

MELISSA RAE STUDIO | WEBSITE TEMPLATES FOR THERAPISTS

One Page Website Workbook





Hello there!

I'm so *glad* to have this chance to work with you. This workbook can help you build a private practice you love by connecting with your best-fit clients.

A FEW TIPS TO MAKE THE MOST OF THIS WORKBOOK

1. **Perfection is the enemy of progress.** Don't get caught up in nailing your copy on the first try. I always assume my first draft will be kinda garbage!

Just get started (you can edit later).

2. **Write the way you speak.** Your website is your chance to form a relationship with your clients. Your voice should be consistent with how you sound.

3. **Keep it super simple.** *People only read 20% of the words on a web page.* Yes, you read that right! Keep it brief, and beware of “walls of text.” Use lists and bullet points to help break things up.

If you have questions, email me at hello@melissarae.studio.

Sincerely,

“One day I will find
the right words,
and they will be
simple.”

-JACK KEROUAC



How to use this template

This is a Google Doc, and you can type right into it—no need to print it!

When you purchase this template, it is set to “View Only,” so to edit it, you must **make a copy**, then just rename it, and voilà! It’s yours!

HERE ARE THE STEPS:

- ★ In the upper left, under where it says “Therapist Copywriting Workbook,” click “File,” and a dropdown menu will appear
- ★ Click “Make a copy”
- ★ Name it whatever you want
- ★ Start editing in the new document!

I made a short video (3.5 mins) showing the steps above and showing some of Google Docs' features. You can [find that video here](#).

If you ever have any questions, please email me at hello@melissarae.studio.



Part One: The Journal

Know your who & why

When we sit down to write about our businesses, we often focus on the “what.”

What services we offer, *what* modalities we work in, or *what* theories we work from.

Instead, I want you to start by considering your “*who*” and your “*why*.” You might be tempted to skip this part and go straight to the copy prompts, but do this first, and your writing will be clearer, more compelling, *and* save you time.

STEP ONE: Understand Your Why

Why did you start your private practice?

What lights you up about the work that you do?

What does your business stand for? What do you want your business to be about? What values do you embrace?

STEP TWO: **Define Your Who**

Call to mind one of your all-time favorite clients. Write in the first-person (aka use “I statements” and write as though you *are* the client) and try to channel your clients’ *actual* words.

Avoid using jargon because it creates a disconnect with the reader.

Note: If you have more than one “who” (e.g., you see individuals and couples) *just copy and paste these questions and fill them out for each modality.*

DEMOGRAPHICS:

Age, race, gender, sexual orientation, cultural background, relationship status, employment status, socioeconomic status, etc.

WHY NOW?

What is their motivation for starting therapy today? Why did they get in touch now, not a month ago? Have they been struggling for a while? Or is it new?

EXTERNAL PROBLEM (NEEDS/WANTS):

If you asked your client, "If I could wave a magic wand and take away what you are struggling with right now," what would that be?"

What are their biggest hopes and dreams for their future? What do they feel is holding them back from reaching those?

What are they hoping to get coming to therapy? What do they hope it will solve?

CLIENT'S INTERNAL EXPERIENCE (FEELINGS):

What are their biggest fears?

What are some barriers for them to entering therapy not related to price or location? (e.g. They are worried about opening up, having someone tell them they are "crazy," or afraid of the process going too quickly.)

BIG PICTURE(BELIEFS):

Their experience conflicts with their bigger-picture beliefs (or else they wouldn't be seeking help). *Why* is their experience not OK with them? What are their beliefs about life or themselves?

What are the priorities or values they hold most dear in life? (e.g., family, social justice, health, etc.)

- ♦ **Don't forget to copy/paste the questions above if you want to repeat the exercise for a different modality or client**

JOURNAL #2

Your unique “what”

Why does someone choose to work with you over someone else? It's a combination of what you bring to the table as a therapist and what problems you help with. So let's define that clearly with this journal.

♦ **Tough Love Tip:** If you want to use any of the following words, then it's time to *bust out your thesaurus!*

- Authentic
- Empathic or Empathetic
- Warm
- Approachable
- Friendly
- Funny

These words are either implied/obvious because you are a therapist or so overused that they have lost any meaning to consumers.

Using your writing, how can you *show* those descriptors *rather than tell*?

For example, instead of saying “I’m funny” include some cheekiness in your writing! Rather than saying, “I’m warm and empathetic,” you can show that by writing about your clients’ struggles in a compassionate, kind way.

Who You Are

What do others say about you as a therapist? This can be colleagues, supervisors, clients, mentors, etc.

What's your favorite thing you've had a client say about working with you?

When you think back on your clients, is there a specific issue that you've had a lot of success in helping people overcome?

What can clients DO differently after working with you that they struggled to do before working with you?

