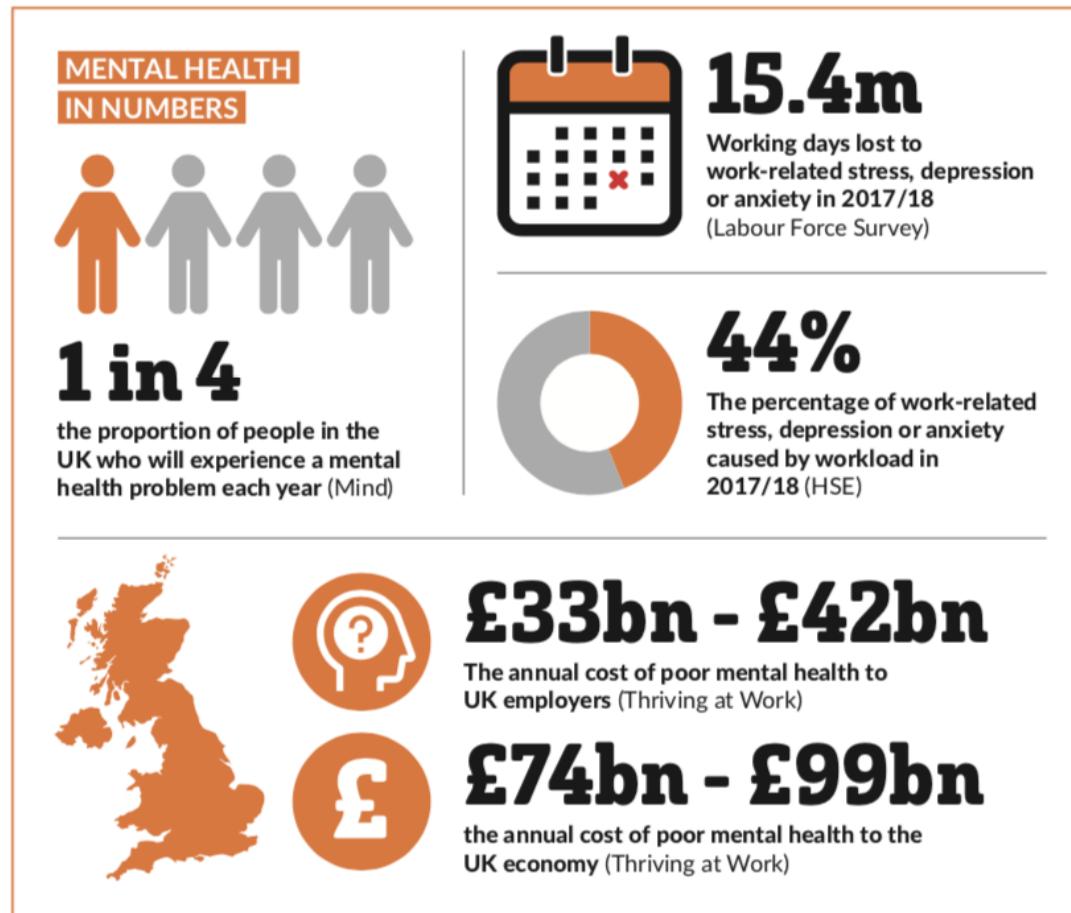


# New “Find a” website concept

Copyright is asserted

# There is a solid demand for psychological therapies



# There are multiple ways to find a therapist

- Professional referral
- Personal recommendation
- Local clinic
- Search
  - Press advertisement
  - Personal web page
  - **Online listing site**

