

Marketing Basics:

FOR YOUR NEW SLP PRIVATE PRACTICE

Callie Resource Library



Marketing Basics for Your New SLP Private Practice

Most SLPs did not go to graduate school to learn marketing. But building a practice you love means helping the right clients find you, and the good news is that this is much more approachable than it sounds.

Marketing a speech therapy practice is fundamentally about relationships. It is about letting the right people know you exist, what you are good at, and who you can help. You do not need a big budget or a marketing background to do this well. You need consistency, clarity, and genuine connection with your community.

The Foundation: Who Are You Trying to Reach?

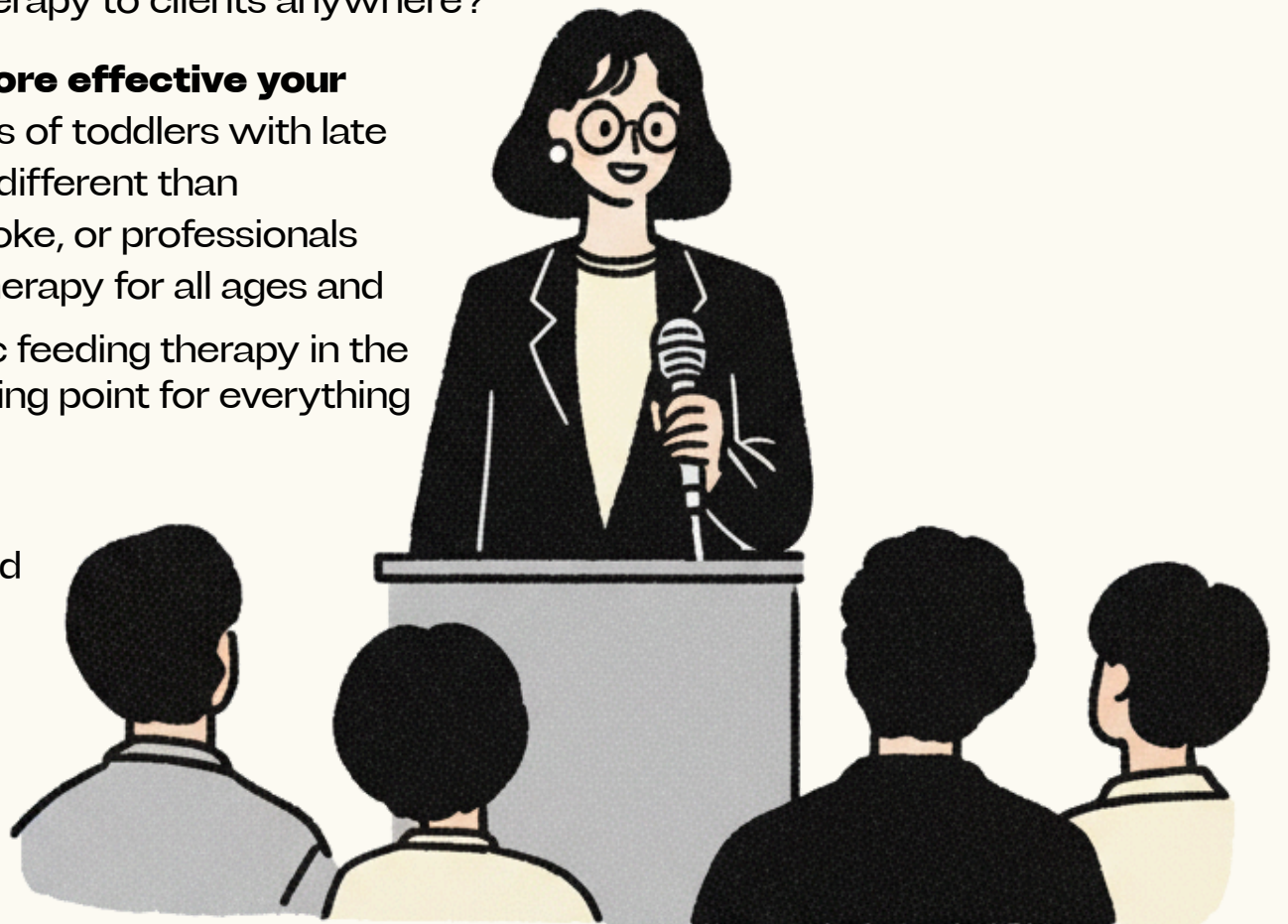
Everything that follows works better when you are clear about who you are trying to reach.

Think about your ideal client. What age range are you serving? What are their primary concerns? Are they paying cash, using insurance, or likely to have good out-of-network benefits? Are you working with clients locally, or are you offering teletherapy to clients anywhere?

The more specific you can be, the more effective your marketing will be. Marketing to parents of toddlers with late language emergence looks completely different than marketing to adults recovering from stroke, or professionals seeking accent modification. "Speech therapy for all ages and all concerns" is hard to market. "Pediatric feeding therapy in the north Dallas area" gives you a clear starting point for everything you do next.

There are several ways to reach your intended community that will be covered in more detail below:

- Referrals from other clinicians
- Online channels
- Your community
- Word-of-mouth from existing clients
- Insurance (if you accept it)



Building Referral Relationships: Your Most Important Strategy

Most thriving private practices get 60-80% of their clients through referrals. This is not a side strategy. It is the foundation of a sustainable practice.

