



Marketing for the Mental Health Professional: An Innovative Guide for Practitioners

David P. Diana

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Praise for *Marketing for the Mental Health Professional: An Innovative Guide for Practitioners*

"This book is packed with useful strategies that have worked for years and years in the business world. People who follow the advice here are going to go places."

—**Dr. Thomas Phelan, Psychologist and bestselling author of *1-2-3 Magic***

"David's book is brilliant! He guides us through our own resistance and the unquestioned beliefs we have held around marketing, money, and our profession. Not only have I received a long-overdue education, David has inspired in me the creativity, courage, and confidence to create my own vision."

—**Melinda Edwards, MD, Psychiatrist**

A hands-on guide to building a successful mental health practice

There is real opportunity for growth, advancement, and overall success within the mental health profession. *Marketing for the Mental Health Professional* helps you acquire and apply the powerful, proven sales and marketing techniques and strategies needed to create and cultivate a thriving mental health practice.

Filled with real-life stories and helpful tips, this book provides you with the tools to build your practice, including guidance on:

- Using customer-based selling to create a thriving practice
- Developing effective strategies for engaging clients, building credibility, and earning loyalty
- Identifying true prospects that will lead to long-term success
- Using power, influence, and persuasion to help grow your practice
- Creating an impression and being remembered
- Using Internet technology to start a conversation and build relevance

A practical guide for professionals looking to achieve long-term success in the field, *Marketing for the Mental Health Professional* proposes a different way of thinking about the profession. It leverages and incorporates key business, sales, and marketing principles that "best in class" organizations and sales/marketing professionals use to generate an increase in market share, financial wealth, and overall achievement.

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Marcela Beach:

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