



Welcome to ...

How to Write A Great Listing for CAMFT's



Your Steps to Writing a Great Listing

1. Know whom you are trying to reach with your listing.
2. Know exactly what they want.
3. Translate what you do in words the ideal client would understand and resonate with. (i.e. what you discovered in #2 above)
4. Remember the 80/20 rule.
5. A picture is worth 1,000 words.

Casey Truffo, MFT

For more tips, visit www.BeAWealthyTherapist.com

949.309.2590



A. First things first No one cares how much you know until they know how much you care.

B. What are you selling? You are not selling psychotherapy and you are not selling your services.

C. Why specializing (especially on the internet) is important.

D. What do you want your listing to say to potential clients? (Hint: it is all about how you “get them.”)

BE A

WEALTHY *Therapist*

FINALLY, YOU CAN MAKE A LIVING WHILE MAKING A DIFFERENCE

with
Casey Truffo



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Member Toll Free (888) 892-2638 • Fax: (858) 292-2666 • www.camft.org

Take Advantage of this free marketing benefit now!

CAMFT's TherapistFinder is an active electronic directory of licensed mental health professionals that is user friendly and aids the general public in seeking professional assistance. TherapistFinder is a free benefit to licensed members. TherapistFinder, is a valuable marketing tool which allows the general public and your colleagues to search for a therapist by name, zip, city, theoretical orientation or emphasis.

Licensed members of CAMFT are eligible for listing in TherapistFinder.

ID # Full Name to be listed on website Degree Company

Office Address, City, State, Zip to be listed on website

Office Phone Office Fax E-mail Website

Licenses Held Practicing Since (example: 1994)

Degrees. Please include major, date completed, and school name

Specialized Certifications

Services Offered

Hours

Insurances Taken

Ethnic Origin:

- White (Non-Hispanic) African/American Hispanic Native American
- Asian/Pacific Islander Middle Eastern Other (specify) _____

Languages Spoken Fluently (other than English):

- None Spanish French Hebrew Sign
- Chinese Japanese Arabic Korean Italian
- Arabic Armenian Cantonese Czeck Farsi (Persian)
- German Greek Hungarian Other (specify) _____

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Theoretical Orientation

Adlerian
Art/Movement/Psychodrama
Attachment
Behavioral
Brief/Solution Focused Therapy
Cognitive
Cognitive-Behavioral
Communications
Control Mastery
Developmental/Depth
Dialectical Behavioral Therapy
Eclectic (Many Therapies)
Family Systems
Gestalt
Humanistic/Existential
Intersubjective
Jungian
Narrative
Neuro-Linguistic Programming
Object Relations
Psychoanalytic
Psychodynamic
Psychology
Self Psychology
Somatic
Systems
Transactional Analysis/Redecision
Transpersonal Psychology

Professional Statement: On a separate page, please include your personal statement as you wish it to appear on your site. Your personal statement can be up to 150 words.

Professional Photo: If you would like to include your photo, send us a professional photo in a .jpg file with the size cropped to 1" to 1.25" and 300 dpi to InfoCenter@camft.org.

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Your Professional Statement

(150 words)

I recommend 3 parts:

A) 1, 2, or 3 questions that your ideal client would answer, “YES!” to.

B) A couple of sentences that help them know you understand their pain.

C) A “wrap it up” part that encourages them to call you.

Finally, You Need A Picture in Your Listing.

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