What You Do

In Journal #1 you wrote about your clients' experiences. Now, let's respond to those client statements.

♦ **Helpful Hint:** You can use the menu on the left of your screen to toggle between Journal #1 & Journal #2

What can you offer to help them with their **external view** of the problem?
What are things that make you different than other therapists? What might be different about your process? What's different about your expertise?

How can you help with the **internal view**? What hope can you offer? What results do some of your clients get working with you?

What about their **bigger picture concerns**? What hope, reassurance, or destigmatization can you offer?

♦ **Remember:** It would be **unethical to talk about results the way you would in traditional marketing**. But you *can* talk about what your clients have experienced working with you, what you bring to the table, offer empathy and hope.

Putting it all together

Here is where we will workshop your mission statement.

It's a simple statement that quickly lets people know that they are in the right place. It usually includes:

- What you do
- Who you do it for
- Where you do it (if applicable)

Remember, don't worry about getting it perfect right away. You can iterate!

Here are a few formulas you can use:

- "I help _____ (who) feel _____ so they can _____ (action based on your client's hopes)"
- "Helping _____ (who) _____ (action word) so they can _____ (result/action based on your client's hopes)"
- "We help _____ (who) in _____ (location) _____ (action) so they can _____ (result)"

And here are some examples:

- "I help parents of young children reconnect so they can work as a team."
- "Helping retirees adjust so they can enjoy their golden years."
- "We help millennial men in Denver find balance to live their best lives."

Brainstorm Your Mission Statement Here:

You may choose to put this statement on your website, or it may be just for you to guide you as you begin to craft your website words!

Part Two: Writing Prompts

You will complete this in two rounds.

The first round will just be a draft. Write all your notes in each section following the prompts. Don't try to be perfect-just get the ideas down!

In round two, you will refine it to create your final draft.

◆ **Hint:** For my final draft, sometimes I like to pull all the notes from each box in the workbook into a fresh document, so I can see my own notes all together (without the prompts) but do what works best for you!

Home Page

YOUR GOALS: INFORM, ENGAGE, CREATE HOPE & CURIOSITY

Think of your home page as a book jacket.

It gives you enough to decide whether to buy the book but doesn't give away every single plot twist. It's a high-level overview to generate curiosity and an initial connection. Try not to get too bogged down in the twists and turns of the plot (like how exactly you do what you do, for example).

SECTION ONE: **Your “Above-the-Fold” Section**

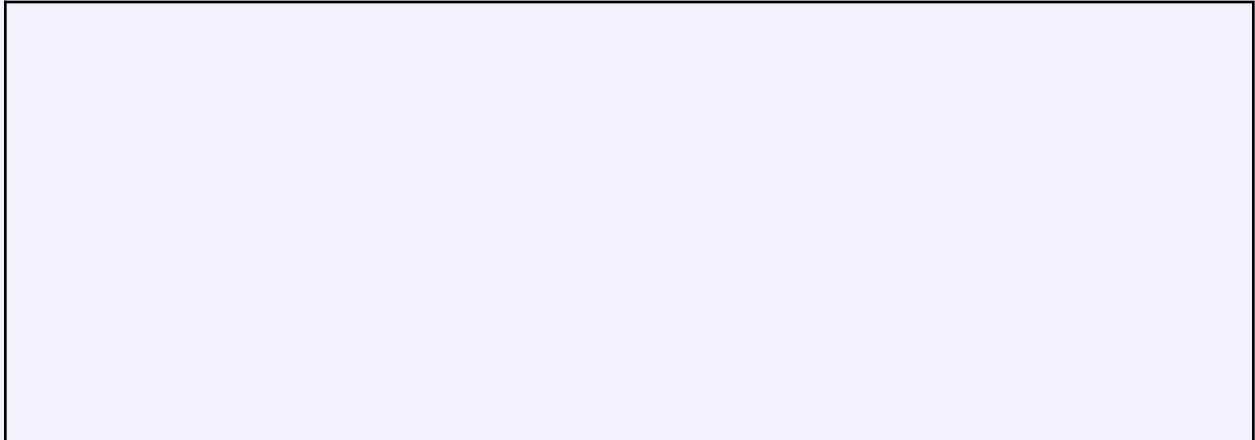
This area is the first thing they see when they visit your site. Let people know they are in the right place *right away*. A few important notes:

- If therapy (or counseling, etc.) is **not** in your business name, then make sure it's “above-the-fold” so people know right away that this is a counseling/therapy practice.
- If you practice multiple modalities (e.g., couples, individuals, etc.), those should also be in this section.
- Your location should also be here as well unless your practice is not location-dependent. Your location can even be the state where you're licensed.

◆ **Bottom Line:** Because of the way search engines work, you should *put the most important keywords towards the top of each page*. This is why I almost always start my websites with this info.

