



# TALK LIKE A THERAPIST, NOT A ROBOT

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Less Clinical. More Connection.

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## WHY YOUR VOICE MATTERS

- ✓ Your words are your first impression
- ✓ Cold and formal language creates distrust
- ✓ Warm and authentic language builds trust
- ✓ Your ideal clients are looking for you, not a textbook

Clients don't choose you because you sound perfect. They choose you because you feel real.

They want a therapist who:

- Gets it.
- Feels approachable.
- Talks like an actual human.



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## Quick Self-Check: Are You Talking Like a Robot?

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# CHECKLIST



- ☐ I use words like utilize, modalities, or presenting concerns a lot.
- ☐ I say something about a “mental health journey” even though I hate that phrase
- ☐ I’m scared to sound too casual or “unprofessional”.
- ☐ I write like I’m talking to other therapists, not to my ideal client
- ☐ I’m not sure how to sound like me and still sound legitimate



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# 4 WAYS TO ROCK YOUR BIO

01.

## Talk TO Your Reader

Picture a real client you vibe with and write directly to them. What language would they use?

Instead of: "I help clients manage distress."

Try: "You're feeling overwhelmed and stretched thin right now and you are tired of pretending your not. Let's figure out a way to make it feel less impossible for you."

## Use Specific Language

Swap vague phrases like "emotional challenges" or "support your journey" for everyday words that people use.

Instead of: "Support for ADHD"

Try: "If your brain feels like it has 43 tabs open right now and you don't know which ones to close...I've been there too."

02.

03.

## Keep Your Modalities Simple

If you name a therapy model, explain it in human terms. Focus less on listing techniques and more on how they actually feel to experience.

Instead of: "I use EMDR, CBT, and DBT skills."

Try: "I use EMDR to help your body release old stuff it's still holding onto, and pull in practical tools to deal with day-to-day overwhelm."

## Nail Your Niche

If you're trying to talk to everyone, you'll sound like you're talking to no one. With a focus, your voice gets clearer, stronger, and more YOU.

Are you writing for anxious Millennials? Angry teens? Overachieving moms? Burnt-out queer folx? Neurodivergent creatives? Use words they use!

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