might choose *Communicator*. If you work with trauma, you might say *Healing*.

INCLUDE TERMS USED BY YOUR IDEAL CLIENTS. Picture your client sitting in front of you and consider the way that you adapt your style to them, as well as the words you use.

Examples of what works:

Kind, Calming, and Insightful

These words give a feeling of both gentleness and experience that allows clients to feel like they can explore their difficult life experiences in a safe environment.

Intensive, Interactive, Compassionate

With these words, you can communicate that you and your clients will dive deep together. Conversely, these words dissuade people who hope to slide by with only superficial engagement in their therapy.

Attentive, Conscientious, Determined

These words reflect a focus of working with male clients, particularly professionals. The adjectives tell clients that you will work doggedly to help them reach their goals. They inspire a proactive, let's-get-it-done approach.

Examples of what can be improved:

Understanding, Caring, Professional

Understanding and caring feel redundant, and professional should be assumed. We do not get any sense of what is unique about this approach. Instead, try these words that really paint a picture of what the therapy experience might feel like: warm, eye-opening, and experienced.

Collaborative, Intuitive, Empathetic

These are very generic descriptors common to most competent therapists. It would be stronger to trade out one of these common descriptors for a more unique strength. For example, if you use art therapy as a major modality, your ideal clients might respond to a more lively lineup such as: creative, fun, and uplifting.

Exercise: Find Your Adjectives

We've suggested descriptions based on four categories of clients:

- Relationships and family
- Trauma, stress, and anxiety
- Competence in the world
- Depression and loneliness

Explore the categories that best describe your practice and circle adjectives that you feel best describe you and your approach. Many of these descriptors can apply to a range of specialties and populations.

RELATIONSHIP AND FAMILY COUNSELING

Eye-opening
Warm
Insightful
Affirming
Communicative
Calming
Fun
Fair
Uplifting
Compassionate
Collaborative
Encouraging

COMPETENCE IN THE WORLD

Knowledgeable
Practical
Proactive
Analytical
Energizing
Action-oriented
Confident
Research-based

TRAUMA, STRESS, AND ANXIETY

Comfortable
Real
Supportive
Strengths-focused
Understanding
Empathetic
Empowering
Authentic
Safe
Mind-body focused
Reflective
Listener
Quiet
Transparent

DEPRESSION AND LONELINESS

Connective
Supportive
Guilt-reducer
Mindful
Personable
Movement-oriented
Compassionate

Unique Descriptors

If two of your words are very common to all therapists, such as empathic and insightful, try to insert a more interesting descriptor, perhaps one that resonates with your ideal clients. Consider these examples from therapists with high-performing profiles on Mental Health Match:

- Feminist
- Awesome
- Rebellious
- Sober
- Faith-based
- Questing
- Idiosyncratic
- Honest (without being judgmental)
- No bullshit
- Justice-advocate
- Queer-friendly



Something to know about my approach...

This prompt gives clients an understanding of the therapeutic approaches you use without feeling overly clinical. Describe your approach in ways that show your expertise and pique interest in your process.

The most successful profiles on Mental Health Match use this prompt to go a step further by connecting their approach to the positive outcomes clients hope for.

When answering this prompt:

- Introduce your clinical approach with a brief definition, assuming that prospective clients are not familiar with clinical terms and acronyms.
- Express warmth and offer hope by describing how that approach leads to positive outcomes.
- Use language that resonates with the populations you work with. You might describe your approach differently if you work with young teens than if you work with older veterans.

Examples of what works:

I am trained in Cognitive Behavioral Therapy, a proven approach to changing thinking patterns and behaviors in a limited number of sessions.

This statement explains the terminology in a way that prospective clients can understand without relying on jargon. This statement feels reliable, reasonable, and hopeful.

My approach is very pragmatic. I won't just sit and listen. I understand the terrain of the mind and how to help it change. As your guide we will create a plan unique to your needs.

This statement is easy to understand and creates a connection with the therapist and sense of trust. It is free of jargon (such as client-centered).

I bring together both mind and body by using breathing techniques, movement, and other somatic tools. A somatic approach means you'll learn how to recognize when a physical feeling is a result of an emotional response and develop skills to bring you calm and balance.

