

Market Magnets #8

Corporate Outreach

When you can make yourself available to hundreds or thousands of people, the chances of filling your book increase significantly!

You are a valuable resource to people who manage or care for other people. For those who are responsible for the care and feeding of large groups of people in all sorts of settings.

When you consider the corporate world, that “caretaker” role is most often not a mental health professional. However, a significant proportion of the problems they see are at least in-part related to mental health. Hence, the need for you and your services

Over the years, I’ve found that reaching out to Human Resource Directors/Departments can really leverage my time when it comes to getting noticed. I’ve reached out to these HR folks in a number of settings, including:

- Schools
- Universities/Colleges
- For-Profit Corporations
- Non-Profit Organizations
- Churches
- Legal Firms
- Medical Centers/Hospitals

If the organization doesn’t have an HR department, find out who is responsible for hiring and benefits. Let them know you want to find out how to help them with employee satisfaction, job performance and retention. (Remember, you always want to speak in terms of BENEFITS to the person your speaking with.)

Here are a few of the ways you can benefit these Key Players:

- Consultations
- Mediation
- Trainings, in-services (stress management, job performance, effective communication, healthy lifestyle)
- Newsletter (or articles to insert in their corporate newsletter)
- Trauma debriefing
- Special services (substance abuse, anger management)

Once you identify your Key Players and get their contact information, here is a sample email you might send to get the ball rolling:

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Date:

To:

From:

RE: How can I help?

As you know a large amount of employee problems on the job have to do with personal and interpersonal issues that people bring to work. Your job isn't easy, and I'd like to help.

As a Licensed Mental Health Counselor, I work with individuals around issues of depression, anxiety, grief, loss, transition, communication, relationships, and much more. You need your employees to be healthy and I can assist you with that

I have some ideas regarding ways I can help you help your people, but it would be even better to chat for a few minutes so you can tell me where and how you think I might be able to help you best.

I'll give you a call next week to follow up on this. If you'd like to contact me before then, just reply to this email or you can call me at 555-5555.

Sincerely,