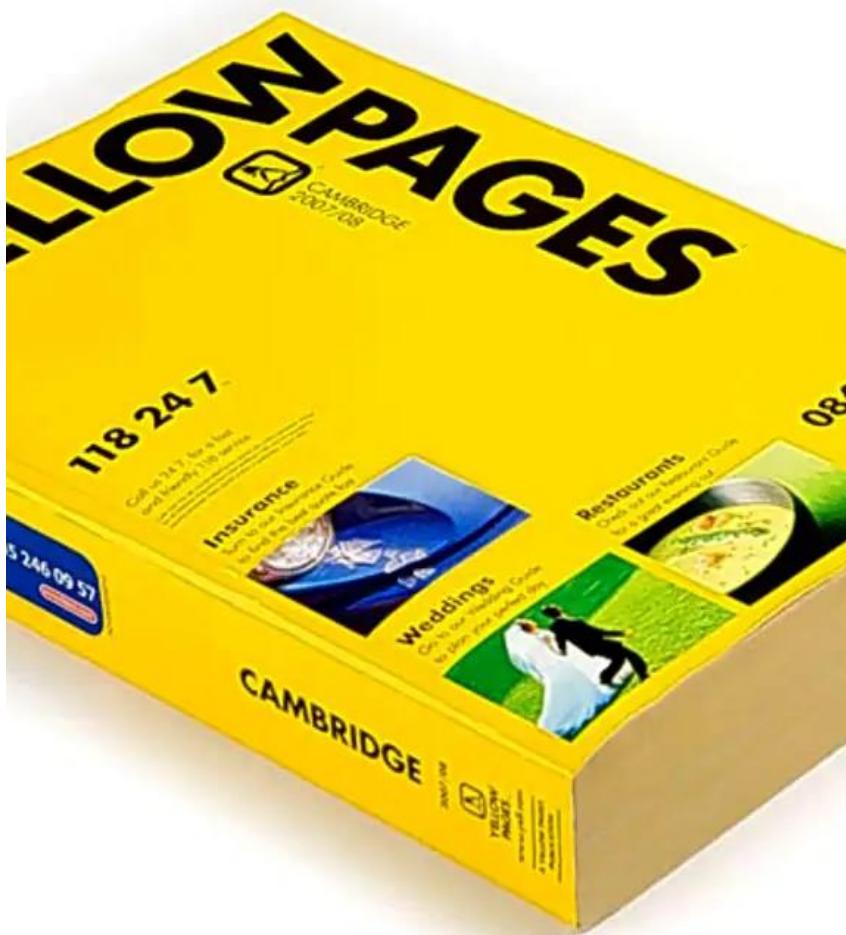
In the absence of a referral or personal recommendation most of us will be taking a deep breath and hitting the search engine.

# Before you can start searching you need to know what you are looking for

- Life Coach
- Counsellor
- Hypnotherapist
- Psychiatrist
- Psychologist
- Psychotherapist
- Or an alternative that claims psychological benefits:
  - Shaman
  - Acupuncturist
  - Gym instructor
  - Sports coach
  - Massage therapist

How many potential service users know the difference between these approaches or have any idea which kind of therapist will be right for them?

# Searching for a local therapist used to be simple



- Find adverts for local therapists
- Telephone a few
- Choose the one you most like

# Now it's difficult to even know where to start looking

[findatherapist.co.uk](http://findatherapist.co.uk)

Search BACP

[welldoing.org](http://welldoing.org)

uk  therapy  
hub.co.uk

 the british  
psychological society







Counselling Directory<sup>®</sup>

  
UKCP  
UK Council for Psychotherapy



Hypnotherapy Directory<sup>®</sup>

About UKCP [Find a therapist](http://findatherapist.co.uk)

Life Coach Directory<sup>®</sup>

With each listing site having  
hundreds or thousands of profiles  
how do we narrow down our  
search?

