

COUNSELLING IS NOT LIKE SELLING SHOES
- HOW TO MARKET YOUR PRIVATE
PRACTICE ONLINE: CONTENT CREATION
- KARIN BRAUNER



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About Karin Brauner

I'm an accredited therapist (counsellor/psychotherapist), as well as a clinical supervisor. I've trained in Guatemala and in the UK, and have worked with English speakers and Spanish speakers alike.

I've been practising for 16 years. I qualified a few years ago to become a supervisor, which I enjoy, and I consider that completing a course is not essential but it does give more awareness of what to look out for when supervising someone's private practice. I understand the need for support in the counselling and supervision areas, but also in the marketing and promoting areas, which is why I've started offering content creation services to practitioners like me.



(Scroll down for contact details)

Event Details

As a private practitioner, I know how tricky it can be to "put yourself out there" and "market" your practice.

To let people know you're there and that you're open for business, without seeming "salesy" or "pushy".

It's not the same to say "come to my shop, I'll sell you the best shoes for your feet", than to get someone from first glance of your services into your counselling room.

We can't say "oh, I think you'll benefit from sessions with me" in such a direct way. We must find a better, gentler, and more sensitive way to get clients through our door.

It is for this reason that I've created a service built around supporting therapists to improve their websites with images, videos, and other content that tells the client exactly why they want to work with this particular counsellor. It is also important to get online, on to social media and other platforms, and "promote" ourselves and our services.

The way to do this is by adding value. It takes time and experience to create great content to do this. It is here where I come in.



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Resources

Websites:

- 1) [Worldwide Counselling and Clinical Supervision Services](#)
- 2) [KB Social Media Content Creator for Practitioners in Private Practice](#)

Blog:

[Insights...from the desk of Karin Brauner](#)

YouTube Channel:

[Karin Brauner \(some of the content I've created for my own promotions\)](#)

YouTube Channel:

- 1) [My Supervision Model \(short videos that talk briefly about my supervision model\)](#)
- 2) [Supervision \(general supervision videos and intros to my blog posts\)](#)

Click [HERE](#) for my supervision model.

Contact / Website / Social Media

Click the links below to make contact

www.k-brauner-counselling.co.uk



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**Karin Brauner - Author of 20
Self-Care Habits**



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