

## **Nassau Chapter Presents:**

### **“How to Fill Your Calendar with Ideal Clients”**

**Speaker:** Irene Gutmann, MSW/Marketing-Business Coach

**Date:** Sunday, February 1, 2015

**Place:** Molloy College/Public Square Building,  
All Purpose Room/Room 290A  
(see below link for campus map)

<http://www.molloy.edu/Documents/Career%20Development%20Center/Campus%20Map.pdf>

**Time:** 9:00 am–10:00 am - Board Meeting  
10:00 am–10:30 am - Registration/Networking  
Continental Breakfast will be provided  
10:30 am-12:30 pm – Workshop

**Fee:** No charge for NYSSCSW Members  
Non-members \$20 (cash only please)  
If you join NYSSCSW within 30 days of the program you will receive \$20 discount off your membership.

**PLEASE NOTE: This presentation is not eligible for CEU credits but Certificates of Attendance will be available.**

While it is necessary to market your practice nowadays, most therapists are uncomfortable doing so and haven't been taught how to do it in a way that is authentic and effective. Learn how to market your practice without sounding like you are “selling your services”. Your prospective clients need to hear from you!

The presentation will cover the following;

- Common marketing myths and the professional practice.
- A simple way to get comfortable marketing your practice.
- What prospective clients need to know in order to feel comfortable reaching out to you.
- What kind of language needs to be on a website, card, or brochure.
- How to market your services without sounding like you are selling.
- How to get a great return on time and money invested in marketing and how to avoid time, energy and money wasters.

Irene Gutmann, MSW is a marketing and business coach and consultant specializing in helping women in the professions to fill their calendars with wonderful clients and enjoy a better quality of work life. After 12 years in the social work field, Irene entered the

coaching field and was confronted with her own discomfort and lack of knowledge of how to market her practice. After studying marketing for several years, she developed a system that is psychology based, effective, and much more comfortable to use than traditional marketing. Through consulting, coaching, and speaking, Irene now helps other professionals market in a comfortable, genuine and effective way.

To register e-mail: Shannon Boyle, LCSW at the following: [shannonboyle@hotmail.com](mailto:shannonboyle@hotmail.com)

**Cash Payments will be accepted onsite.**