# Filter by: Local area?



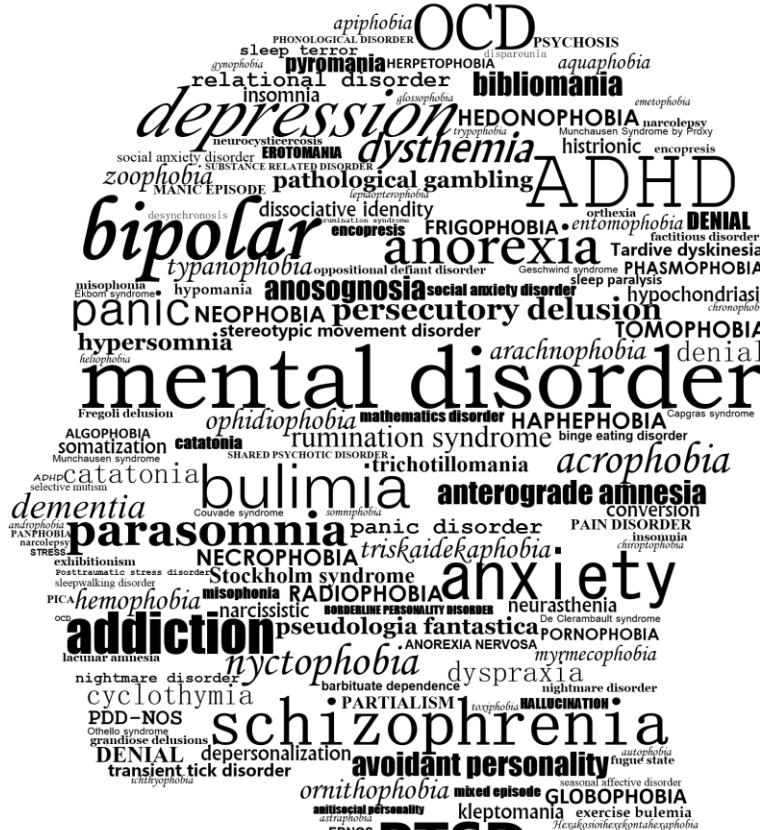
For face to face therapy this is the first filter, however, Covid-19 has massively accelerated the popularity of video therapy. Now your therapist could now be located anywhere in the world!

# Filter by: Modality?

- Art therapy
- Attachment-based psychotherapy
- Behavioural therapy
- Body psychotherapy
- Brief therapy
- Cognitive analytical therapy
- Couples psychotherapy
- Dance movement therapy
- Drama therapy
- Existential psychotherapy
- Family therapy
- Gestalt therapy
- Group analysis
- Group psychotherapy
- Humanistic integrative psychotherapy
- Hypno-psychotherapy
- Jungian analysis
- Neuro Linguistic Psychotherapy and Counselling
- Object relations therapy
- Person-centred psychotherapy and counselling
- Psychoanalysis
- Psychodynamic psychotherapy
- Psychosexual psychotherapy
- Psychosynthesis
- Relational psychotherapy and psychoanalysis
- Solution-focused brief therapy
- Systemic therapies
- Transactional analysis (TA)
- Transpersonal psychotherapy

If a potential client doesn't know the difference between a psychologist, a psychiatrist, and a psychotherapist then these distinctions are unlikely to mean much.

# Filter by: The issue I'd like to resolve?



This makes sense, however, not all clients will know the “correct” name for their symptoms. Also, while some therapists do specialise, most are able to tackle a wide range of issues.

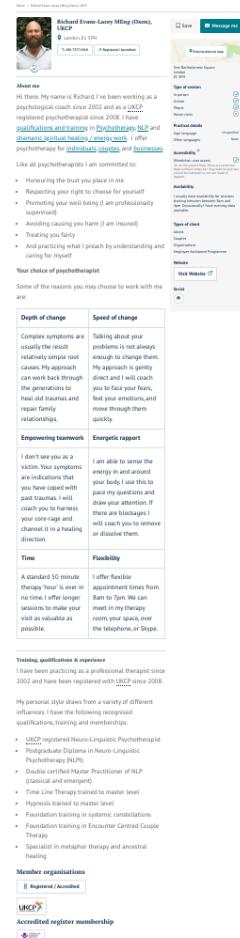
# Filter by: Profile picture?



This is how most of us choose which profiles to read. How much can we trust these first impressions?

