

Digital Branding Checklist For Private Practice SLPs

How to ditch the overwhelm & save time branding
your boutique private practice



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Hi and...

Welcome!



Thank you for downloading the digital branding checklist! I know this will help you kickstart your SLP brand so you stand out as a skilled professional and become a sought after therapist.

I remember feeling completely overwhelmed with the idea of branding and marketing my practice. I know these tips will help you create a solid foundation that you can build off of.

Let's Start!

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Digital Branding Checklist

All the things you need to create an online presence

- Website "A great digital presence starts with a clear and effective website." Donald Miller
- Google Business Profile - Add branded photos or instagram posts that include your logo ★ Tip: Create in Canva
- Email Signature ★ Tip: I use Wise Stamp
- Social Media Channels: Instagram, IG Bio Link, Tik Tok, Facebook Business Page, Linked In
- Digital Business Cards-★ Tip: I use HiHello
- Electronic Medical Record System ★Tip: input logo on all intake forms
- Sign up for a free Yelp account and add Branded Photos or Social Media posts
- Create a Brand Kit in Canva to include all your logos, fonts, colors, iconography and stock photos/headshots



Physical Branding Checklist

All the things you need for your clients & community

- Marketing Print Materials: Trifold, Flyer, Business Card used for doctor's offices, schools and daycares
- Folders: ★ Tip: I recommend a Black Zazzle account
- Uniforms: get your logo embroidered or screen pressed on Tshirts, hoodies, or scrubs ★ Tip Bella Canvas & CodeNxt Scrubs are great
- Intake Forms, Inquiry Packet, Referral Pads- ★ Tip: Try to create and print on Canva
- Thank you cards & blank notepads/notebooks
- Create a QR code (in Canva) for your google review link and print cards to send to current and past clients
- Stickers- ★ Tip: You can create on Canva and purchase Vinyl Sticker Paper on Amazon to print & cut from home
- Name Tag with photo identification - ★ Tip: I use Xpress ID on Etsy



Branding Photography Tips

Branding photography is a strategic photoshoot where you receive a library of professional photos that showcase you, your business and your personality. It helps to build your brand and attract your ideal clients. Here are a few tips:



Find a photographer that specializes in Branding Photography



Book a natural light studio for the shoot



Ensure to get 20-40 photos from the shoot to use for digital and print marketing



Plan the shoot to include both head shots, flat lays, and photos with “pretend” ideal clients



Try to stick with neutrals or your brand colors when picking out your photo shoot outfits



Don't forget props that you frequently use during evaluations, therapy and behind the scenes



Branding Development Tips

A cohesive brand is much more than a logo.



Create or purchase a logo and a sub logo



Request both color and black/white versions



Pick your colors (Hex color codes) 1-2 high contrast to 1-2 low contrast colors but up to 8 colors



Pick 3 Fonts: One Main Font & 2 Secondary fonts out of these Serif Fonts, Sans Serif Font, Scripts Font, Display fonts



Create or purchase iconography (icons that are parallel with your brand)



Create a brand board in Canva to display all of your brand elements

Thank You!
let's stay in touch!



If you want to dive deeper into building a brand and learn more tips like this make sure you check out the Speech Stars Branding Shop and follow me on Instagram.

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