

## Marketing Your Product

Marketing 101 tells us there are seven P's to consider when marketing ourselves: **Product, Price, Place, Promotion, People, Processes, and Physical Assets.**

The **Product** (or in our case, ourselves) is the core offering and reason for establishing our professional practices. It is important to be able to distinguish what is unique and valued about the offering. Listening to clients can often provide a cue, so will asking "what's in it for me?" from the clients' perspective.

From a marketing perspective, **Price** is concerned with "what will the market bear?". We need to know what our target clients are prepared to pay for our services, and set our fees accordingly. If set too high, we lose clients. And, if set too low, we lose income and leave our clients wondering why we are so cheap.

For most psychologists, **Place** is the professional rooms where clients are seen. However, alternate locations where clients can obtain services might also be considered, along with alternate mediums to support existing services (eg., via audiotapes, CD's, books and the internet).

Professional practice image is affected by the **People** (our administrative/professional staff and ourselves), the **Processes** used to provide our services, and the **Physical Assets** used to create our offerings. So, we need to look at these three factors and assess whether we are conveying the right image to our clients and potential clients. If not, we can take the necessary steps to remedy identified problems. The time taken to work on the professional practice image will add support to promotional activities undertaken.

Once we have considered the first 6 P's, we can turn our attention to **Promotional** activities. Promotional activities can centre on highlighting that which is unique and valued about our offerings, along with their price and how/where to obtain our services. We are also in the best position to consider which combination of mediums to use to promote our service offerings (including advertisements, brochures, publications and public speaking).

Rachel Abramson  
— Editor

### ABOUT UPDATE

UPDATE is the national DIPP newsletter. UPDATE will keep you abreast of practice management matters, as well as DIPP activities. UPDATE is also a forum for debate. So, if you have strong views on a particular issue, pen your views and forward them to us for inclusion in the next UPDATE.

Advertising rates are available upon request.

### FORTHCOMING TOPICS

This is the final issue by Rachel Abramson. Anyone with an interest in taking on the role is encouraged to put their hand up at the APS DIPP AGM on the 30<sup>th</sup> September this year.

Letters, announcements, P.D. activities, notes about members and other contributions can be forwarded to:

Rachel Abramson, Editor  
UPDATE — A.P.S., D.I.P.P.  
PO Box 300  
Caulfield South, Vic. 3162.

Short materials can also be emailed to [rachela@ozemail.com.au](mailto:rachela@ozemail.com.au).

Closing dates: 15<sup>th</sup> February for March issue.  
15<sup>th</sup> May for June issue.  
15<sup>th</sup> Aug. for September issue.  
15<sup>th</sup> Nov. for December issue.

**REMINDER — DIPP MEETING AND AGM**

The DIPP Forum and AGM will be held on the 30<sup>th</sup> September, 12 - 2 pm. The forum is an opportunity for members to provide input into future DIPP initiatives. It is also an opportunity to hear about current APS initiatives, delivery of psychological services to the community and much more.

If you are coming to the Sydney conference, be sure to attend our forum. And, be sure to bring along your thoughts about what you would like

DIPP to do for you. We can then include your thoughts when planning future DIPP initiatives.

This year's AGM includes the election of office bearers. All positions on the national DIPP committee are open, including that of UPDATE editor.

You may like to consider nominating yourself or a colleague for the National committee. This is your chance to make a contribution to p.p. matters.

**FINAL UPDATE BY CURRENT EDITOR**

This is my final issue as Editor of UPDATE.

I would like to take the opportunity to thank all members who have emailed comments, thoughts, or contributions on past issues of UPDATE. Your thoughts and contributions have been greatly appreciated.

Stay tuned at the September AGM to find out who your new editor will be.

Better still, why not put your hand up for the role.

Editor.

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20 Oct: Marketing and Developing Business Acumen: Establishing or growing your referral base and attracting clients YOU prefer to work with.

17 Nov: Coach, guru or therapist? What are others doing and where do psychologists want to be?

1 Dec: Client care during breaks/holidays in private practice.

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9 Oct: The psychologists' role in rehabilitation of their clients.

20 Nov: Streamlining and Growing Your Practice, Entrepreneurially. (One day workshop).

**VIC**

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20 Oct: Government funding for psychologists.

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26/10: Information on the role of the Board for all psychologists in private practice.