
Chapter 1

How to Build Your Practice with Presentations

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Research Your Audience

First, *decide whom you want to market your services to*. The 10 workshops in this collection contain information relevant to just about everyone who is interested in building a satisfying and productive life. Any organized group has people who want to know how to understand others and be self-confident. Identify the types of clients you want to work with in your practice and list the types of groups they probably belong to. These are the groups you will want to approach with your offer to present a workshop series.

There are many places to *look for names and addresses of organizations* to offer your services to. Look through the Yellow Pages and the Chamber of Commerce Community Guide. The Chamber in your area may publish annual listings of groups that may even include names of people to contact. You may be able to purchase mailing labels or obtain lists on disk, making it easy to develop a targeted mailing list.

Search the Internet for names and addresses of contacts. Many cities and towns publish lists of local groups and organizations on their web sites. If you don't know where to begin, go to a search engine like Yahoo! or Lycos (www.yahoo.com or www.lycos.com) and type in the name of your city or town.

Design a brochure. Please see the sample brochure, Exhibit 1.1. It was designed with Microsoft Publisher 2000 and may be printed on paper purchased from an office supply store or from a company such as PaperDirect. They offer hundreds of beautiful styles. Call 1-800-A-PAPERS or visit www.paperdirect.com to request a catalog.

In your brochure, describe the series of workshops and offer to present them as a *community service*. Send the brochure to every potential organization in your area. Follow up with a phone call.

Another option is to *design a separate flyer* for each of the workshops in your series. Send them one at a time, once every six or eight weeks, to local groups. Send them to every kind of group in your area—schools, churches, synagogues, clubs, clinics, hospitals, doctors' offices. They all know people who need the skills addressed in these workshops.

Design a workbook based on the handouts. Send them to local groups along with a brochure or flyer offering your services as a presenter.

Offer to speak on a *radio or television show* about any of the topics. Put together a media kit with your glossy photo and bio, along with an outline of what you'd like to talk about.

Send your brochure and a letter to the managers of local bookstores. Offer to *conduct free workshops* during the spring or fall months at the bookstores or at your office. In your letter, request a meeting with each store manager. At the meeting, discuss your plan. Offer to supply the brochures or flyers and request that they be stacked at the wrap desk or by the front door. Visit the stores regularly to make sure there is a supply of the flyers available for customers to take.

If you are planning to offer your workshops for free, you may want to consider *asking the company to pay for the cost of copying* and packaging your handouts.

Offer to *conduct the "How to Recover from Loss" workshop* at your local funeral home. Send a cover letter and flyer or brochure to every funeral home in your area and follow up with a phone call.

Think about other logical places to offer the workshops on life-enriching topics. Here are a few ideas: churches and synagogues, parent organizations at public and private schools, groups such as Parents Without Partners or Business and Professional Women.

Consider working with a partner, especially if you are anxious about speaking before groups. Having another therapist as a partner to co-lead your workshops with you will most likely considerably lessen your anxiety level. He or she can also help you brainstorm ways to market the workshops and participate in developing, distributing, and *paying for* the marketing materials.

How to Build Your Practice with Presentations

Maximize your impact with *good timing*. Anticipate when people are likely to be preoccupied and are more likely to toss your offers in the wastebasket. For example, don't approach churches and synagogues between November 1 and New Year's. Stay away from schools from March until August. The pediatrician offices are usually swamped in August and September.

When an organization asks you to present your workshop on site, ask to *meet with a few of the officers* to discuss their needs. Prepare a list of questions to ask before you go. Find out which workshops they are interested in and why. Ask them what their goals are and how your workshops might help accomplish them.

Find out if the group has a *member newsletter*. If they do, offer to write a short article that's related to your workshop. You are free to use the text of your outlines and handouts, as long as you give credit to the original sources.

Use the information in the outlines to *write a series of articles* for your local newspaper.

Advertise. Arrange to present the workshops and run ads in your local paper. Include your picture in the ad and a reference to your upcoming workshop.

Write a *press release* about your event and send it with your glossy publicity photo to every local media outlet. Make sure you have the permission of your contact at the organization where you are making your presentation. There is a sample (see Exhibit 1.2), and each presentation outline has wording for a press release.

Package your handouts to look professional and impressive. You want people to say "wow!" when they see them. Spend the money to package them in a nice folder and place your business card in each one. Avery makes a nice folder—you can print your own design on the cover, using your own printer. They are somewhat expensive, but remember that you want to make a strong impression.

Following Up Your Presentation

Prepare an *evaluation form* for participants to complete after your presentation. It can be as simple as Exhibit 1.3. Ask people to complete it and leave it by the door as they exit. It will provide you with useful feedback for next time. If the feedback is favorable, you can use it to market future presentations. If it's not so favorable, just learn from it. There will always be people who like you and people who don't.

The day after your workshop, send a handwritten *thank-you note* to your contact at the organization or group.

Exhibit 1.1 A Sample Brochure

Community Service Workshops

Would the members of your group value a presentation on one of these topics? Please call *Your Name* to schedule your workshop.

All workshops are offered at no charge as a service to members of the *Your Town* business community.