This effective description begins with a well-known phrase, mind and body, followed by two specific tools that give the client clarity on what will happen during sessions. When it introduces a less common term (somatic), it gives a description of what it means and its benefits for the client.

**Examples
of what
can be
improved:**

My approach combines EMDR, Rational-Emotive, and Cognitive Behavioral theories and approaches.

This statement is just a list of jargon that most prospective clients won't understand. It is meaningful only to other therapists. It does little to convey what the experience will feel like and what this approach can offer.

Instead, consider:

I treat anxiety and trauma with some of the newest mind-body technologies such as EMDR, which retrains your brain and cognitive behavioral therapy where you will learn to replace unhealthy thoughts with constructive alternatives.

I listen to my clients and use a variety of approaches to help each person. I use whatever therapeutic techniques are called for.

This is a description of nearly every therapist. It does little to paint a picture of what will happen in sessions, nor does it highlight the particular expertise of the therapist. In fact, it comes across as a bit inexperienced and unfocused.

Instead, consider:

I am trained in several approaches that can create new insights about your feelings and behaviors. I'll create a tailored plan based on your needs that may include helping you clarify your desires, learn new tools for communication, and identify unhealthy patterns as they unfold.

Together, we will....

This prompt details how you will help clients accomplish their goals in therapy.

Many prospective clients are not experienced with therapy, and the therapeutic process is a bit hazy to them. This prompt helps them understand what they can expect, while also creating a sense of hope and optimism about what can happen if they work with you.

Therapy-seekers who come to Mental Health Match often feel isolated and alone in their current concerns. This is an opportunity to welcome those clients by helping them feel seen and understood.

To answer this prompt:

1. Reflect on a recent session that felt particularly fulfilling for both you and your client. What was your role in that session? What happened? How did you help your client move toward their goals?
2. Craft a response **using words of hope**. These action words paint a picture of what life can be like if the client works with you, such as: **achieve, improve, ease, relieve, and develop**.
3. Avoid focusing too much on the problems prospective clients might be experiencing, which might make them defensive.
4. Finally, reinforce your statement with **words of connection**. These words create a bond between you and the prospective client, such as: **we, together, and our**.

Examples of what works:

Together, we will: understand you, your relationship goals, and how you can improve the relationships most important to you. We will also work together to develop new tools that can help you identify and communicate your boundaries and triggers.

This statement helps prospective clients understand what might be discussed in a session, while also building both hope for the potential outcome. It is concrete, optimistic, and connective.

Together, we will: explore how your feelings of anxiousness and perfectionism are present in your body. We will practice grounding & relaxing activities that will help you regulate your own emotions and have more control over your feelings.

This statement helps prospective clients feel seen by naming what they may be experiencing. It then quickly pivots to positive outcomes that clients want to achieve.

**Examples
of what
can be
improved:**

Together, we will: create a specified goal and treatment plan that fits your unique and specific needs.

This statement is so broad that it fails to resonate with the hopes and worries of prospective clients. It also feels overly clinical and lacks warmth and connection.

Instead, consider:

Together we will understand what you want to experience and what feels like it is holding you back. We will then develop a practical plan to learn new tools and practice new behaviors that can help you get unstuck and on a path to living the life you want.

Together, we will explore why you rely so heavily on unhealthy coping mechanisms. We'll figure out a solution to problems like drinking, smoking, or risky sex.

This statement is full of negativity and shame, and will put prospective clients on the defensive. It lacks connection and turns people away.

Instead, consider:

Together, we will develop new ways to react to life's challenges. We'll practice tools that can help you feel grounded, confident, and more in control.

I specialize in working with people who...

Clients usually search for therapists with specific concerns in mind. If they don't see those concerns reflected back to them in your profile, they will move on to another profile.

This prompt gives you an opportunity to show prospective clients that you have the expertise they seek. It also gives you a chance to help those clients feel seen and reflected in your practice, creating the foundation for a successful therapeutic relationship.

Answers to this prompt usually include a mix of:

- Demographics, such as age, gender, race, or other aspects of identity.
- Feelings that your clients often want to address.
- Diagnoses or life events that describe what your clients experience.

To write your response to this prompt, first start with a brainstorm by listing words that describe the clients you like to work with under the following categories:

Demographics:

E.g. teens, new moms

Feelings:

E.g. isolated, angry

Symptoms/Diagnoses:

E.g. anxiety, trauma

Then, pick no more than two or three words to complete each of the blanks below. Avoid creating just a list of unconnected terms. Where possible, try to find a word or phrase that could encapsulate multiple specific terms you've listed above.

