

Marketing Tip

Anderson & Anderson has just completed a phone survey of major anger management providers and found information which can be immediately used by all providers. There are four simple tips which should be used in your flyers, brochures, website, marketing letters and other communication with potential clients and referral sources. Use of these simple tips will dramatically increase your presence on the internet as well as increase your referrals from all sources.

1. Our model is unique in its use of the **Conover Assessment** as a **pre** and **post test** for all clients. Courts, businesses and governmental organizations are under pressure to use **evidenced based** anger management interventions. Our assessment component is the closest thing to this requirement since we can determine the success or lack of success in each case.
2. **Client workbooks.** The Anderson & Anderson anger management curriculum is one of the few models which uses client workbooks for each client. The mandatory use of client workbooks is the most important single factor in determining the effectiveness of any program. It is a good idea to send copies of the workbooks to H.R. Managers and Judges who are sources of referrals.
3. **Facilitator Certification.** 99% of anger management counselors, therapists, trainers and teachers have no formal training in anger management assessment and intervention. Therefore, you should use the CAMF designation whenever you sign your name. This should also be used in all of your written material.
4. **American Association of Anger Management Providers.** Psychiatrists belong to the American Psychiatric Association, Psychologists belong to the American Psychological Association and anger management professionals should belong to the [American Association of Anger Management Providers \(http://www.aaamp.org/\)](http://www.aaamp.org/). You should list the category of your membership: Diplomate, Fellow or Member.

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