

SAMPLE PACK. MADE-UP THERAPIST, MADE-UP PRACTICE, MADE-UP CREDENTIALS.

Sam Example, LCSW: the whole rewrite.

This is what a \$49 order comes back as, for a therapist who does not exist. Every fact in it was invented for the sample form below; none of it describes a real person, licence, insurer or practice. A real pack is built the same way from a real form.

1. THE FORM, AS THE MADE-UP THERAPIST FILLED IT

Ten answers. The pack uses nothing else.

Question	Answer (invented for the sample)
Directory	Psychology Today (US)
Who do you most want to work with?	New and expecting parents who are anxious and exhausted. People in demanding jobs who cannot switch off.
What is going on for them when they find you?	Awake at 3 a.m. running through everything that could go wrong. Everyone says they are coping well. Told to just relax. Cannot remember feeling rested.
How does a first session go?	We start with what the week actually looks like: sleep, worry loops, the things they have stopped doing. Practical, warm, no lecturing.
Credentials, exactly as on the licence	LCSW, New Jersey (sample; no real licence number)
Modalities, exactly as wanted	CBT, DBT skills, ACT
In person, online or both	Both: online across New Jersey, in person in Montclair

Question	Answer (invented for the sample)
Fees and insurance, as listed	\$160 a session; Aetna, Horizon BCBS; some sliding-scale spots
Free consultation call?	Free 15-minute call
Words to keep / never	Keep: perinatal (hospital perinatal team, six years). Never: journey, safe space.

The old profile text, pasted as it was

I am a Licensed Clinical Social Worker (LCSW) with over 12 years of experience providing psychotherapy to adults. I utilize an integrative, evidence-based approach drawing on CBT, DBT, ACT, mindfulness-based interventions and psychodynamic principles. I treat anxiety, depression, trauma, life transitions, relationship issues, grief, stress, self-esteem and burnout. I believe everyone has the capacity to heal and I am passionate about helping my clients achieve lasting change. Please reach out today to schedule your free consultation.

539 characters in one block. Search preview (first 200): "I am a Licensed Clinical Social Worker (LCSW) with over 12 years of experience providing psychotherapy to adults. I utilize an integrative, evidence-based approach drawing on CBT, DBT, ACT, mindfulness"

2. THE REWRITE, READY TO PASTE

Three boxes, inside the limits.

Box 1: What can I help you with? (509 / 640 characters)

You look fine from the outside. The job is going well, the baby is healthy, and people keep telling you how well you are coping. But at 3 a.m. you are wide awake, running through everything that could go wrong, and you cannot remember the last time you felt rested. If that is you, you are the person I work with most: new and expecting parents, and people in demanding jobs, who are anxious, exhausted and tired of

being told to “just relax.” Sessions are online across New Jersey and in person in Montclair.

Box 2: What is my approach? (292 / 360)

We start with what the week actually looks like: the sleep, the worry loops, the things you have stopped doing. Then we use the tools I am trained in, CBT, DBT skills and ACT, to work on the loops directly, and we keep what works for you. Practical, warm and honest; you will not be lectured.

Box 3: About me (271 / 360)

I am Sam Example, LCSW, in practice since 2014. Before private practice I spent six years on a hospital perinatal team. I offer a free 15-minute call so we can see if this is a fit. I accept Aetna and Horizon BCBS; otherwise \$160 a session, with some sliding-scale spots.

Search preview, first 200 characters

Sam Example, LCSW

You look fine from the outside. The job is going well, the baby is healthy, and people keep telling you how well you are coping. But at 3 a.m. you are wide awake, running through everything that could...

Suggested order of specialties (checkbox fields)

Top three starred: Anxiety, Pregnancy, Prenatal, Postpartum, Stress. Then: Burnout, Depression, Parenting, Sleep or Insomnia, Life Transitions. Dropped from the statement but kept as checkboxes: Grief, Self Esteem, Relationship Issues, Trauma and PTSD (the form did not name trauma work as a focus; question 2 asks). Reason: the starred three show on the search card and should match the opener.

First-call line (the “Call” / email prompt)

Free 15-minute call: tell me what the nights look like, and I will tell you honestly whether I am the right fit.

Short version for a second directory (under 300 characters, 256 used)

Therapy for anxious, exhausted new parents and people in demanding jobs, online across New Jersey and in person in Montclair. CBT, DBT skills and ACT, kept practical. Sam Example, LCSW. Free 15-minute call. Aetna and Horizon BCBS; \$160; some sliding scale.

3. THE CHANGE SHEET

What moved, and why. Nothing invented.

Part	Before	After	Why
Opener	Credential sentence ("I am a Licensed Clinical Social Worker with over 12 years...")	Second-person scene from the form's own words ("You look fine from the outside... at 3 a.m. you are wide awake")	The first 200 characters show in the search preview; a credential line is the same on every profile, the client's week is not.
Specialties order	Nine issues listed in one sentence	Two kinds of person named, in the therapist's own words; the issues move to the directory's checkbox fields	A list reads as "everyone"; one named person reads as "me". The checkboxes still carry anxiety, depression, stress, burnout for filters.
Promise removed	"I believe everyone has the capacity to heal" and "helping my clients achieve lasting change"	Dropped; replaced with what a session is like	Outcome language is a promise a licensing board can ask about, and the directory's terms require accuracy. We say how you work; the client decides.
In person or online	Not stated	"Sessions are online across New Jersey and	Psychology Today's terms require members to

Part	Before	After	Why
		in person in Montclair"	disclose whether therapy is in person, online or both.
Fees	Not in the statement	"\$160 a session; Aetna and Horizon BCBS; some sliding-scale spots", copied from the form exactly	People searching filter by insurance and price; stating it here saves a wasted first call. Nothing changed from the form.
Credential line	"Licensed Clinical Social Worker (LCSW)", 12 years	"Sam Example, LCSW, in practice since 2014" (the form gave the start year; "over 12 years" was the profile's own arithmetic)	Credentials appear exactly as given. We did not add the licence number because the form did not supply one; question 1 below.
Modalities	CBT, DBT, ACT, mindfulness-based interventions and psychodynamic principles	CBT, DBT skills and ACT, exactly as the form listed them	The form listed three. We never add a modality the therapist did not list; question 2 below asks about the other two.

4. Questions back to the therapist (never guessed)

1. Your licence number is not on the form. Psychology Today shows it in the credentials field, not the statement; do you want it mentioned in box 3 as well?
2. Your old profile named mindfulness-based interventions and psychodynamic principles; the form lists CBT, DBT skills and ACT only. Keep the shorter list, or add the two back exactly as you want them worded?

Rules this pack kept: written only from the form and the old profile; credentials, modalities, fees and insurers copied exactly as given; no outcome or cure promise anywhere; in person or online stated, as Psychology Today's terms require; the therapist reviews, pastes and owns the final text, in line with the directory's own-voice rule. This is marketing copy for a listing, not clinical advice. Sam Example, the LCSW licence, Montclair, the insurers and the fees are fictional.