

Marketing Applied Sport Psychology: Developing your Purpose and Product

The field of sport psychology has grown in popularity with its application of psychological theories and skills to enhance performances in sport and exercise (Blann, Shelley, & Gates, 2011). In addition to sport and athletics, applied sport psychology professionals have utilized psychological skills to enhance performances in the domains of military, dance, music, and business (Lloyd & Foster, 2006). Important sport organizations have also started to support professionals in creating private practices in the field of applied sport psychology, including the Association for Applied Sport Psychology (AASP) (Blann et al., 2011).

Theoretical frameworks exist for developing and marketing applied sport psychology services, and at the foundation of the proposed framework is the *purpose* behind the services and the *product* that is to be offered (see Blann et al., 2011). *Purpose* often includes one's values and beliefs, a clear mission statement, as well as specific goals for the services offered, while the *product* might include a detailed description of the tangible and intangible services offered (Blann et al., 2011). Neophyte applied sport psychology practitioners are faced with the challenge of developing their values and core beliefs (i.e., early in their careers) as a foundation for their emerging consulting practices (Lindsay, Breckon, Thomas, & Maynard, 2007). No doubt, this can be a rewarding reflection for the young professional as he or she examines the personal values that might guide their future consulting practices. However, this can also be a daunting task as there are no clear strategies or recommendations to begin this process of self-reflection (Lindsay et al., 2007).

Consequently, exploring how to develop one's *purpose* and *product* within this framework is rarely addressed. This presentation will outline the importance of developing a

marketing plan with a clear *purpose* for delivering sport psychology services, as well as detail the tangible and intangible goods that might be offered when delivering a *product* to selected clients. Each part of the presented marketing plan can be individually applied, according to the consultant's own experiences, training, and professional expectations. For young sport psychology practitioners to be both effective and successful, it is imperative to have a solid foundation on which to build their marketing strategies and consulting practices. With little research and guidance on the subject, this presentation seeks to educate the young applied consultant in developing a detailed *purpose* and *product*, as well as to provide insight on the most effective methods to do so.

References

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