(Psst...if you don't know what a "keyword" is, you can click "Basic SEO" in the lefthand panel to learn more).

Write some options for your "above-the-fold" content here:



SECTION TWO: **Connect with your reader right away**

Now that you've let them know they are in the right place, you want to tell them that you understand *why* they are there.

Using the "I statements" you wrote in **Define Your Who** (Journal #1), speak directly to your reader by creating some "You statements"!

For example:

- "You feel like you just can't talk to your spouse anymore. You wish that you knew how to communicate. You're worried that things are too far gone. You feel like you should know how to fix this, but you're at a loss for what to do."

Write some "you statements" here to connect with your reader:

SECTION THREE: **Issues List & Statement of Hope**

People read websites at a skim, so include a bulleted list of issues you help with then offer hope/empathy.

Examples of hopeful statements:

- “You don’t have to go it alone.”
- “You don’t have to carry this all yourself.”
- “You have everything you need. You just need some support along the way”

Write your statements of hope here:

SECTION FOUR: **Introduce yourself!**

Choose a greeting that fits you

(e.g., “Hi, I’m...” or “Hey y’all I’m..” or “Hello, I am..”)

Next, you can write 2-3 lines that broadly describe what you do (this could be your mission statement that you already wrote in Journal #3 if that feels right!).

Example:

- “I provide flexible, goal-oriented, online therapy where we work on what’s keeping you stuck today–*and* dig deeper to keep you unstuck in the future.”

Write your broad statement about your offering:

Button Text: LEARN MORE ABOUT MY SERVICES (or fill in your own)

Next is a brief blurb about your “why” and “what” **not** your whole bio.

This statement should remain client-centered and hopeful. For example:

- “I have helped many clients _____ (*the thing your client struggles with*) and live lives that are _____ (*the life your client wants*).”
- “I love to help folks just like you who are struggling with _____ so they can _____”
- “Working with me, we will _____ (*thing that you do differently*). I believe that change happens by _____ (*value you hold*), so we will be _____ (*way your practice differently*) towards the life you want to live.”

Workshop some blurbs about yourself here

SECTION FIVE: **Service(s) or Specialities Overview**

Here is where you will write **2-3 short lines** on your service(s) or specialties. If there are some SEO keywords you want to highlight, then make sure you put these in the headings.

The description “problem+solution equation”.

For example:

- “Feel like you and your partner can’t see eye to eye? Learn to communicate and connect in couples counseling. As a therapist certified in EFT we will work together to look below the cycle to create change that lasts.”

Service One Blurb

Service Two Blurb (if applicable)

Service Three Blurb (if applicable)

SECTION SIX: **FAQs**

I've included some examples in the template, but you can include more, and they can be more clinical questions. For example:

- "How long does therapy take?"
- "How often and where will we meet?"
- "How will I know we are a good fit?"
- "Does couples therapy really work?"
- "What happens in a therapy session?"
- "What does EMDR mean?"

SEO Tip: FAQs are a great way to capture "organic search terms"

"What the heck does that mean?" It's a great way to capture a question just the way people naturally search.

SECTION SEVEN: **Call to Action**

You've empathized and informed. Now it's time to let your reader know the action you'd like them to take.

◆ **Writing Tip:** Be as specific as possible.

Here are some examples of clear calls to action:

- Call me today to schedule your free 15-minute consultation
- Email me to schedule a session

- Sign up for my newsletter to stay in touch
- Fill out this confidential form to find out about availability

Write your call to action here:

Button: CONTACT ME (or fill in your own)

**Congratulations!! You just finished
your Home page 🎉**

OPTIONAL ADDITIONAL SECTIONS

Choose your own adventure!

You can include any of the following additional sections if you wish, but it's up to you and what feels right for your practice.

You can add more sections to your Home Page by duplicating existing sections, or adding blank or pre-designed sections from Squarespace (see your Squarespace guide in your template for help with this).

OPTIONAL SECTION: "Who I Am & Who You Are"

I like doing sections like this because it is a really straightforward way of letting people know if they should contact you or not.

Here's an example from [Theresa Bullock Cohen](#):



ARE WE A GOOD MATCH?

Who I Am	Who You Are
▶ Committed to the process of your growth ▶ Someone who understands the "why" behind ineffectual patterns of coping or relating ▶ Dedicated to helping you make real changes in your life ▶ Ready to offer straightforward feedback to help you see and transform your growth edges ▶ Focused on real-world results, backed by years of experience, theory, and cutting-edge treatments	▶ Seeking lasting change ▶ Ready to look at long-standing patterns in your life and take ownership of the things you can change ▶ Curious to learn more about yourself and others ▶ Open to feedback ▶ Willing to look deeper into your own thoughts, feelings, and behaviors and take committed action

I love this example because she is talking about her style, what her clients want, and also being explicit about the style of person she works best with.

