

ZENCARE PROFESSIONAL STATEMENT GUIDE

LENGTH: 250 WORDS | **STRUCTURE:** 3-5 PARAGRAPHS | **TONE:** PROFESSIONAL + PERSONABLE

{Your full name} is a {credential} in {neighborhood}. They work with {client demographics}. Many of {Your name}'s clients come in when {common challenges, symptoms, development points}. {Your name} is particularly passionate about serving {population}. They also have advanced training in the area of {niche specialty}.

{Your name} is trained in {approach}, which uses {describe how approach works}. In session, {Your name} focuses on {what happens in session with you}. This approach supports clients to {result of treatment}.

{Your name's} style is {describe style}. When a client first comes in, {describe therapeutic environment or how you build treatment plan}. {Your name} is dedicated to providing a relationship that is {describe relationship}.

{Your name} received their {degrees, universities, study focus}. They received experience at {fellowship, training institutes, previous employment} which enables them to {significance of experience}. Outside of private practice, they {personal or professional note}.

Read more on the Zencare blog: <https://blog.zencare.co/how-to-write-therapist-professional-statement/>

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QUALITY CHECKLIST!

Once your professional statement is written, here are some things to look out for and avoid:

- Therapy jargon
- Acronyms and abbreviations
- All caps
- Vagueries, clichés, and anything that is unspecific to your practice
- Long lists of every diagnosis you would see or training experience that you've had
- Quotes from other people
- Rhetorical questions
- Typos!
- More than one sentence on your speaking, writing, teaching, or other activities outside of private practice

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WRITE YOURS HERE!

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