

Marketing

Description and Importance

Marketing is how you translate clinical expertise into real-world visibility. This chapter provides a practical roadmap for building your reputation as an adult ADHD specialist through online presence, community engagement, and strategic outreach. Done well, marketing doesn't just attract referrals—it positions you as the trusted go-to professional in your community.

Learning Objectives

By the end of this chapter, trainees will be able to:

1. Identify the core marketing principles necessary to position oneself as a trusted adult ADHD specialist within their local community.
2. Develop an integrated marketing strategy using both online platforms and traditional outreach methods to reach potential clients and referral sources.
3. Design effective marketing materials (e.g., business cards, flyers, brochures) that communicate the unique value of their ADHD evaluation services.
4. Apply best practices for direct outreach to referral sources, including mental health professionals, primary care clinics, and universities.
5. Implement community engagement tactics that promote visibility and credibility through webinars, public talks, and online forums.

Outline

1. Introduction

- The problem: **Many adults struggle with ADHD but go undiagnosed. Local providers lack specialized assessments.**
- Your solution: **A streamlined, research-backed ADHD evaluation process** to help professionals make faster, more accurate diagnoses.