

[www.PsychMaven.org](http://www.PsychMaven.org)

In the Chat (far left tab on the side right of the video), introduce yourself & share your City/State (or Province)

Also, see our Polls (middle tab by video) and let us know some of your goals and what you might see as some barriers

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## You're in the right place if...

- ✓ You have “ever” considered doing continuing education (CE) workshops, seminars, and/or courses (and even “CE Podcasts”). Whether online or in-person.
- ✓ You enjoy sharing with others about your passions and interests around your work as a therapist.
- ✓ You want to find ways to increase your income without simply seeing more clients or managing more people.
- ✓ You would like to grow your impact in your work as a mental health clinician.

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## Here is what you will learn by hanging out today...

- ✓ Lisa and David will share some of their personal journeys of continuing education for mental health professionals
- ✓ **3 Secrets to getting approval/accreditation for your 1<sup>st</sup> CE Event.** (Psst...it might be easier than you thinks.
- ✓ If you stay to the end of the hour, you can get our bonus download with **5 Tips for Profitable CE Events**, as well as a PDF of the **webinar slides**, other **bonuses** and a **special offer**.
- ✓ Also, if you stay to the end, David and Lisa will do a **live Q&A** to answer your questions about doing CE trainings

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### S. David Hall, PsyD (LMFT, LPC-MHSP)



Co-Owner & Clinic Director of **Haven Counseling Center** in Knoxville, TN. As well as the creative lead for **PsychMaven**, a group that provides clinical continuing education and business/career development resources for behavioral health professionals.

[www.PsychMaven.org](http://www.PsychMaven.org)

### Lisa Mustard, EdS (LMFT)

Podcaster and host of **The Therapy Show With Lisa Mustard** which works provide convenient and “edu-taining” approved continuing education for licensed mental health providers.



[www.LisaMustard.com](http://www.LisaMustard.com)

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# “Why” and “How” David got into doing his own CE events.

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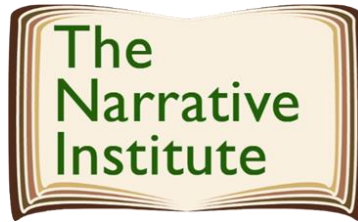
Bill O'Hanlon

## “My ‘Indiana Jones’ Life as an Entrepreneurial Therapist”

(Family Therapy Magazine, November/December 2009)

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Started to get hired some, but it was not as much as I wanted...so I tried something else



- In 2011, I founded the Narrative Institute to self-sponsor my own trainings on narrative and story-craft for therapists. Did some non-CE approved trainings and increased my profile to be hired more.
- In 2012, went through the initial NBCC approval process, and later became an Approved Continuing Education Provider (ACEP).
- Did my first independent CE approved training in 2012....and it was an encouraging start

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## 1<sup>st</sup> Independent CE Approved Training

- **Ethics of Client Autonomy** (2012- Live Event)
  - Was able to use a presentation space in the building where the practice for which I worked was located (no extra cost to me)
  - \$45-\$60pp (discounts for multiples sign-up together, early-bird, and free enrollment for key individuals)
  - **71 Attendees** for a **3-hour** seminar on professional ethics
  - Event Income = \$2,327.22 with about \$450 in costs (CE application, printing, website, coffee) + **lots hustle-time**.
  - Net of **\$1,877.22**

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## Secret #1

# Finding CE approvals that are Simpler to Obtain .

- The main national organizations that approve continuing education for behavioral health professionals in the US include:
    - National Board for Certified Counselors (NBCC)
    - American Psychological Association (APA)
    - Association of Social Work Boards (ASWB)
    - NAADAC, the Association for Addiction Professionals
- \*Important Note: CE approval in one discipline can often cover others, depending on the state.

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## Secret #1

# Finding CE approvals that are Simpler to Obtain .

- Depending on the states and/or licenses you are trying to cover for you CE audience, the national approval groups might be required:
- However, certain state board approvals can cover multiple other states as well, and these can be easier to obtain
  - South Carolina Board Of Examiners For Licensure Of Professional Counselors & Therapists
  - Florida Board Of Clinical Social Work, Marriage And Family Therapy And Mental Health Counseling.
  - Ohio Counselor, Social Worker And Marriage And Family Therapist Board
  - Illinois Department of Financial and Professional Regulation (individual boards approve for MFT, Social Work, and Professional Counseling)

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## Secret #2

### Connecting with a Group that Already has CE approval.

- Though getting your own CE approval can be difficult, there are groups that already have approval that may be open for new trainings and teachers.
- Groups like NBCC & ASWB have tighter restrictions on what is considered “co-sponsoring,” but this does not mean a group cannot have you teach for an honorarium or pay you with a profit split.

