



10 MARKETING TIPS

FOR YOUR EAP PRACTICE

*Simple, ethical, low (or no!) cost ideas
that actually work*



The Global Standard for
Equine Assisted Psychotherapy
& Personal Development

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Tip 1 — Clarity Beats Cleverness

Goal: Make it instantly obvious a) who you help and b) what you help them with. This is so the right people (and referrers) recognize themselves.

1) Write your “Who + What” statement (10 minutes)

Fill in these blanks (keep it plain-language, not clinical): “We help WHO dealing with PROBLEM so they can RESULT.”

Do 2 versions:

- Client-facing (human language)
- Referral-facing (slightly more specific, still plain)

2) Choose (and name) your “Top 3” ideal client/referral categories (15 minutes)

Pick three from examples like:

- Teens (anxiety, school refusal, emotional regulation)
- Adults (trauma recovery, grief, life transitions)
- Couples/families (communication, attachment, parenting stress)
- Veterans/first responders (stress, moral injury, reintegration)
- Neurodivergent clients (social confidence, self-regulation)

Then write one sentence for each: “We’re a strong fit for _____ because _____.”

3) Update three “high-visibility” places with the same clarity

Make the exact same Who + What language show up in:

- Your website homepage headline (or first paragraph)
- Your Psychology Today / directory bio (or equivalent)
- Your email signature (yes—seriously)

This is the fastest way to stop sounding like “Hmmm, they’re kinda general...” and start sounding “Wow, they are exactly right for me.”

Tip 2 — Speak Human (Not Clinical)

Core idea: People don't search for diagnoses or modalities. They search for a) how they feel and B) what they're struggling with.

This tip builds directly on the previous tip (clarity), but now we are focusing on language.

1) Translate one paragraph of your marketing language into everyday speech

- Pick one place (website, directory bio, brochure)
- Identify:
 - Clinical terms
 - Acronyms
 - “Professional-sounding” phrases
- Rewrite it as if you were explaining your work to a friend at a coffee shop.
 - Example swap (spoken, not written):
 - “Trauma-informed, experiential therapy” → “Helping people feel safer in their bodies and relationships”
 - “Emotional regulation skills” → “Learning how to slow things down when emotions feel overwhelming”

2) Create a short “problem language” list

- Write down 5 phrases clients or caregivers actually say, such as:
 - “My teen shuts down.”
 - “I’m always on edge.”
 - “Talk therapy hasn’t worked.”

Use their words in your website/brochure descriptions (with care and ethics).

- Use this language in:
 - Intake emails
 - Phone conversations
 - Community talks

3) Do the “non-clinician test”

- Ask one person outside the field (friend, family member, barn helper): “If you read this, would you know who this is for and how it helps?”
- If they hesitate or paraphrase incorrectly → simplify.

Speaking human does not mean dumbing things down, abandoning professional standards, and/or misrepresenting the work. It means translation, not dilution.

Tip 3 — Have a One-Minute Explanation

Core idea: If you can explain your work clearly in under a minute, you'll get more referrals, fewer awkward pauses, and better-fit clients.

This is about confidence + consistency, not memorization.

1) Write one shared, 30–60 second explanation of your work.

Use this simple structure (no jargon):

- What you do
- Who it's for
- Why horses matter
- What changes for clients

Example (spoken, not scripted):

"We offer equine-assisted psychotherapy for teens and adults who are feeling stuck or overwhelmed. A licensed mental health professional and an equine specialist work together with horses on the ground to help clients build awareness, confidence, and emotional regulation—especially when talk therapy alone hasn't been enough."

2) Create a shorter version for casual encounters.

Now distill that down to one or two sentences for:

- Social situations
- Community events
- Unexpected moments: "So... what do you do?"

Example: *"We help people work through emotional challenges by partnering therapy with meaningful, ground-based interactions with horses."*

3) Practice saying this out loud—no materials required.

Practice it once with your EAP partner (or out loud, solo)

- Say it out loud, not in your head
- Adjust for:
 - Natural language
 - Shared MH + ES voice
- Agree on one common explanation the whole team uses

If this feels awkward at first, that's normal. Clarity almost always feels too simple to the person who knows the work deeply.

