

Tips for Marketing Your Services

If you work in a Healthcare Facility

- ✓ Make sure your business card shows your certifications
- ✓ Make sure your listing on the facility's website shows your certifications
- ✓ Develop a press release (see sample attached) announcing your certification. Send this press release to and talk to person who writes the facility newsletter. Offer to be interviewed.
- ✓ Make sure you have an updated bio on the facility's website.
- ✓ Make sure you are listed in ProSearch and have an up-to-date profile.
- ✓ Offer to develop an article of general interest to patients for the facility newsletter.
- ✓ Make sure you have an updated profile on LinkedIn.
- ✓ Make sure your profile is correct if there is a "find a professional" type listing at your facility.
- ✓ Send an email to the referral sources in your facility (see sample attached).
- ✓ Have a good high-resolution photo of yourself to use on your website and distribute.
- ✓ Make use of the ASHA consumer brochures that relate to your areas of specialty. Consider including them in mailings with your letters.

If you work in a School

- ✓ Get a business card if you don't have one and make sure your business card shows your certifications.
- ✓ Make sure your listing on the schools' website shows your certifications.
- ✓ Develop a press release (see sample attached) announcing your certification. Send this press release to and talk to person who writes the facility newsletter. Offer to be interviewed.
- ✓ Make sure you have an updated bio on the schools' website.
- ✓ Make sure you are listed in ProSearch and have an up-to-date profile.
- ✓ Make sure you have an updated profile on LinkedIn.
- ✓ Send an email to the other professionals in your school telling them about your certification.
- ✓ Have a good high-resolution photo of yourself to distribute.
- ✓ Make use of the ASHA consumer brochures that relate to your areas of specialty. Consider including them in materials you supply to other colleagues at your school.
- ✓ Consider writing an article for the school newsletter.

**For Holders of Specialty Certification
Tips and Ideas for Marketing Your Services (Page 2)**

If you are in Private Practice

- ✓ Make sure your business card shows your certifications (SPELL THEM OUT!)
- ✓ Develop a website, it can be one or two pages and they are very low cost
- ✓ Make sure you are listed in ProSearch and have an up-to-date profile
- ✓ Join the ASHA Community and make sure you have an updated profile
- ✓ Develop a relationship with your local reporters (newspaper, community paper, etc. See “Working With the Media” document attached). Offer to comment on issues related to your specialty, submit an article about an issue of interest to your local community (for example: early detection)
- ✓ Develop a press release (see sample attached) announcing your certification. Post this press release on your website and send it to your local media.
- ✓ Develop a letter (see sample attached) to be sent to local referral sources.
- ✓ Make sure you have an updated profile on LinkedIn
- ✓ Make use of the ASHA consumer brochures that relate to your areas of specialty. Consider including them in mailings with your letters (ASHA’s consumer brochures include many topics related to many specialty areas).
- ✓ Have a good high-resolution photo of yourself to use on your website and distribute.
- ✓ Offer to speak at local meetings (rotary) on a topic related to your specialty.
- ✓ Purchase a small ad in the community newspaper.