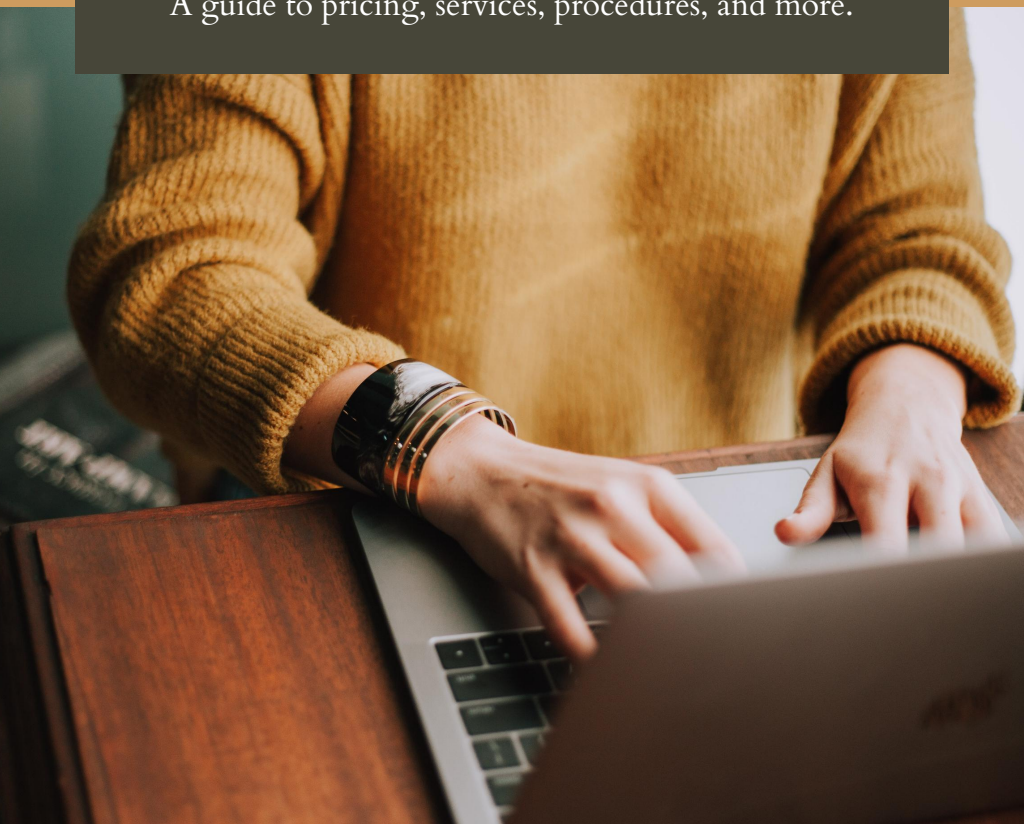
THE REVITALIZED THERAPIST

NEW CLIENT WELCOME PACKET

A guide to pricing, services, procedures, and more.



When did you stop wanting more for yourself?

-Cristina Smugala, MA, LPC

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WHO WE ARE + WHAT WE DO

The Revitalized Therapist is a team of experienced virtual assistants that specialize in marketing services for psychotherapists and their practices. All of our virtual assistants are well-versed in a host of skills designed to cater to you and your unique practice, but most importantly, each of our VAs is passionate about helping you get your life back.

The Revitalized Therapist was founded by Cristina Smugala, MA, LPC after she experienced an overwhelming bout of burn out. After years of trying to run her practice all by herself, Cristina found herself showing up lesser than for her patients, as well as feeling drained by the practice she had worked so hard to build from the ground up. Cristina made the courageous decision to invest in a virtual assistant so that she could return to showing up 100% for her patients *and* gain some semblance of herself again.

With the help of a virtual assistant, Cristina quickly found herself revitalized. She was excited to get up and go to work each day; she was invigorated by her caseload; she had time for herself again; and she

WHO WE ARE + WHAT WE DO

had a waitlist longer than she ever imagined for herself. Dare she say it; by spending money on a virtual assistant, Cristina was actually *making* more money!

