



Fresh SLP Appealing Option for Students, Graduates, Returning SLPs

By nicespeechlady.com / May 31, 2020 / [Edit post](#)

[Fresh SLP](#) is a website created for graduate students, new graduates or returning SLPs who work with the adult medical population who desire mentorship and coaching, as well as any SLPs who pursue quality materials for clinical practice. Included on the site is a blog, weekly podcast, and a library with a choice of free and other premium resources; coming soon is also a subscription service and Fresh SLP's purpose is "to get back to the basics of being a speech pathologist," said founder Mattie (Martha) Murrey Tegels, MA, CCC-SLP, L, CLSC, who is also an assistant professor.

"I envision our website being the 'go-to' resource for SLPs looking for quality support," said Murrey Tegels, adding that the launch was April of this year. "I also am passionate myself about what we do as SLPs, and hope to be a powerful source of passion and empowerment for SLPs wanting to practice the art of what we do."

Murrey Tegels also stated that Fresh SLP includes guest interviews, clinical wisdom/input, pep talks and tips for success. The Fresh SLP team has been consistently growing the content for the past year and a half to ready for the recent launch with an impressive responsiveness from the SLP community, with over 1,000 subscribers in the first month, including nine countries.

"One day, I was going to get a glass of orange juice from the refrigerator, and when I opened the refrigerator door, there was a wonderful, cold, refreshing bottle of 'Fresh' brand of orange juice," she said. "It quenched my thirst and was just what I was thirsty for. I decided to name my business 'Fresh SLP' to capture that newness, freshness, healthy approach to being a passionate and effective SLP."

Part of this unique approach is a subscription component to the site with an ever "growing library of courses and printable resources for new SLPs," Murrey Tegels added.

What has been the most rewarding part of the development and journey of Fresh SLP so far has been the inspirational SLPs she has met while producing the "The Missing Link for SLPs" series podcast, she said.

"I have been moved by their stories and desire to contribute to making our world a better place and for sharing their time and talent and words of wisdom to those SLPs coming behind us," Murrey Tegels stated.

She is on the lookout for more SLPs to interview for this series.

"I am looking for guests to be on 'The Missing Link for SLPs' podcast who work in a unique setting or with a unique population or have had an interesting career," Murrey Tegels said. "I would love to expand the wide variety of opportunities that SLPs can enjoy."

Fresh SLP's team includes Murrey Tegels, as well as Kate Peabody of "Kaptivating Kate," Karlene Scarlett and her team at "[Social Blessings, LLC](#)" and Andrew Bess, Fresh SLP's podcast audio editor.



The time commitment in creating quality content on a consistent schedule has been the most surprising part of her role at Fresh SLP for Murrey Tegels, she said.

“Yowza!” she stated. “Lots of time, but I love what I do and often have to pull myself away from creating.”

In contrast, challenging moments have arisen for the website; “the most challenging part of my journey so far was when COVID hit and I had to decide what was going to happen with the website,” Murrey Tegels said.

“At this time, after months and months and thousands of dollars, I had to decide if I was going to continue to support the website in an uncertain economic future,” she said. “I decided I would continue forward with a scaled-back plan, but that I was going to live out my passion, despite hardships. I have been richly rewarded.”

The idea of Fresh SLP came after Murrey Tegels experienced a family loss.

“I decided to launch Fresh SLP after my first husband died and I moved to a different city and tried to find a job as a SLP,” she said. “I had practiced as a successful medical SLP around the world in a variety of medical settings, and was having trouble finding a job that satisfied my desire to practice as a top-level SLP.”

“I turned my extra energy and frustration into writing and replied to a Facebook post that I had some materials for adults that I had written, and was willing to share. The response was overwhelming. At that point, I decided to develop the website and give back to a field that has so richly rewarded me.”

Murrey Tegels feels that the field of speech-language pathology will continue to evolve and adjust to the needs of communities, adding that she has an entire podcast on this topic. She also stated that it is important to follow dreams and plans, such as her dream to launch Fresh SLP.

“I feel it is important to follow through on my plans to continue to develop Fresh SLP because I want to empower new SLPs to be strong in their careers, feels a sense of community, and continue with the vision, passion and excitement that they had in graduate school,” she said.

Moving forward, the plan for Fresh SLP is to continue to build the brand, website and continue with mentoring and leading SLPs into their roles as clinicians, Murrey Tegels stated. She added that she cares about the content being relevant, meaningful and worth and readers’ time.

“I will be hard at work creating more valuable resources supporting aspiring medical SLPs,” she said.

Active on social media, Fresh SLP is working on communicating to it’s outreach audience and “our social media team works hard to create content that is relevant for current and recent graduates entering the world of speech language pathology,” said Scarlett, social marketing contact for Fresh SLP.

“We engage daily with other like-minded accounts and enjoy interacting with relatable hashtags that SLPs are following to stay abreast,” she said, adding that “we are @FreshSLP on Instagram, Facebook and LinkedIn.”



Scarlett added that readers can [subscribe](#) to the FreshSLP [email list](#) for free resources and “stay up to date on all things Fresh SLP,” as well as listen in every week to “The Missing Link for SLPs” [podcast](#), streaming on all major platforms.

New and exciting programs are launching soon that cater to the growing SLP community, Scarlett said.

“Stay tuned to all our digital marketing platforms for more information coming soon,” she added.

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[\(Bekah\) Wilson Nice, M.A., CCC-SLP](#) created a platform for medical SLPs to have free access to practical clinical resources on [Nice Speech Lady](#); she also enjoys blogging and writing news articles on medical SLP issues. Nice also works full-time as a home health SLP.



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