# It's difficult to get to know someone through their online profile

- Communication of meaning:
  - 7% verbal
  - 38% tone of voice
  - 55% body language
- Online profile:
  - 7% profile picture
  - 93% written word



(Albert Mehrabian)

# You can contact a few but

- It can be intimidating to pick up the phone
- The therapist may not be able to speak straight away
- Emails or telephone messages may go unanswered for days
- Do you really want to explain your situation to multiple people?



What if ...

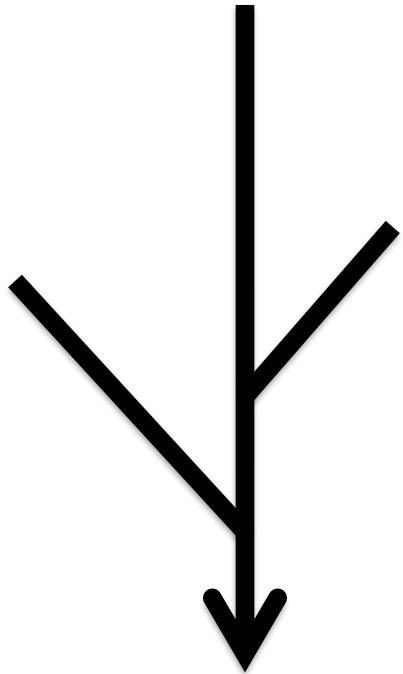
There was a room full of  
therapists of all kinds

You could ask them all a specific question you'd like to know the answer to

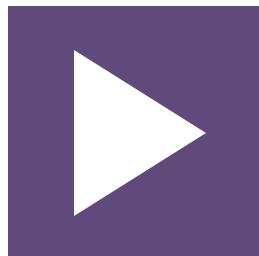
Then you could continue to ask your favourite therapists more questions

Until you find someone who  
**really speaks to you?**

findatherapist.co.uk



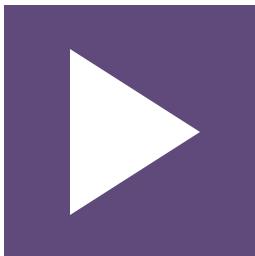
YouTube



ViewAndA.com



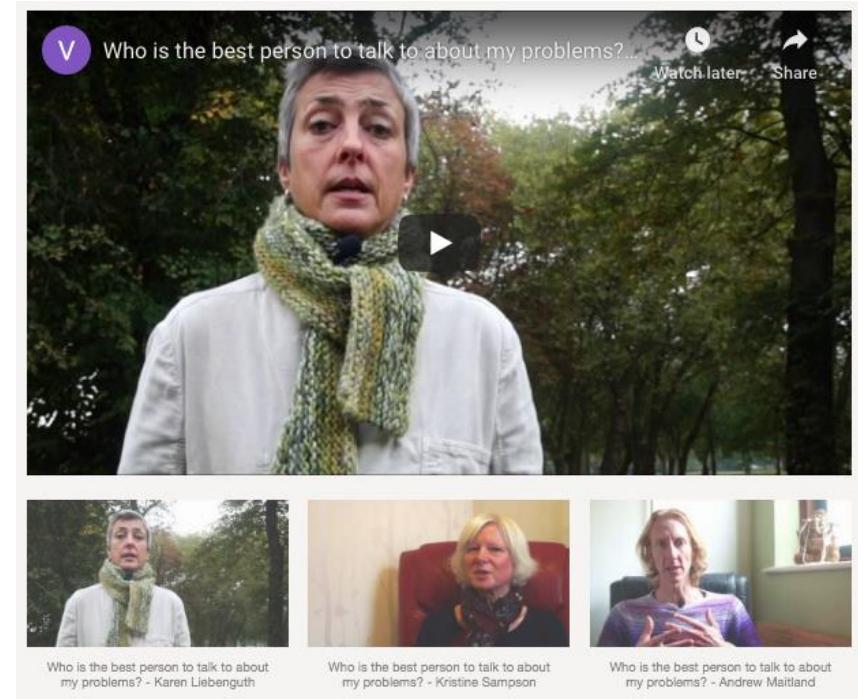
The video Q&A from professionals you can hire