It wasn't long before Cristina came to the realization that there were certainly other therapists out there experiencing similar exhaustion. Along with her virtual assistant, Maggie Kell, Cristina started The Revitalized Therapist.

By taking marketing tasks off of your plate, we give you the time to focus your energy where it *should* be: on your patients and their mental health journey. By taking the reins on the necessary but non-clinical components of your practice, we give you the peace of mind that your practice is growing with our focused and strategized unique marketing efforts while you take time for yourself, your family, and your friends. By taking the burn out off your shoulders, we give you the freedom to be the best therapist you can possibly be.

ARE WE A GOOD FIT FOR YOU?

- [ ] Are you feeling burnt out by your caseload, along with everything else that comes with having a successful practice?
- [ ] Do you want to show up 100% and then some for your patients and their growth?
- [ ] Do you hope to see your practice grow and flourish, both in terms of financial growth and personal fulfillment?
- [ ] Are you tired of doing session notes while you eat your dinner or losing sleep over the never-ending to do list?
- [ ] Are you willing to trust The Revitalized Therapist team to make a strategized marketing plan unique to your practice and your goals?
- [ ] Are you encouraged by the prospect of being a reputable resource to your current clients and a highly sought-after resource to potential ones?
- [ ] Do you want to be making money and making strides essentially while you sleep?

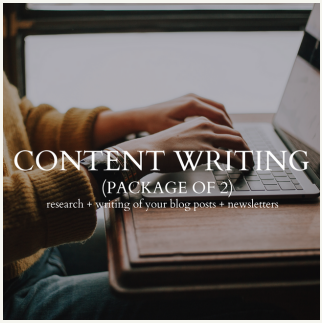
If you answered '**yes!**' to any of these questions, we would make a great team!

PRICING + SERVICES

We have a host of marketing services designed to cater to any and every individualized marketing plan. Every practice is different, as is every practice's needs. If you're unsure what services will be best for you at this time, reach out for a business consultation with Cristina.

CONTENT WRITING SERVICES

In addition being a great way to keep current clients informed, our content writing services increase web traffic, verify that you are a trustworthy + reputable resource, and increase the likelihood that potential clients will want to work with you.



PACKAGE OF 2 BLOG POSTS OR NEWSLETTERS
BASIC: $175/MO || SEO-ENHANCED: $300/MO

- Minimum of 600-650 words
- Research of relevant topic(s) of your choice
- Stylistic writing catered to your unique voice, goals, therapeutic modalities, and authoritative resources, as noted in your monthly style survey
- (SEO-Enhanced Package only) Writing of creative copy with SEO-rich text to optimize your practice's results in search engines
- (Note: Distribution of your content to your email campaigns or website requires purchase of the Content Distribution Add-On)

PACKAGE OF 4 BLOG POSTS OR NEWSLETTERS
BASIC: $275/MO || SEO-ENHANCED: $400/MO

- Minimum of 600-650 words
- Research of relevant topic(s) of your choice
- Stylistic writing catered to your unique voice, goals, therapeutic modalities, and authoritative resources, as noted in your monthly style survey
- (SEO-Enhanced Package only) Writing of creative copy with SEO-rich text to optimize your practice's results in search engines
- (Note: Distribution of your content to your email campaigns or website requires purchase of the Content Distribution Add-On)

PRICING + SERVICES
SOCIAL MEDIA + EMAIL SERVICES

SOCIAL MEDIA SET UP
$230/PLATFORM

- Creation of business page on your preferred platform, to include entering all relevant business information, completing the 'About Us' portion, and writing a captivating business description.
- Design of your practice's profile and cover image
- Creation of a call-to-action
- Design and posting of your first 5 posts

