Firefly & Phoenix

in partnership with

Water & Stone

A Creative Arts Therapy PLLC

Exercises to Explore Around Marketing

1) Ideal Client Exploration

- You can have more than 1 ideal client! Just choose one at a time to focus on, so you don't water down you message or information you are trying to share.

- Choose 1 population or 1 reason a person would work with you.

    - Take a moment to really visualize who this person is. Feel free to jot down some notes.
        - What do they come to you for? Main challenges?
        - What might be under their reasons for coming to you? (Fears, anxieties, worries, etc.)
        - What are some emotions, topics, challenges associated with the reasons this person seeks therapy?

    - Using art materials, create an image of your client the day before they start working with you. Consider their state of mind, emotions,

    - So, let's explore how can you help them.
        - Imagine them walking into your office and sitting down.
            - What can you say about yourself and your way of working that will help them understand the tools, interventions, personality you bring to the table?
            - For anything you say with professional wording, then write it a second time in layman's terms.
        - How do you hope they feel after your first meeting?
        - What tools do you hope they learn to use? Why?
        - How do you hope they feel after a couple months?

    - Using art materials, create an image of your client 6 months after they have been working with you. How do you hope they feel?

    - Compare both pieces of art and write down how you would describe the transformation.

    - The words and things you explored throughout this exercise can give you…
        - A clearer sense of each of your ideal client's needs and your potential role in their life.
        - Words to incorporate on your website or in your marketing materials.
        - Ways to turn professional jargon into meaningful language for those working with you.

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