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Website

## Annmarie Legge

Counselor, MS, MHC-P

Verified by Psychology Today

If your teen has been feeling sad, overwhelmed or simply "stuck", they might be struggling with anxiety, depression or dealing with life transition. Being a teenager is tough and I'm here to help!

My passion is working with teens whose lives are affected by self-doubt, bullying and relationship drama. Together, we will decrease the symptoms of anxiety and depression thereafter increase self-esteem. Your teen will begin to feel understood and gain confidence while learning skills to cope and improve their mood.

Does your son/daughter want to feel happier, more confident, more sociable and make healthier choices in their lives? Next step, call me directly or email today to take a chance at change.

Call or Email Annmarie Legge for a **free phone consultation** now - (716) 402-1280

*This format can be used not only for directory ads, but also for web pages, brochures, rack cards or anytime someone asks you for a bio.*

*Essentially, you are taking what you know about your target market and putting it together in a brief form.*

*You don't have much time to get their attention (some research says 5-7 seconds on a web page). Remember: the purpose of the first sentence is to get them to read the second sentence, and so on.*

*It should be clear, right from the start, whether you are for them. Save all the info about your theoretical perspectives and philosophy of life for another time and place. Now... when they are searching for help... all they need to know is that you can very well be the one they are searching for*

**Comment [DL1]:** Professional photo. Does not have to be taken professionally, but it should look like it was, and should definitely portray you as a professional

**Comment [DL2]:** Be sure to link to your website. You can link it to the home page or another page. Remember that when the visitor lands there, they want to know 3 things: Who are you, where can I find you, and are you for me?

**Comment [DL3]:** People may not know what the spaghetti after your name means. Be sure to clarify for them. Remember – it's up to you to connect the dots for them

**Comment [DL4]:** Start with a sentence that will surely catch their eye if you really are a match for them. Write it simply (no psychobabble) – in terms they can relate to

**Comment [DL5]:** It's a great touch to both acknowledge and support them whenever you are able to do so

**Comment [DL6]:** Notice how she states her "passion" – but not in a way that is really about HER. She does it just to let the reader know she loves to work with them! She gives examples that resonate with their experience in language they might use (or will certainly understand) – both in terms of situations (bullying, drama), and in terms of solutions (decreased anxiety and depression and increased self esteem)

**Comment [DL7]:** Remember who your audience is. When it comes to teens, the audience is usually a parent or caregiver – an adult who cares and who is likely worried and concerned about the child. Note that although she writes this to the adult, she also is sure to write it so when the adult has the teen read it, the teen can connect as well.

**Comment [DL8]:** Here she asks a question that speaks to what most adults want for their teens, and also to what many struggling teens want for themselves

**Comment [DL9]:** You always have to tell them what to do next. This is a very clear and defined "call to action". There is no ambiguity about what the reader can do next to get started