Tip 4 — Make Referrals Easy

Core idea: People want to refer to you, but if they have to think about how, they won't.

This tip is about reducing friction, not increasing outreach.

1) Create one simple “How to Refer” path

Decide what you want referrers to do—then make that obvious.

Choose one primary method:

- Email
- Online form
- Phone call
- Secure referral platform

Then write one sentence: “*The easiest way to refer is to _____.*”

2) Create a one-page referral explainer (or email template)

This can be a document or a saved email; it doesn't have to be something fancy.

Include:

- Who you're a good fit for
- What concerns you address
- What happens after the referral
- Typical next steps (consult call, intake, waitlist, etc.)

Save this as a reusable email you can forward in seconds.

3) Ask one referral source to test it

Pick:

- A therapist
- A school counselor
- A pediatrician
- A community partner

Ask: “*If you had a client in mind, would this feel easy to use?*” Then adjust based on their feedback, not yours.

If referrals slow down, it's often not because people forgot you... it's because they're drawing a blank about how to refer. Ease for them means access to clients for you! 😊

Tip 5 — Use Your Website to Reassure (Not Impress)

Core idea: Most people visiting your website are anxious, overwhelmed, or unsure. They're not looking to be dazzled—they're looking to feel safe.

This tip is about reducing uncertainty, not showcasing expertise.

1) Add or strengthen a simple “What to Expect” section

This can be a page, a section, or even a short paragraph. It should include:

- What happens in a typical session
- What clients do (and don't do)
- What role the horses play
- How MH and ES work together

2) Replace one stock image with a real photo

You don't need professional photography; you need authenticity.

Choose:

- Your actual arena or pasture
- Horses clients may meet
- A calm, grounded moment (no riding required)
- A pretty but obvious spot at your facility – the front entrance sign?

Use real photos in:

- Intake emails
- PDFs
- Referral follow-ups

Why this matters: Real spaces reduce fear of the unknown.

3) Read your homepage through an anxious client's eyes

Ask yourself:

- “Would I know what this is like?”
- “Do I feel welcome here?”
- “Do I know what to do next?”

If not, add:

- One reassuring sentence
- One clear next step (“Contact us,” “Schedule a consult,” etc.)

A reassuring website is not overly clinical, overly long, overly polished. It's clear, warm, and human.

Tip 6 — Tell Stories (Ethically)

Core idea: Stories help people understand the work in a way descriptions never will. Stories can be shared ethically, without violating confidentiality.

This tip is about illustrating impact, not promoting outcomes.

1) Write one short, composite story

Create a story that blends experiences from multiple clients—no identifying details.

Use this structure:

- The starting place (what was hard)
- The moment of interaction (often involving the horse)
- The shift (awareness, choice, regulation—not “success”)

Example opening (spoken or written):

“A client once noticed that when they rushed toward the horse, the horse stepped away...”

2) Focus on moments, not results

Avoid: “After six sessions, symptoms improved”

Instead highlight:

- Pauses
- Choices
- Awareness
- Boundary moments

Why this works: Moments feel real and relatable; results can feel abstract or salesy.

Use stories in:

- Community talks
- Intake conversations
- Referral meetings

3) Practice telling the story out loud

- Say it conversationally, not as a script
- Keep it under 60–90 seconds
- Notice where listeners lean in (Hint: that’s your anchor!)

Ethical storytelling is education, not advertising. If the story helps someone understand whether this work might help them, it belongs.

Tip 7 — Show Up in the Right Rooms

Core idea: You don't need more visibility. You need the right people to know you exist.

This tip reframes marketing as relationship-building, not promotion.

1) Identify your “Top 5 Rooms”

Make a short list of places where your ideal clients or referrers already gather.

