

# 5 Tips for Naming your Private Practice!

## Tip #1: Plan for your Future!

Many therapists start their practice thinking they just want to offer one service, or they just want to be solo forever. But if you have any inclination that you may want to go to a group practice later, or offer more than one service, keep that in mind! If you plan to expand in the future, we recommend you avoid the use of your personal name in your practice name i.e. "Suzy's Psychotherapy." If you plan to offer more than just psychotherapy, avoid limiting yourself in the title of your business!

## Tip #2: Consider SEO

The world of SEO does wonders for advertising and getting the name of our practice out there. If you plan to practice in a singular location, including that location in your title can work wonders for SEO! It can also be super beneficial to use terms that prospective clients would be searching for, directly in your practice name. For example works like counseling, psychotherapy, or even specific modalities or presenting problems like EMDR or anxiety, could be incredibly beneficial for SEO. It is very important to consider however, that incorporating locations and specific terms will also limit you for the future if you ever plan to expand or change offerings. This tip is most useful for niched practitioners or practitioners with a clear path they want to follow for their private practice :)

## Tip #3: Pack a Punch

Memorable names will stick with prospective clients and be at the top of their mind! If you can come up with something creative, engaging, and memorable, you're winning! In my hometown, I was searching for a decking company. I found a company called "Steve's Decking Services." Then I found another company called "Hickory Dickory Decks." Who do you think I went with, and who do you think I remember everywhere I go? You get the point.

## Tip#4: Test your market

If you're debating between a few names, see what your prospective clients would like! If your ideal clients are young adults, you may want to ask university students which name resonates with them the best. Find your target audience and get their opinions!

## Tip #5: Avoid legal trouble!

Make sure your name is unique and that it has not been taken by anyone else! Do some google searches on your name, and also consider using legal checks as well. Here in Canada we have the NUANS name search report, which allows us to see which businesses use the name, if any! Be sure to do your due diligence, to avoid trouble down the line!