SOCIAL MEDIA MANAGEMENT
$300/MO

- 15 individualized posts per month, to include post design and written content
- Scheduling of content with your preferred social media scheduler (i.e. Buffer, Hootsuite, etc.) following assessment of your peak post times
- Collaborative analysis of topics and preferences each month
- Publishing and distribution of posts to Google My Business and 2 social media accounts of your choosings

EMAIL MARKETING CAMPAIGN SET UP
$300/MO

- Creation and set up of one email marketing campaign
- Input of your contact database to email marketing system
- Automation set up
- Custom design and creation of a responsive newsletter template
- SEO-rich content for your first newsletter (Note: Continued content for your newsletters will require the purchase of one of the Content Writing Packages.)

PRICING + SERVICES

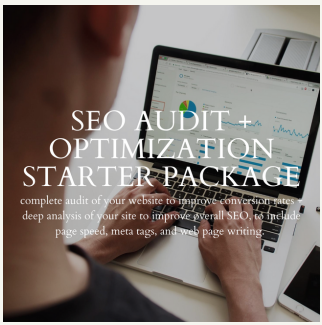
SEO WEBSITE SERVICES

SEO-RICH WEB CONTENT WRITING
$350/PAGE (800-1200 WORDS)

- Focus on your specialty pages of choice.
- Strategic search engine optimization writing to stand out among the masses. This includes both high quality content that focus on in-depth descriptions of your services and strategic placement of SEO-rich language in the web locations Google most often culls.
- Reassurance and confidence to your audience that you are well-versed in your work by communicating quality content.

BASIC WEB CONTENT WRITING
$250/PAGE OR $700 FOR COMPREHENSIVE (3 PAGES)

- SEO is difficult to rank in, and you might not wish to focus your efforts there, or you may prefer a more succinct web look. However, even without SEO, it is within your practice's best interest to still have engaging web content to meet the web user traffic from other marketing channels (i.e. word of mouth, social media, Psychology Today, etc.). This service offers compelling content for the web page(s) of your choice and includes one round of revisions, if needed and/or desired.



SEO WEBSITE AUDIT + OPTIMIZATION
$1000/STARTER || $1600/COMPREHENSIVE

- Web SEO Optimization: Methodically scouring your site for any technical changes to improve SEO to include locating and fixing page speed issues, fixing meta tags, writing SEO-rich page descriptions, and strategic placement of SEO keywords.
- Web Conversion Audit: Suggesting and applying, where appropriate, changes to your web design that will improve your conversion rate.
- Google Analytics Set Up + Directory Profile Audit

PRICING + SERVICES
ADDITIONAL SERVICES

CONTENT DISTRIBUTION ADD-ON
$100/MO

- Posting of your content writing blog posts to your website and/or design + sending of your content writing email newsletters.

BUSINESS CONSULTATION
$175/HOUR

- The Revitalized Therapist's founder Cristina Smugala, MA, LPC offers personalized coaching via phone or video call to work towards an individualized strategic marketing plan that will best meet the needs of you and your practice.

DIRECTORY PROFILE OPTIMIZATION
$250 FOR FIRST PROFILE || $200/PROFILE AFTER

- This service ensures that your directory profiles are well-written and fully optimized. Many potential clients begin searching for a therapist on directories like Yelp or Yellow Pages, and we want to help the odds that they click on your practice over another therapist's by crafting custom descriptions for the profiles of your choosing.

TIMELINE

Timelines vary depending on the package(s) you selected, but as a general rule, here's what you can expect:

1
You decide to invest in yourself and your practice and work with The Revitalized Therapist. (Well done!)

2
You purchase the unique marketing packages that best fit your practice's needs.

3
We welcome you on board and send you a style survey to complete, which will allow us to learn about your goals, your stylistic preferences, and so forth.

4
We start working on your packages, getting in touch with any questions we might have so as to be sure we are catering your content uniquely to you.

5
Although timelines vary, all content packages for the *following* month are generally in your inbox by the 16th of the month. Our web packages depend on how big your site is.