I specialize in working with people who are and feeling . I can help relieve and help you .

Finally, use this sentence as a foundation and edit it in your own voice and style. Avoid putting people on the defensive and instead try to focus on the positive outcomes you can help clients achieve.

Examples of what works:

I specialize in working with people who: are new to parenting and feeling overwhelmed with all that it entails. I help my clients re-balance their lives and find ways to connect with the people and passions that defined their lives before children.

Potential clients will feel seen in this statement. It names the challenges they are experiencing while also frames the positive benefits they can achieve if they work with this therapist.

**Examples
of what
works:**

I specialize in working with people who: experience anxiety through repetitive behaviors, such as picking skin, pulling hair, or compulsive eating. Not only can I help you avoid these behaviors, but we'll work to ease the underlying anxiety that causes them.

This statement puts clinical terms in everyday language that people will identify with. It also paints a picture of what prospective clients will experience in the therapeutic process.

I specialize in working with people who: are stressed out professionals, angry men, and marriages on the brink of divorce. I am also uniquely equipped to help those who have experienced severe trauma or addiction heal and create a path forward.

This statement defines a clear population in a way that many clients can see themselves in. It adds on additional specializations, but does so in a way that connects with and supports the first sentence.

**Examples
of what
can be
improved:**

I specialize in working with people who: anxiety, depression, life changes, trauma, relationship struggles.

This laundry list is focused on clinical terms and not the people experiencing them. As such, it develops little connection with prospective clients and does not offer any idea of positive outcomes people can experience when working with this therapist.

Instead, consider:

I specialize in working with people who feel overwhelmed by the changing world around them. I help my clients find new grounding, hope, and healing.

I specialize in working with people who: are experiencing communication issues, substance abuse, and struggles with eating.

This list feels disconnected. There might be something in there for a lot of people, but taken together, it reflects very few of the clients reading their profile.

Instead, consider:

I specialize in working with people who tend to shut down or look for quick comfort when facing the stress and challenges of life. I help my clients understand their triggers and learn new coping skills that help them feel healthier and more confident.

**Examples
of what
can be
improved:**

I specialize in working with people who are in all types of relationships, from single people to married, divorced, or just starting to date.

This statement is so broad that it practically includes everyone. It thus does not reflect any particular need a prospective client has in mind.

Instead, consider:

I specialize in working with people who are struggling to figure out what they want in a relationship and how they can best show up for the people in their lives. I help my clients clarify their needs, boundaries, and communication styles.

I became a therapist because...

Your clients will be sharing their private thoughts, feelings, and behavior with you in session and many clients will want to know a little about the journey that led you to your profession. Your decision to become a therapist was most likely driven by a blend of personal traits, deep-seated values, and a desire to understand the complexity of human behavior.

Whether you prefer to keep your story private or be more transparent, we hope these suggestions will help you draft a statement that's both helpful and authentic:

- You can demonstrate how a passion for a specific population or issue ignited your drive to become a therapist.
- You can share a personally painful struggle that gives you empathy for your clients.
- You can express your deep appreciation for participating in meaningful transformations.

Examples of what works:

I became a therapist because my mom's terminal illness taught me how complex the human experience is. I enjoy creating space for others to unpack and process their own experiences.

By sharing past personal pain, this statement signals that the therapist will be empathic to their clients' suffering and grief.

I became a therapist because I wanted to become the therapist I never had.

This short statement is incredibly impactful. It speaks to the difficulty clients face finding a therapist they really connect with. It also creates a connection knowing that the therapist has been in the client's shoes before.

I enjoy the boundary-testing challenges of older kids and teens as they struggle to find their path to greater autonomy. I find great joy in my practice made up of teens, young adults, and the people who care about them.

This statement helps reinforce everything else in the therapist's profile: their niche, specialties, and populations they work with.

**Examples
of what
can be
improved:**

I enjoy helping individuals realize their full potential despite the challenges that life brings.

This statement feels overly broad and generic and misses an opportunity to create a connection with the prospective client.

