

How to Do a LinkedIn Campaign to Form Referral Relationships with Marriage and Family Therapists



1. Do an advanced search using filters to find the professionals you are looking for.
2. Send them a Connection Request with something like this in the message:

“Hi John, I specialize in serving clients going through divorce and my clients often need a quality family therapist. Based on your profile, I think you could be a good fit for a lot of my clients. Would you be willing to get together for coffee or lunch so that I could learn more about your philosophy?”

4. When they respond, set up a time to get together to discuss what you each do. (Be sure to let them talk first!)
5. If they don't respond, in 3 days, send a physical letter with similar language, include your business cards and brochure.
6. 5 days later, call their offices to request scheduling a meeting.

Fair warning, don't send too many connection requests because therapists are MUCH more responsive than attorneys and you'll be surprised how many you hear from!

For more information on successfully marketing your Divorce Practice, be sure to join us at [Business Blastoff!](#)

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