Marketing Niche Opportunities

- Divorce and Custody
- Co-parenting and Blended Families
- Re-unification of Families
- Mediation
- Forensics
- Target a segment of the population—like "baby boomers"
- Grief, death and dying
- Media consulting
- Reproductive health issues
- Gay and lesbian issues
- Depression
- Self-esteem
- Pet grief
- Use of pets in therapy
- Juvenile sex offenders
- Critical incident stress debriefing
- Geriatrics
- Chronic anger
- Small employer-employee relationships
- Eating disorders—both over-eating and under-eating, e.g., compulsive over-eaters
- Compulsive gamblers
- Sexual coaching
- Working with impaired professionals—mental health as well as others
- Christian counseling
- Workplace anger and violence
- Employees and traumatic events
- Perpetrators of abuse
- Employees of nuclear power plants
- Survivors of sexual assault
- Overcoming writer’s block
- Persons involuntarily retired or terminated from jobs
- Residents of nursing homes and hospices
- Adoptions
- Persons undergoing sex-change operations
- Preschoolers
- Adolescents
- Particular disorders
- Batterers
- Severe and persistent mental illness
- Working with firefighters or law enforcement personnel
- Artists
- People in the media
- Transgender issues
- Newlyweds
- Engaged couples
- Therapy by housecall
- Sleep deprivation
- Child custody evaluations
- Sports psychotherapy
- The effects of disease or physical disability
- Wellness coaching
- Groups to overcome fears, e.g., flying, public speaking, agoraphobics, etc.
- Preparing for retirement
- Prepping patients for surgeries—cosmetic or necessary
- After-affects on dot.comers
- Pain management
- Body image distortions
- Cybersex relationships
- Play therapy—either with clients or teaching therapists or both
- Relocation due to job change or spouse job change
- Elderly and chronic illnesses
- College students
- Collaborative divorce
- AIDS
- Alcoholism and drug abuse
- Outplacement therapy
- EAP evaluations and assessments
- Ethnic and cultural diversity issues
- Panic disorders
- Family therapy
- Family run businesses
- ADD
- Feminist therapy
- Men’s issues
- Burnout
- Physically challenged
- Child abuse
- Chronic physical illness
- Preschoolers
- Colleague supervision or consultation
- Cults
- Singles
- Menopause
- Depression
- Dual career families
- Dual diagnosis
- Military
- Mood disorders
- Hearing and/or vision impaired