

# Beacon Media + Marketing Explores Personal Branding for Therapists with a Multi-Faceted Approach

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-- Beacon Media + Marketing just released a new guide detailing [personal branding for therapists](#). This multifaceted marketing approach offers therapists a deeper look into how to get set up for success, and how to meet consumer expectations in a rapidly changing marketplace.



When it comes to personal branding, focused messaging allows anyone in business the ability to speak directly to the consumer. And the more authentic this messaging is, the more desirable the response from the consumer will likely be. However, in order to deliver a message that speaks to a personal brand, a therapist needs to have a structured platform.

Leveraging a website and a social profile are great ways for therapists to speak about their personal brand. And a few ways to highlight a personal brand include:

- A website bio
- Develop a Podcast
- Share personal videos on a website or social profile
- Blogs (written by you or professionally ghostwritten)
- Personally written E-books and guides
- Engaging social media posts

At the end of the day, a multi-faceted marketing approach to personal branding contains several elements that all need to be cohesive in order to be successful. And these elements include being genuine and consistent, having the desire to create a positive impact, delivering focused messaging, and leaving prospective clients curious about a brand.

In addition, an online presence is essential for any element of personal branding to be effective. And enhancing an online presence is perhaps the best solution for ensuring that personal branding is being delivered to a target audience – and to ensure it's going to be effective.

A few methods a therapist can use to enhance online presence are:

- Create monthly or weekly blog posts
- Link to review sites
- Speak at conferences
- Actively engage with followers on social media

Beacon Media + Marketing is built from a team of creatives well-versed in tools and methods needed to get the attention you need to highlight your personal brand. We accomplish this by polishing your message and delivering it strategically, setting you up for success. For more information on how you can enhance your personal brand, reach out to Beacon Media + Marketing for a free consultation [here on the company website](#).

Adrienne Wilkerson  
Beacon Media + Marketing  
+1 775-824-5626  
[email us here](#)

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