



On growing a practice you can stand behind

How to Market Your Mental Health Practice Ethically

Ethical marketing isn't about doing less — it's about earning trust. These seven principles help you attract the right clients while honoring the standards that protect them, and your license.

- 01 Lead with education, not fear**
Offer genuinely useful insight instead of exploiting anxiety or making people feel broken.
- 02 Don't promise outcomes**
Skip words like “cure” or “guaranteed results.” Describe your approach and let clients set the pace.
- 03 Rethink testimonials**
Most boards discourage client reviews. Build credibility through your training, philosophy, and referral relationships instead.
- 04 Be transparent about fees**
State your rates, sliding-scale options, and what you do and don't treat — before the first call.
- 05 Represent credentials accurately**
Use only earned titles and your correct license type and state. Never imply expertise you don't hold.
- 06 Keep clear online boundaries**
Separate professional and personal accounts, and don't connect with clients in personal spaces.
- 07 Make it accessible and inclusive**
Use plain language, inclusive imagery, and welcoming copy so every client sees a place for them.

Grow your practice with integrity.

A resource from AKW Associates for private-practice clinicians.

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