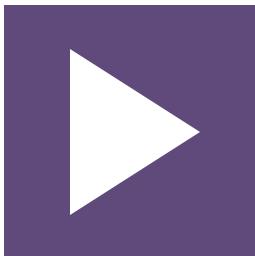


# ViewAndA.com



- For clients:
  - Choose a relevant question and watch multiple therapists' one minute video answers
  - Get to know your favourite therapists by watching more of their video answers
  - If you have a question that isn't there yet you can submit it
  - Contact your chosen therapist to arrange a session





# ViewAndA.com



- For therapists:
  - Help people get to know you by answering their questions (what you are already good at, right?)
  - Answer 50 highly niched questions per hour to gain global reach: effort => reward
  - In addition to your ViewChoose profile share individual videos on social media or embed them into your personal website
  - Receive contact requests from highly motivated clients who already feel like they know you

Why does therapy cost so much? - David Taylor

Who is an inspiration to you? - David Taylor

Where is the best place to go to find peace? - David Taylor

When should I call it quits on my relationship? - David Taylor

What is the difference between a psychotherapist and a counsellor? - David Taylor

Why is exercise beneficial? - David Taylor

How do I know if someone is a real friend? - David Taylor

What should I do if I feel unsafe? - David Taylor

When did you first know you wanted to be a therapist or coach? - David Taylor

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Back to practitioners

Contact practitioner

See who else you could be working with

Drop them a line to arrange a no-obligation chat

# “But I’m no good at talking on camera”

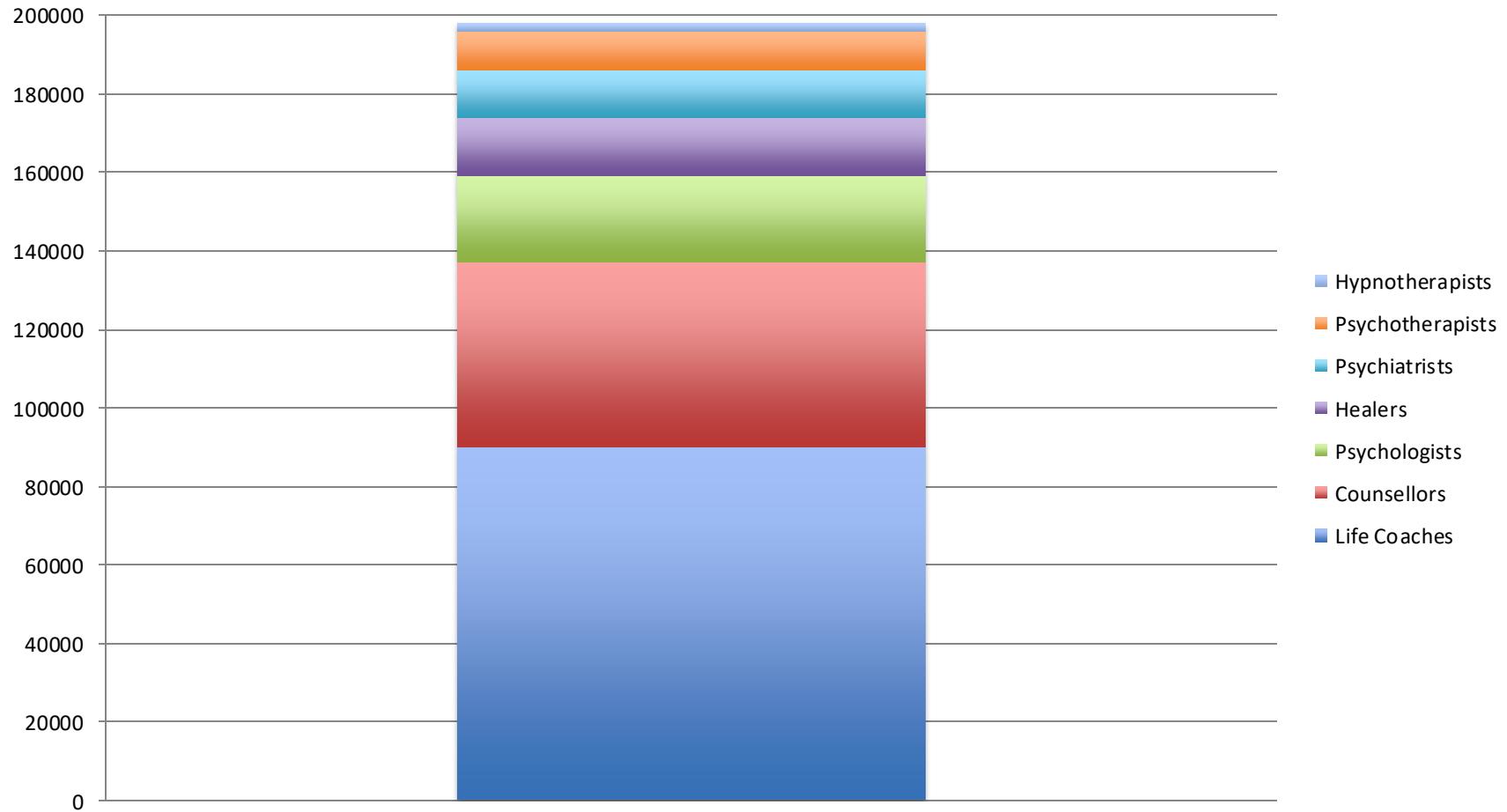
- We start you off with easy questions like “What first got you interested in becoming a therapist?”
- All answers are spontaneous. No thinking time just answer in 3, 2, 1, Action!
- Skip or permanently hide questions you don’t fancy answering
- Full profile management: you only keep the videos you are happy with