Write your “Who I Am/Who You Are” here:

Who I Am	Who You Are

OPTIONAL SECTION: **My Story**

Here, you can share your journey to becoming a therapist. It can be a personal story if self-disclosure is consistent with your style. *Or it can be a professional story* (e.g., “I was working as a therapist, and when I found this specific treatment model, something just clicked for me, and now I specialize in it so I can help you”).

Write your story here:

--

OPTIONAL SECTION: **What clients say about working with me**

As a therapist, you can’t guarantee results. Also, gathering “social proof” (aka “testimonials” or reviews) can be complicated. Instead, you can share the feedback you get from clients. This section can include:

- What clients say about what you’re like to work with (your style)
- What your clients say you help them with

This section works well as a bullet list (3-8 items is good enough).

Write your list here:

- Positive outcome one
- Positive outcome two
- Positive outcome three

OPTIONAL SECTION: My Approach/My Philosophy/My Values Description

If you decide to go with a section like this, keep it punchy. A single word and *maybe* a short sentence describing that word will do. Otherwise, it may get too lofty or abstract, and readers may glaze over it.

Write your (very concise!) description here:

OPTIONAL SECTION: My Professional Background & Training

I know how hard you've worked to earn those certifications and letters after your name (believe me—as a former therapist, I see you on this), but it's time for another:

♦ **Tough Love Tip:**

In most cases, *your clients do not read about your credentials or certifications.* They just want to know if you seem approachable and if you can help them.

Mostly the only people who will read this section are your colleagues! That's not unimportant, but if you are trying to gear your services towards other therapists or professionals, I suggest creating a separate page on your site for that altogether.

Here are examples of what to include:

- License type
- Certifications (only the relevant ones!)
- Advanced training
- Areas of expertise

Write your 4-8 items about credentials & certifications here:

Contact Page

GOALS: INFORMATION, BOUNDARIES, FINAL CONNECTION

I really love this contact page:

[Dr. Michelle Avigan](#)

She provides clear boundaries for the reader, and because she has a really full practice, she wanted to use this page to answer some common questions to save herself some time in answering inquiries.

I also like how she makes encouraging, hopeful, and inviting statements. These are optional, but I think they are an effective final “nudge” if the reader is still hesitant.

Here's a checklist of the basic things you'll want to include on your contact page:

- ☐ Best way to contact you
- ☐ Your usual response time
- ☐ Your business hours
- ☐ A form with questions you'd like them to answer in an initial inquiry
- ☐ A map of your location (if applicable)
- ☐ Photos of your office
- ☐ Other places people can find you (for example on social media)

Blog Page

Blogging is both the single best thing you can do to boost SEO over time *and* the thing most therapists just *cannot find the time to do*. I hear ya! I love to write, but often blogging falls by the wayside of other priorities.

If you need to increase your online visibility in a “saturated market” (aka, there are many therapists in your area offering similar services), then blogging is your most powerful tool.

Here's an [article from Abundance Practice Building](#) with ideas for making blogging less painful and more fun!

And a fun video from [Private Practice Skills](#)

Site Footer Tips

HOW TO ORGANIZE YOUR SITE

Organizing your “site footer” (aka that bottom section that appears the same on every page)

This section is an SEO powerhouse when put to proper use! AND it can help clients find what they are looking for more easily.

Here's a checklist for what to include in your Site Footer:

- ☐ Both your name and your business name (if they are different and you want people to be able to find you by name as well as the business name)
- ☐ Your address (if applicable)
- ☐ Your contact information
- ☐ A short blurb about your practice with a bunch of keywords
- ☐ Links to any legal documents (Terms & Conditions, Privacy Policy, Good Faith Estimate, etc.)
- ☐ Credits to your web designer/brand designer/photographer/copywriter (it shows them some love and helps them get more business)
- ☐ Links to *all* the other pages on your site

Yes, that last one is for real! Many people actually use the footer to navigate a site. PLUS it's an added SEO boost because those links will show up on every page, signaling to Google that these pages are important

Other things that can be included:

- An Instagram summary block
- A newsletter sign up form
- A blog summary block

- Badges that share your affiliations, beliefs, and certifications

SEO Primer

WHAT IS SEARCH ENGINE OPTIMIZATION?

Search Engine Optimization is the process of setting up your site so that your ideal clients find your website through search engines (like Google).

This is a HUGE topic. So I decided to complement this writing guide with a free mini-course on SEO for Therapists using Squarespace.

Follow this link to my [FREE SEO COURSE FOR THERAPISTS](#)

This has the most up-to-date information I have on SEO and I will continually add to and improve upon it!

**Congratulations!! You just finished
your workbook 🎉**

