Note: some of these are direct marketing strategies; others are indirect. Both work well, especially together.

Some can be done in a minute and others a longer time. Choose one that intrigues you!

1. Start an e-zine
2. Tell 50 friends about your work
3. Teach teleclasses
4. Teach a workshop
5. Write a book
6. Speak for free
7. Create benefits lists
8. Get trained well
9. Have an elevator speech
10. Join a breakfast club
11. Create a website
12. Raise your fees $5
13. Offer to help clergy
14. Design a clever business card
15. Host a mastermind group
16. Develop a brochure
17. Know your ideal niche
18. Pass out informational brochures
19. Create client tools
20. Put audio on website
21. Get a clever 800 number
22. Join a leadership group
23. List on therapy referral sites
24. Resolve marketing fears
25. Host a therapy chapter
26. Get a business license plate
27. Define your ideal client
28. Create strategic alliances
29. Offer e-programs
30. Respect your clients
31. Send quarterly press releases
32. Create a warm voice mail message
33. Reduce life stress
34. Mail a quarterly outreach letter
35. Write a newspaper byline
36. Offer MH day assessments
37. Host a book group
38. Know 25 professionals you trust
39. Do volunteer work
40. Exceed expectations
41. S...