# Size of the market

- UK:
  - Life Coaches: 80k – 100k (The Guardian)
  - Counsellors: 47k (BACP members)
  - Psychologists: 22k (HCPC registered)
  - Healers: 12k – 18k (UK Healers estimate)
  - Psychiatrists: 12k (Statista)
  - Psychotherapists: 10k (UKCP members)
  - Hypnotherapists: >>2k (Hypnotherapy Society members)

# The UK market is at least 200k therapists



# Income is from subscriptions

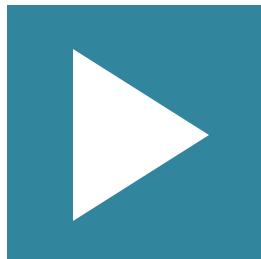
- Basic profile is free
- Enhanced profile is by subscription and gets therapists:
  - Specialism designation e.g. psychologist / psychotherapist (a client filter)
  - Validated qualifications and professional memberships
  - Gender designation (a client filter)
  - Highlighted profile
  - Profile strap line / summary text
  - Social media integration
- 4% UK market capture @ £100 per year = £800k

# Other potential income streams / growth

- Integrated video therapy: scheduling, payment, and secure portal
- Integrated secure messaging
- Sponsored videos
- Extra seconds buffer
- Video courses
- Corporate wellness packages
- International markets: video therapy knows no borders\*

\*Subject to legal considerations such as licencing in the USA

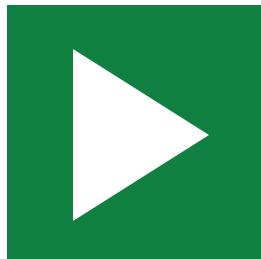
# Health & fitness is just one potential channel



Health & Fitness



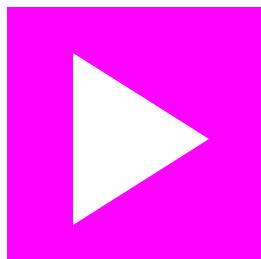
High Street & Professional Services



Education & Training



Home Services



Dating

