

Professional Practice Building

Session 1—How to Effectively Market Yourself in 15 Minutes a Day

CE Hours: 0

Introduction

The NBCC Foundation and National Board for Certified Counselors invite you to a no cost Webinar on Professional Practice Building. This series of webinars is designed to be useful for both new counselors and seasoned counselors wishing to expand their areas of practice, and aims to help counselors develop the business skills necessary to build a successful professional profile. This webinar series is offered at no cost to all board certified counselors (NCCs), as well as NBCC Foundation Scholars and Fellows and Global Career Development Facilitators (GCDFs) in good standing.

The idea of marketing can sound daunting for many counselors—not only how to do it, but how to do it without coming off as “pushy.” But, if you want sustained success in private practice, it’s necessary to run yourself like a business. This is the Marketing 101 class you should have had in grad school. Attendees will learn simple, yet effective strategies to start using immediately that are: free, beneficial, and ethical.

After this webinar, participants will be able to:

- Ethically engage in social media.
- Network with referral sources.
- Gain expert status through the media.
- Spread knowledge through public speaking/training.

Click here to view webinar: [How to Effectively Market Yourself in 15 Minutes a Day](#), presented by Susan Fee.