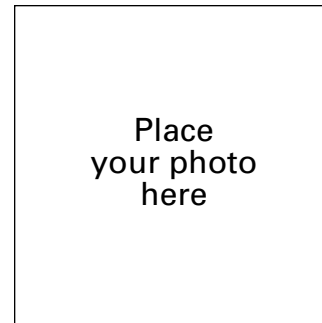
Presented by
Your Name,
Licensed Counselor in
Your Town

Your group members will appreciate the opportunity to learn about these topics:

- How People Change
- How to Increase Your Emotional Intelligence
- How to Manage Your Anger
- What Depression Is and What to Do about It
- How to Be a More Self-Confident Person
- I Have Everything I've Ever Dreamed of. Why Am I Not Happy?
- It's Time for a Midlife Checkup
- Moving on: How to Recover from Loss
- What to Do about Guilt and Regret
- Understanding Personality Types with the Myers-Briggs Type Indicator

An Excellent Life

Learn skills that will make your life even better.



Presented by
Your Name,
Licensed Counselor in
Your Town

(555) 555-1234
www.yourwebsite.com

Build Your Own Series Just for Your Group! Choose the Topics Your Members Value Most

How People Change

In this workshop, participants explore the nature of happiness and unhappiness. By viewing scenes from several recent movies, completing written exercises, and participating in group discussions, participants learn concrete strategies for making life changes and blocking the inevitable resistance they will experience.

How to Increase Your Emotional Intelligence

Based on Daniel Goleman's book *Emotional Intelligence*, this workshop helps participants learn to:

- Recognize how their emotions affect their behavior.
- Assess their own emotional strengths and limitations.
- Assess life experiences and identify areas where they wish to do things differently.
- Respond to challenging situations with appropriate empathy and listening skills.
- Negotiate and resolve disagreements.

Participants learn through a combination of lecture, discussion of scenes from popular movies, case studies, and practice exercises.

Presented to the
Your Town
community by
Your Name,
Licensed Counselor

To learn about
other services, visit
www.yourwebsite.com

I'm So Angry!

In this workshop, participants learn what anger is and how we learn the anger habit. Through written exercises and group discussion, participants will identify new responses to stress, how to recognize anger triggers, and when to seek help when angry behavior becomes excessive. The workshop may be easily adapted for use with either adults or adolescents.

What Depression Is and What to Do about It

This presentation teaches participants what depression is: how it feels, its many causes, and how to overcome it.

How to Be a More Self-Confident Person

Through mini-lectures, written exercises, and group discussion, this workshop explores the nature of self-confidence and enables participants to identify ways to develop these qualities. The workshop may be easily adapted for use with adults or adolescents.

I Have Everything I've Ever Dreamed of. Why Am I Not Happy?

In this workshop, participants explore why people become dissatisfied with their lives, even when they achieve their dreams and appear to be successful. Through written exercises and group discussion, participants begin to develop some personal strategies for making life changes that reflect their personal values and life goals.

To schedule a workshop
for your group, call
(555) 555-1234

It's Time for a Midlife Checkup

This workshop is designed for participants between the ages of 45 and 55. You will help your audience explore the key issues people typically face at midlife, highlighting issues specific to members of the Baby Boomer generation. Through mini-lectures, group discussions, and written exercises, participants will begin to identify their own concerns as part of a post-workshop assessment process.

Moving on: How to Recover from Loss

In this workshop, participants learn about the stages most people pass through in response to a major loss. Through mini-lectures, written exercises, group discussions, and viewing segments of popular videos, participants learn what to expect when they have a significant loss and how to respond productively.

What to Do about Guilt and Regret

In this workshop, through written exercises and group discussion, participants learn what regret is, what causes it, how it differs from guilt. The workshop concludes with an exploration of how regret can be a potentially positive force.

Understanding Personality Types with the Myers-Briggs Type Indicator

In this presentation, participants will learn why it is useful to understand personality types and the benefits of understanding oneself and others. Through lecture and video examples, participants will learn the general principles of the theory behind the well-known Myers-Briggs Type Indicator (MBTI), which will be administered, scored, and discussed during the presentation.

Exhibit 1.2 A Sample Press Release

For Immediate Release

Harold McCourt, M.S.W.
9586 Barrington Avenue
Ann Arbor, Michigan 48372
555/555-8013

CONTACT: Harold McCourt, M.S.W.

“An Excellent Life” Workshop Series Presented by Social Worker

Ann Arbor, MI—December 13, 20XX—Harold McCourt, M.S.W., is presenting a series of workshops in Ann Arbor. The series will meet on Mondays from 7 to 9 P.M. starting on January 15. All four sessions will be held at the University Counseling Center on Barrington Avenue. The sessions are limited to 25 participants and are being presented as a public service.

“With the new year beginning, people naturally start thinking about the possibilities for a better life,” says Mr. McCourt. “People make resolutions, but that’s usually the end of it. In this series, we will meet once a month and offer each other support in between sessions. The workshops will help people learn the skills they need to make their lives better.” The series of four workshops includes “How People Change,” “Understanding Personality Types with the Myers-Briggs Type Indicator,” “I Have Everything I’ve Ever Dreamed of. Why Am I Not Happy?,” and “How to Raise Your Emotional Intelligence Quotient.” Mr. McCourt offers the workshops at the University Counseling Center, as well as for community groups.

Mr. McCourt has been a licensed clinical social worker in Michigan since 1981. To make a reservation or for more information, call the University Counseling Center at (555) 555-8013.

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