Examples:

- School counselor meetings
- PTA / parent education nights
- Veteran or first responder groups
- Faith communities
- Local therapist peer consult groups

2) Offer one low-pressure, educational presence

Instead of “marketing,” offer:

- A free 15–20 minute talk
- A Q&A session
- A short informational presentation

Sample wording: *“I’d be happy to do a brief talk on how equine-assisted therapy can help when traditional approaches feel stuck.”*

This works entirely through email or word-of-mouth—no online presence required.

3) Bring one simple takeaway

Prepare one small thing:

- A half-sheet handout
- A one-paragraph explanation
- A business card with who you help clearly stated

The goal isn't follow-up pressure. It's expertise recognition... with a solution.

If the room already cares about the people you serve, you don't need to convince anyone. You just need to introduce yourself. 😊

Tip 8 — Be Visually Consistent

Core idea: Familiarity builds trust. When things “*look like they belong together*,” people feel more comfortable taking the next step.

This tip is about recognition, not branding perfection.

1) Choose one simple visual “look” and stick with it

You don’t need a brand guide. You just need consistency.

Decide on:

- 1–2 colors you use most often
- One general photo style (e.g., calm, grounded, relational, natural light)

Then reuse these everywhere.

2) Audit three materials side by side

Lay out:

- Website homepage
- One handout or PDF
- One email or social post

Ask: “*Do these look like they came from the same place?*” If not, simplify:

- Remove extra colors
- Use fewer fonts
- Choose similar image styles (yes, even the same photos!)

3) Create one reusable template

Create one simple template you can reuse:

- A flyer
- A handout
- An email header
- A social post

Consistency matters just as much in printed materials and emails.

Visual consistency does not mean fancy, expensive, or trendy. It means recognizable.

Tip 9 — Stay Lightly in Touch

Core idea: Marketing isn't a big announcement—it's a gentle reminder that you're still here, still doing the work.

This tip is about relationship maintenance, not self-promotion.

1) Choose a realistic communication rhythm

Forget “monthly content plans.” Choose one:

- Quarterly
- Seasonal
- Twice a year

Then commit to that.

2) Share one small, human update

Each time you communicate, include one of the following:

- A short story or observation
- A program update
- A seasonal reflection
- A gentle reminder of who you serve

No selling required.

Examples:

- “We’re noticing more teens feeling overwhelmed as the school year ramps up...”
- “As fall settles in, we’re reminded how regulation often starts with slowing down.”

This can be:

- A simple email
- A mailed note
- A short message to referral partners

3) End with a soft, optional next step

Avoid pressure!

Examples:

- *“If this feels relevant, feel free to reach out.”*
- *“We’re always happy to talk through whether this is a good fit.”*

Most people don't refer because they don't often think of it, not because they don't trust you. Staying lightly in touch solves that.

10 — Market the Experience (Not the Method)

Core idea: People don't looking for a model or modality. They seek relief, connection, and change.

This tip pulls together clarity + language + storytelling into one grounded practice.

1) Rewrite one description to focus on what sessions feel like

Choose one place (website paragraph, bio, flyer, intake email).

Instead of leading with: *"Equine-assisted psychotherapy using the Eagala Model...blah blah blah"*

Describe what clients do, what clients notice, and what changes internally for them.

Example shift from method-focused to experience-focused:

Method-focused: *"Sessions incorporate experiential activities with horses."*

Experience-focused: *"Clients work alongside horses on the ground, noticing emotions, boundaries, and patterns in real time."*

2) Name 3 things clients practice in sessions. Think skills, not outcomes.

Examples:

- Noticing body cues
- Slowing down reactions
- Practicing boundaries
- Building confidence through choice
- Tolerating uncertainty

Use phrases consistently when describing your work. Skills feel attainable. Outcomes feel abstract.

3) Replace one acronym or label with an experience phrase

Look for:

- EAP
- Eagala Model
- Trauma-informed care
- Experiential therap

Then add a short translation immediately after. Example:

"Equine-assisted psychotherapy (sessions that use interactions with horses to practice emotional awareness and regulation)."

Do this verbally in:

- Phone calls
- Consults
- Community talks

Marketing the experience doesn't reduce the integrity of the work. It reveals it.