

Therapists & Coaches

Specializing in HSP/Empath Support



Have you heard the estimate that **30-50%**

of clients seeking therapy are highly sensitive? Yet the majority of mental health professionals are not trained or experienced in working with the trait and the mental health challenges it can foster – and those professionals who are trained, are not visible enough to stand out from the crowd.

If you have not had training or would like to supplement your training, you will find an accredited course at [The Nickerson Institute of Integrative Health Training](#).

If you are trained, please take the time to look over and apply the suggestions outlined in this guide. Making small marketing efforts can have a big impact on how well you connect with those HSPs in need of professional support.

1 Reverse your role

If you were a highly sensitive person looking for professional support in your area, would you find YOU? Or any support? Try it out.

Do a Google search on the commonly used keywords (below). Now imagine you are struggling with anxiety, depression or any one of the mental health challenges associated with the sensitivity trait. Do the results lead to viable sources of support? If not, what can you do to change that?



highly sensitive therapist bangor, maine



2 Update Professional Profiles

Check all of your online professional profiles including LinkedIn, your Facebook business page or group, other social media pages, local business directories and your PsychologyToday profile. Add a paragraph that explains your qualifications in working with highly sensitive people and be sure to include all of the vocabulary/keywords in your text (which helps Google connect the person to that page).

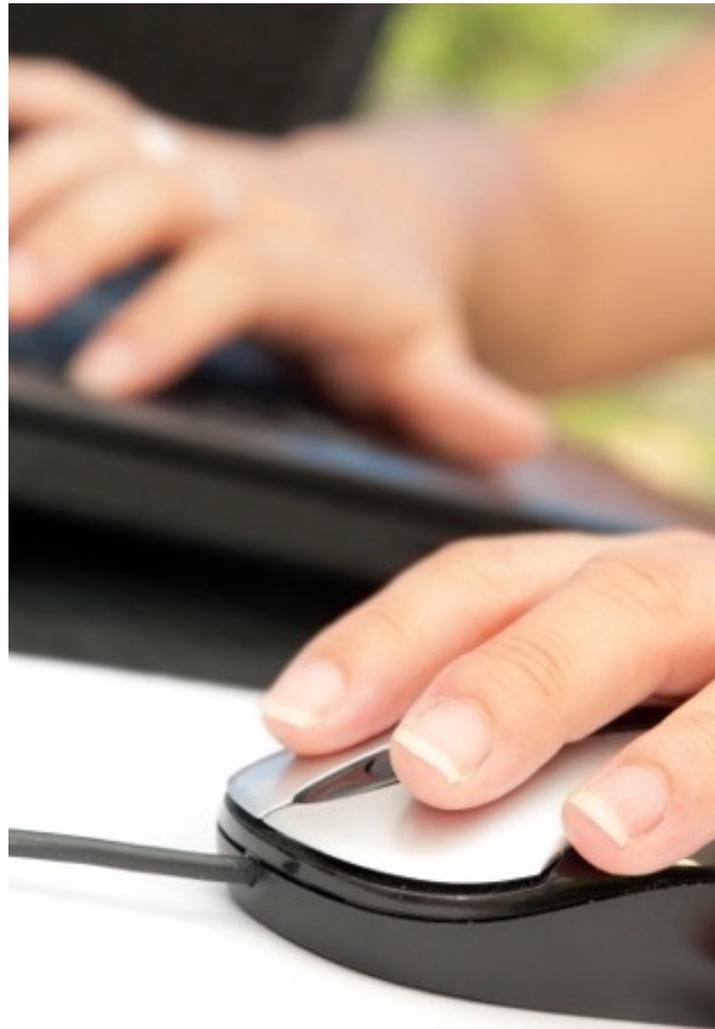
The keywords recommended are: Highly Sensitive Person (HSP), Sensory Processing Sensitivity (SPS), HSP trained counselor (therapist, psychologist, etc), highly sensitive challenges, highly sensitive professionals

3 Update Your Website

If you are trained to work with HSPs, share that information on your website. Spell it out. Convey to your potential clients how much you understand about the trait and what kind of tools and support you will give them.

It is recommended you have a separate page about the Highly Sensitive trait (Google favors dedicated content) and that you include the keywords listed above in these SEO sections:

- page Title (and the slug)
- page Description
- Metatags/keywords (if your SEO allows)



4 Up Your Social Media Efforts

Whatever social media feed you use is a good platform to promote your HSP knowledge and training. Try one or all of these tips to help increase your visibility online:

- Post a link to research and articles on the HSP trait and be sure to include your own thoughts on what the article says
- Be sure to include the # (hashtag) with keywords (HSP, SPS)
- Post information with links back to your own website
- Join facebook groups for HSPs and contribute informational posts and supportive replies to others' posts
- Follow the HSP experts and raise awareness by sharing their knowledge

5 Expand Your Reach

While your website might be where many of potential clients find you, there are other effective ways to reach your target audience. Here are just a few:

- Write an educational article for your local mental health magazine or newspaper (here is an example of one I did in my community paper)
- Ask to be invited on your local TV morning show to discuss this mental health challenge (I was interviewed when my empath novel was released and used the time to talk about the sensitive trait and taught a quick exercise)
- Start a Meetup group for HSPs in your community (the local group I lead has 300+ members and I'm sometimes asked for referrals)
- Offer to give a presentation to parents at your local schools
- Get a booth at your community's health fair and hand out pamphlets that explain about the HSP trait and your specialized training

There are myriad ways to extend yourself in your community to bring greater awareness to the trait, the associated mental health challenges and your professional services.

Thank you. All my best to you!

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