Instead, consider:

I have always been passionate about seeing people overcome challenges and embrace their full, true selves. It is an honor to witness the courage and resilience of my clients.

I had long-term struggles with alcohol and drugs and want to help others with unhealthy behaviors.

This statement does help prospective clients know that the therapist has been in their shoes before, but it does not create enough distance between those experiences and the professional role the therapist must now take.

Instead, consider:

The long-term struggles with alcohol and drugs I experienced in the past inspired me to help others dealing with unhealthy behaviors. With 12 years of sobriety under my belt, my purpose is to give back by assisting others in replacing negative patterns with life-affirming coping skills.

Something that stands out about where I offer therapy is...

Many clients are curious about where they will be having therapy, and an office description can be helpful for clients trying to make a decision about which therapist to work with. Your office says something about you and the experience clients may have with you.

If you offer only teletherapy, you can describe the benefits and convenience of teletherapy, and perhaps what you do to create a welcoming aesthetic environment in a digital session.

To write your response to this questions:

- Consider the needs of your clients. Are they busy professionals in need of easy parking in a private location? Have they experienced trauma and searching for somewhere calm and quiet? Are they teens resistant to therapy and looking for signals that you can connect with them?
- Identify a feature, aesthetic accent, or element of your space that speaks to those needs, and describe it in a way that helps prospective clients know you understand them.

Examples of what works:

My office is part of a holistic wellness center that offers a calm and peaceful environment as well as yoga and nutritional counseling.

This statement helps clients better understand this therapist and their holistic approach. It also connects with clients' desires for more tranquility in their lives.

For a downtown office it is surprisingly easy to park (on the street or in my building's private garage) and gain access to the freeways.

This statement shows that the therapist understands the life of busy working professionals, and reflects their desire for convenience and privacy.

**Examples
of what
works:**

I offer teletherapy, which provides you the safety of being in your own home. I often take sessions in my garden so my clients can experience the healing aspects of nature.

This statement really resonates with clients who are worried about being triggered in a strange place, while also painting a picture of what it might feel like to do a teletherapy session with this therapist.

**Examples
of what
can be
improved:**

I offer therapy in my office or on-line.

This statement really misses an opportunity to connect with the feelings of a prospective client. It does not describe any positive features of the office or online environment.

Instead, consider:

We can meet at my centrally-located office during the week. I also offer therapy through the phone or video calls so that you can meet at a time and place that best meets your needs.

More about me and my practice...

Think of this prompt as a last chance for a friendly, upbeat opportunity to offer a glimpse into why clients should work with you.

Consider one of the following approaches to answering this question:

- End with an invitation to take action.
- Reinforce your special expertise.
- Let clients know about any particular accolades or praise you've received.
- Share a special offer that clients might find enticing.

Examples of what works:

I am extremely honored to be in this line of work and to share in others' life journeys. Let's create the space you deserve to figure out what's next.

The comfort provided in this ending is palpable. It reflects many clients' desires for human connection and growth through therapy.

I know how important it is to find a therapist who fits. That's why I offer a complementary 20-minute session so we can get to know each other.

This statement gives clients permission to take a step forward even if they aren't 100% sure. It gives an option between doing nothing and making a full commitment to start work with this therapist.

I know how difficult it can be to start therapy. Let's start with a quick phone call to better understand each other.

This statement names a concern that many clients have, normalizes it, and then offers a path forward.

I enjoy puns/dad jokes. Sometimes I chuckle at small mountains. I find them 'hill areas.'

This statement gives a great look at the therapist's personality. It is disarming and creates a moment of humor in a process that can otherwise feel heavy and difficult.

**Examples
of what
can be
improved:**

Let's get started today!

This statement may actually reinforce concerns about committing to a new process with a new person. It does not reflect the mindset of many potential clients who are unsure of what they want to do next.

You can learn more about me on my website or through a complementary call where we get to know each other better.

I'm a member of the ACA.

Most clients won't understand the acronym or what it means for them.

I am passionate about learning the latest research and sharing the newest tools with my clients. I belong to the American Counseling Association and stay up-to-date with the latest developments in the profession.

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 know 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.

If you have any questions about this guide or Mental Health Match, please contact us at info@mentalhealthmatch.com. You can also check out [more resources for therapists at this link](#).

Thank you for joining with us,

Ryan Schwartz

Founder, Mental Health Match