
8 Tips to Maximize Your Referral Service Profile

1. Use multiple filters to your advantage

Clients search by location, age group, language, availability, and service type, so ensure all applicable fields are completed so you appear in more searches.

2. Keep your availability updated

Many users filter by “accepting new clients.” If this isn’t accurate, you may either miss referrals or receive ones you can’t take.

3. Clearly indicate virtual vs. in-person services

This is a major decision point for clients. Offering virtual services can significantly expand your reach beyond your immediate geography.

4. Optimize your location(s)

If you practice in multiple communities (or offer virtual care province-wide), ensure this is reflected. Location is often the *first* search filter used.

5. Highlight niche or specialized services

Profiles that clearly signal specialization (e.g., “ICBC clients,” “neuropsychological assessment,” “Indigenous-informed care”) are easier for clients to select.

6. Ensure your contact information is complete and professional

This includes phone, email, and website. A missing or outdated contact point can mean a lost referral at the final step.

7. Align your profile with how clients actually search

Clients often search by *problem, not modality*. Use plain-language terms (e.g., “anxiety,” “relationship issues”) rather than only clinical jargon.

8. Review your profile regularly (quarterly check-in)

Small updates, adding new services, adjusting availability, or refining specialties, can meaningfully improve visibility over time.

How to Write an Impactful Bio

→ **Lead with who you help and how**

Start with a clear, client-centered statement: *“I support adults experiencing anxiety and burnout...”* rather than credentials-first introductions.

→ **Speak directly to the client’s experience**

Reflect common struggles your clients face so they feel understood (e.g., “feeling overwhelmed,” “stuck,” “disconnected”).

→ **Balance warmth with professionalism**

Your tone should feel approachable and human without sounding overly casual or overly academic.

→ **Clearly describe your approach (in plain language)**

Instead of listing modalities, briefly explain what working with you feels like:
“We’ll work together to build practical tools and deeper insight...”

→ **Highlight what makes you distinct**

Mention unique experience, populations served, or perspectives (e.g., trauma-informed, culturally responsive, primary care experience).

→ **Keep it concise and scannable**

Aim for 2–3 short paragraphs. Many clients skim and clarity beats length.

→ **Include a gentle call to action**

End with something inviting: *“Feel free to reach out for a consultation to see if we’re a good fit.”*

→ **Think of your profile as a first conversation, not a résumé**

Clients are asking: *“Do you understand me, and can you help?”* Your bio should answer that clearly and quickly.

Choose the Right Profile Photo

Often overlooked, but high impact

→ Add a professional, approachable photo

Profiles with photos tend to feel more trustworthy and relatable. Aim for:

- A clear, high-quality headshot (shoulders-up, good lighting)
- Neutral or simple background (clinic space or soft natural setting)
- Warm, natural expression (a genuine smile or calm presence)
- Professional but approachable attire
- Eye contact with the camera to create connection

→ What your photo is communicating to a potential client

"I am someone you can trust, feel comfortable with, and talk to."

→ What not to do

Avoid overly staged, heavily filtered, or casual photos (e.g., selfies, vacation shots), as these can unintentionally reduce credibility.

How to Update Your profile on GlueUp

You need to log in to the GlueUp platform to update your referral service profile. Follow the instructions below in PDF format or watch the video.

- Updating Your Profile & Referral Service Info: [PDF](#) | [Video](#)