# Counselling Practice Content Strategy

**Speculative Content Strategy and Copywriting**
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A website and social media concept for a fictional counselling practice serving Central Alberta. All practice details, practitioner voices and persona information are illustrative. This sample demonstrates content strategy and original copywriting; it does not represent a commissioned or published campaign.

## The brief

Help prospective clients get to know the people behind a counselling practice, compare practitioners more comfortably and see the practice as part of their community. The proposed content builds on a service directory with consistent, approachable introductions and useful local information.

## Ideal Client Persona

Sarah • Age 38 • Working parent • Central Alberta

Sarah is considering counselling while managing work and family responsibilities. She has found several practitioners who offer relevant support, but their qualifications and lengthy biographies do not tell her how she might feel sitting across from them.

“Who would understand me? Who would I feel comfortable opening up to?”

| What matters to Sarah | How the content responds |
|---|---|
| Feeling comfortable and understood | Practitioner videos and personal introductions reveal communication style and approach. |
| Comparing two or three options | Profiles answer the same questions in plain language. |
| Knowing the practical details | Fees, session formats and contact instructions are easy to find. |
| Finding relevant local support | Community content helps residents explore resources beyond the practice. |

## Editorial direction

Warm, clear and respectful of the reader’s pace. Use concrete questions and natural practitioner voices. Avoid jargon, pressure to disclose and promises about outcomes. Let readers explore without requiring public engagement.

## Content approach

Website: a welcoming introduction, comparable practitioner profiles and practical FAQs. Social media: recurring practitioner introductions, educational carousels and community resources. A manageable rhythm is 3 - 4 core posts weekly, adapted for Facebook and Instagram. Longer YouTube introductions can be embedded on profiles and repurposed into short clips.

The following pages contain sample copy for that approach. Community features would use verified resources and permission where needed; clinical staff would review educational and practitioner content before publication.

# Website Copy

## Homepage introduction

Counselling starts with a conversation.

You may know what you want to talk about. You may only know that something feels difficult. You can begin with either.

Explore counselling options in Central Alberta, get to know our practitioners and find someone whose approach you would like to learn more about. Take your time. Questions are welcome.

Primary button: Meet our practitioners
Secondary link: Explore our services

## Practitioner directory introduction

Find someone you can imagine yourself talking openly with.

Choosing a practitioner involves more than finding the right service. You may want someone who asks thoughtful questions, offers practical ideas or gives you space to find your own words.

Our profiles introduce the people behind the qualifications. Read about their approaches, watch a short introduction and compare the details that matter to you. You do not have to decide everything today.

Button: Get to know our team

## Profile comparison introduction

A little information can make the choice feel more manageable.

Considering a few practitioners? Explore how each person works, what they might bring to a first meeting and the practical details of seeing them. There is no single right choice for everyone. These introductions can help you decide what you would like to ask next.

Comparison labels: Who I work with • My approach • What a first meeting may feel like • Session options • Fees • How to contact me

## Community page introduction

Connected to life in Central Alberta.

Support can take different forms: a conversation, a community program or help finding the right information. This space brings together local resources and introductions to the people and organizations contributing to community wellbeing.

Explore what is available, find out who to contact and take the next step that makes sense for you. Each resource listing links to its original source so you can check current details directly.

Button: Explore community resources

# Practitioner Profile and Website FAQs

Illustrative profile for Jordan, a fictional practitioner. The voice below demonstrates how a profile can feel personal while following a consistent structure.

## Meet Jordan

“You don’t need a polished explanation of what brings you here.”

## Who I work with

I work with adults who are feeling stretched by everyday demands, navigating change or trying to understand patterns in their relationships. You may have a specific concern, or you may simply want room to think out loud.

## My approach

I tend to ask questions, listen for what matters to you and check that I have understood. Some people want practical ideas to explore between sessions. Others need time to make sense of what they are feeling. We can talk about what would be useful to you.

## What a first meeting may feel like

We can begin with what prompted you to reach out and what you would like to know about working together. You can ask questions too. If you are unsure where to start, you can say that. We will take the conversation from there.

## An invitation

If my approach sounds like something you would like to explore, review my session details and contact information below. You are welcome to ask about the process before deciding on an appointment.

Button: View session details and contact options

## Frequently asked questions

Do I need to know exactly what I want to talk about?
No. You can start with a feeling, a recent experience or a question. If you are finding it difficult to explain, let the practitioner know. You can ask how they help someone get started.

How do I choose between practitioners?
Begin with the services you need, then explore how each practitioner describes their approach. Introductory videos can give you a sense of their communication style. You can also ask questions before deciding. A profile offers a starting point; comfort and fit are personal.

Where can I find fees and session information?
Each practitioner’s session details explain fees, appointment formats and how to get in touch. If you plan to use benefits, check your coverage and the practitioner’s eligibility with your insurer before booking.

# Social Media Copy

## Educational carousel

Slide 1
You do not need the perfect words to ask about counselling.
A few questions can be a place to start.

Slide 2
Ask about the process.
What happens at a first appointment? What can I ask before booking?

Slide 3
Explore practitioner fit.
Who might I feel comfortable talking to? Get to know their approach, voice and style.

Slide 4
Review fees.
What does a session cost? Where can I find fee and session information?

Slide 5
Choose a small next step.
Explore services, get to know practitioners and review fees on our website.

Caption
Exploring counselling can bring questions. You can take time to understand the process, compare practitioners and review practical details before deciding what to do next. Find services, practitioner information and fees on our website. Start with the question that matters to you.

## Practitioner introduction post

Headline: Meet the person behind the profile.

Caption
A list of qualifications can tell you about someone's training. Hearing them speak can give you another piece of the picture. In this short introduction, Jordan shares how they approach a first conversation and welcome questions from someone who feels unsure. Watch, get a sense of their style and explore their full profile on our website.

## Community connection post

Headline: Finding your next step in Central Alberta.

Caption
Sometimes the first question is simply, "Where do I turn?" Local community service organizations can be a starting point for information about programs and resources in your area. Our website's community resource page brings together links to explore, with contact details available from each organization. Take a look for yourself, or save this post for a time when the information might be useful.

Editorial note: This concept assumes a resource page will be created and its listings verified before publication. It does not imply an existing partnership.

## Community listening prompt

What would make exploring counselling easier to understand: the first appointment, choosing a practitioner or practical details such as fees? General questions are welcome. Please keep personal information out of comments and use our website's contact options for individual inquiries.