The relationships you build with other providers are what fill your schedule over time. Pediatricians and family doctors are often the first stop for parents with concerns about their child's development. ENTs, neurologists, and physiatrists see adults who need speech and language support. Occupational therapists and physical therapists frequently work alongside SLPs and can become some of your strongest referral partners. Other SLPs with full caseloads or different specializations often refer clients they cannot see themselves. Audiologists, dentists, and orthodontists can be excellent sources depending on your specialty.

Building these relationships takes time, but it is deeply rewarding work. **Start by identifying 10-15 providers in your area who serve your ideal clients.** Reach out with a brief, warm introduction about who you are, what you specialize in, and who you help. Offer to drop off materials or have a quick phone call. Make it genuinely easy for them to refer to you by having a simple intake process and responding quickly when a referral comes in.

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The most important thing you can do after a referral is close the loop. Thank the referring provider personally. With client permission, update them on progress. Let them know when you are accepting new clients. These small gestures build trust and keep referrals coming consistently over time. Referral relationships take 6-12 months to develop fully, but once they are established, they create a steady stream of clients who are already primed to trust you because someone they trust sent them your way.

When referrals start coming in, you want to respond quickly. Callie's scheduling makes it easy for new clients to book right away, without back-and-forth emails or phone tag. [\[See how it works\]](#).

Building Your Online Presence

Your online presence serves two purposes. It helps new clients find you, and it confirms to people who have been referred that you are the right fit for them.

- A **Google Business Profile** is free and one of the most important things you can set up. It shows up in local searches when people look for speech therapy in your area. Make sure your hours, services, contact information, and photos are accurate and up to date. This is also where clients can leave Google reviews, which many families check before booking.
- A **simple, professional website** gives you a home base online. It does not need to be elaborate. It needs to clearly explain who you help, what you offer, how to contact you, and what your payment and insurance approach looks like. Including your credentials, experience, and a photo helps potential clients feel comfortable before they ever reach out.

Social media can be a valuable tool depending on your specialty. Instagram and Facebook work particularly well for pediatric practices because parents spend time there and appreciate helpful content about child development and communication. LinkedIn works well if you are serving professionals or working in corporate wellness. Posting consistently, even just once or twice a week, builds visibility and credibility over time

Getting Involved in Your Community

Some of the most effective marketing for a new practice comes from simply showing up in the communities where your ideal clients already spend time.

For pediatric-focused practices, parent groups, school events, and early childhood organizations are natural places to be visible and genuinely helpful. For adult and geriatric practices, senior centers, stroke support groups, and memory care communities offer similar opportunities.

Professional networking groups and local healthcare provider events help you build relationships with potential referral sources.

The goal when you show up to these spaces is to offer value, not to promote yourself. Free developmental screenings at community events, brief educational talks for parent groups, or co-hosting a workshop with a pediatrician or occupational therapist all demonstrate your expertise while serving the community. This kind of visibility builds trust in a way that advertising simply cannot replicate.



Reviews and Word of Mouth

Families and clients trust other families and clients. Your Google reviews are often the first thing a new client sees when they search for you, and a few genuine, specific reviews can make a meaningful difference.

The easiest way to build your reviews is simply to ask. After a meaningful milestone in treatment, or when a client or family expresses gratitude, let them know how much a Google review would mean to you and send them a direct link to make it easy. Responding professionally to all of your reviews, both positive and any that are critical, also signals to potential clients that you are engaged and care about the people you serve.

Word of mouth builds naturally when clients feel supported, heard, and well-served. The quality of your clinical care and your responsiveness as a business owner are your most powerful marketing tools. Happy families tell other families.

Insurance Listing Directories (If You Accept Insurance)

If you accept insurance, make sure you are listed accurately in every directory your payers maintain. Many families search their insurance company's website to find in-network providers, so an accurate and complete profile means you are discoverable to a whole population of potential clients without any additional effort on your part.

Contact each of your insurance payers to confirm your listing and update it whenever your information changes. This is one of the simplest forms of passive marketing available to you.

Your First 90 Days: A Simple Plan

Month 1	Set up Google Business Profile. Launch a simple website. Identify 10-15 referral source targets. Create introduction materials.
Month 2	Reach out to first 5 referral sources. Start asking current clients for reviews. Join one local professional or community group. Post on social media 1-2 times per week.
Month 3	Reach out to next 5-10 referral sources. Follow up with month 2 contacts. Attend one community event or networking meeting. Continue social media consistency.
Ongoing	Thank and update referral sources. Ask for reviews regularly. Show up consistently in your community. Maintain online presence.

Track where clients find you. Callie automatically asks new clients how they heard about you in intake forms, so you can see what's working. [Try it free]

Measuring What Works

Ask every new client how they heard about you. Track it. After 3-6 months, you will see patterns.

Maybe 60% come from one pediatrics practice. Nurture that relationship. Maybe 20% come from Google searches. Invest more in SEO and online presence. Maybe 10% come from a parent group. Keep showing up. Maybe 5% come from Instagram. Maybe not worth the time.

Focus your energy where it is working.

Marketing Is Relationship Building



You already have the most important ingredient: clinical expertise and a genuine desire to help.



The SLPs who build thriving practices are not necessarily the best marketers. They are the ones who build genuine relationships, do excellent clinical work, and show up consistently for the people and communities they serve.

You already have the most important ingredient: clinical expertise and a genuine desire to help. The marketing strategies in this guide are simply ways of letting the right people know you are there.

Start with referral relationships. Build your online presence. Show up in your community. The rest will follow.

Ready to make it easy for new clients to find and book with you? Callie handles scheduling, intake, and payments from day one so you can focus on building the relationships that fill your practice.

[Get started free]