MAJOR POLICIES

- [ ] Your subscription will renew automatically each month, at which point we will send you an invoice to confirm the payment made.

- [ ] Any changes to your monthly subscription (additional services, discontinued services, etc.) must be made by the 1st of the previous month. For example, if you would like to discontinue services for September, you must contact your virtual assistant no later than August 1.

- [ ] Because of the sheer number of therapists we work with, we are unable to make edits or redo content. With our extensive work to get to know you and your practice upon onboarding, as well as our monthly reevaluation of your goals, we aim to negate any dissatisfaction with your products.

- [ ] Much of the success of your strategic marketing plan hinges on patience and continued communication with us. Your Instagram following will likely not skyrocket by 300% in a month, nor can we guarantee a waitlist in two weeks time. On the other token, if you fail to communicate in a timely manner or be thorough with your monthly survey, we cannot ensure quality content.

- [ ] Once you are assigned a virtual assistant, we ask that you communicate exclusively with him or her to promote efficient communication.

FAQ

Why do I need new content on my site each month?

Regularly updated content is vital to the success of your practice for a multitude of reasons. First of all, Google is constantly culling your site to see just how seriously you take the growth of your business. Google is a harsh critic, but when it sees regularly posted content rich with SEO language and relevant information, it increases the chances that you will be ranked highly in search engines and found by potential clients. Consistent content also ensures that these potential clients have an optimal experience when they visit your site and consider scheduling an appointment. Your current clients will also feel reassured by your level of communication and expertise on relevant matters.

Furthermore, core content pertaining to what your clientele needs at a given moment is the key to quality social media and email marketing— both important aspects of building your practice.

My job is to provide mental healthcare to struggling individuals, not to run a social media platform and send out email campaigns... right?

You are absolutely right! That's why we do it for you. We take it off of your hands so that you can throw all of your precious energy into being the best therapist to your patients.

Furthermore, consider this: Your job is also to meet your current patients where they are at. In this day and age, they are most often on their phones, scrolling through social media, hoping to see a positive light in an otherwise often negative technological space. You have an opportunity to provide them a safe space on a daily basis; take it! Additionally, your job is to be accessible to individuals who have not yet summoned the courage to reach out for help. By providing engaging and well-versed content, you ease the burden of that fear, in turn helping yet another person. And your practice will flourish with the benefits of additional caseload. We call that a win-win-win... win.

FAQ

What type of content can I order from you?

We create content that we call “core” or “evergreen” content. By staying on the cusp of relevant keyword research, we know the most common questions that people are asking about mental and behavioral health issues at a given moment in time. We create content that revolves around addressing these questions in a way that is specific to your ideals as a therapist and practice. With evergreen content, we provide what we call an “optimized user experience,” which your clients will credit you for, increasing the chances that they will set up an appointment with you or remain under your care.

I have no idea where to even start. What would you recommend?

Depending how long you have been trying to run your practice all by yourself, it can be quite overwhelming to know where to begin! That is why we offer business consultations with founder Cristina Smugala, MA, LPC. In these hour long sessions, Cristina gets a sense for your unique needs and goals, working with you to create a strategic plan that will both give you your life back and grow your practice in one fell swoop.

Why are all of these packages divvied up as they are?

Every practice is profoundly unique. There are group practices versus solo practice. There are practices that focus on specific demographics or modalities. You might prefer to maintain your current caseload, while another therapist might be looking to drastically grow hers. You might not yet recognize the advantage of being on social media, but your website needs some love.

Because of the wide variety of needs of any given practice, our services are broken up to accomodate for what a unique therapist might need. Additionally, they are compartmentalized in respect to the extensive time and skill set that varies from service to service.

THANK YOU!

We appreciate you taking the time to learn more about us, and we look forward to the prospect of working with you! Please don't hesitate to reach out with any questions you might have.

WWW.REVITALIZEDTHERAPIST.COM