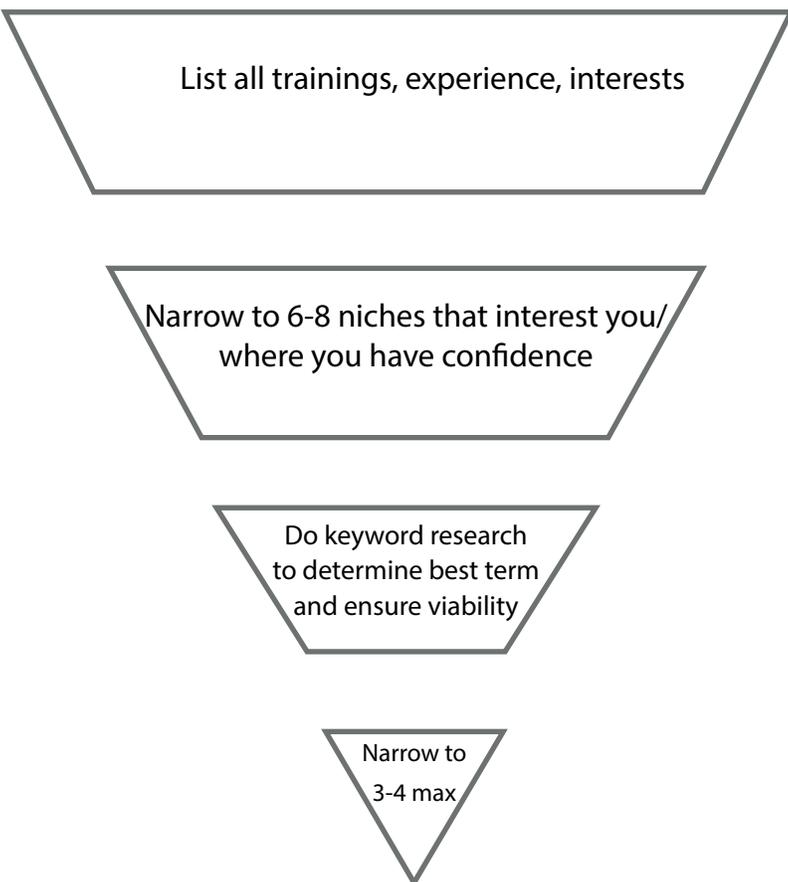


Private Practice Niche Selection Template

Follow the instructions on this sheet to fill out the worksheet on the following page.

How to Determine Your Niche(s) With Confidence in 5 Hours or Less



Steps:

Step 1:

Look at all of your CEU's, jobs, and client records to take full inventory.

Step 2:

Include a mix of larger specialties (depression, anxiety, couples, children, teens) and smaller, more specific interests.

Step 3:

If you have an active Google Adwords campaign, use the Keyword Planner Tool for research. If not, subscribe to KWFinder.com to do your research. In either case, if you have an in-person practice, enter your city to make sure that the search results for your chosen terms contain a good number of LOCAL results (vs. national).

Step 4:

Don't choose more than 3-4 niches. Writing good content for each niche is time-consuming and you don't want to get overwhelmed. Break it into phases if you need to.



Worksheet

Fill out the worksheet from the instructions on the first page.

1

Full Inventory

2

Large and Specific Interests

3

Keyword Research

4

Choose 3-4 Niches