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## Secret #2

### Connecting with a Group that Already has CE approval.

- NBCC Approved Providers
  - 1,180 (364 with home-study status)
    - <https://nbcc.org/search/acepdirectory>
- APA Approved Providers
  - 865
    - <https://cesaoas.apa.org/cesaApprovedSponsors>
- ASWB Approved Providers
  - 280
    - <https://www.aswb.org/licenses/ace-approved-continuing-education/>

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## Secret #3

# Getting an Approval through a Professional “Co-Sponsor”

- There are organizations that provide groups with professional co-sponsoring.
- We have a few groups include here:
  - AffinityCE ([www.affinityced.com](http://www.affinityced.com))
  - CE-Classes ([www.ce-classes.com](http://www.ce-classes.com))
  - Amedco ([www.amedcoedu.com](http://www.amedcoedu.com))

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## Final Thought

### But can I make Money doing CE Trainings?

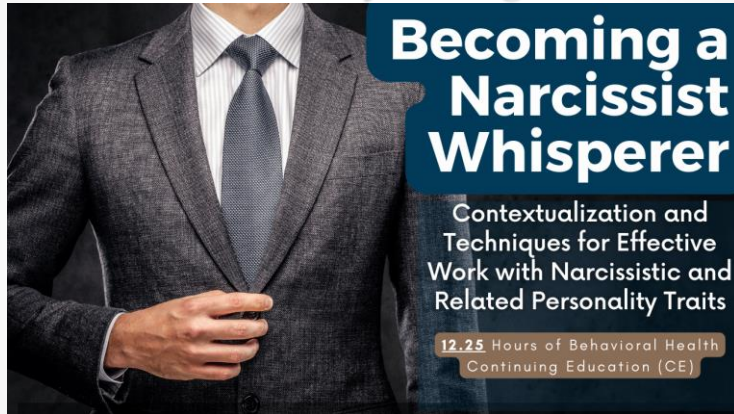
**Overcoming Resistance and Priming for Change**  
A Masterclass on the Power of Language and Therapeutic Dialogue Towards Superior Client Outcomes  
Clifton Mitchell, PhD  
9.75 Continuing Education (CE) Clock Hours for many Behavioral Health Professionals

- 1 limit course launch so for (week-long purchase window)
- Current total gross revenue is **\$3,667.60**

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## Final Thought

But can I make Money doing CE Trainings?

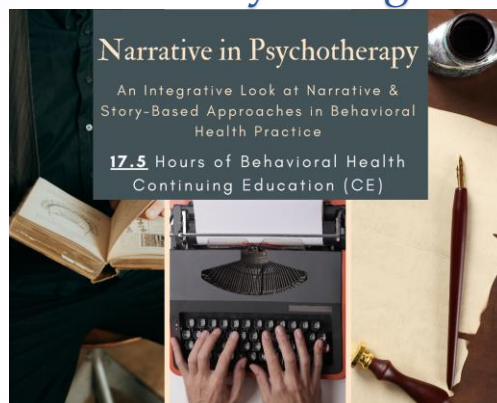


- 2 launches for course so far (1 week each), 6 months apart
- Current total gross revenue is **\$10,108.53**

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## Final Thought

But can I make Money doing CE Trainings?



- 2 launches for course so far (1 week each), 12 months apart
- Current total gross revenue is **\$30,625.42**

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So, if you are now asking:  
**“But how do I get started?”**

We believe we can get you there...

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**Profitable Mental Health Trainings**  
The Master Class to Build Income with Workshops, Seminars, & Courses. Either Crafting Continuing Education for Professionals or Experiences for the General Public; both In-Person and Online

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## Profitable Mental Health Trainings

This course includes over a dozen video modules, multiple templates, practical guides, and 1-on-1 consulting to support you in creating income producing trainings. The course components include the modules:

- ✓ Embracing your Voice: Defining your Visions and Goals for Trainings
- ✓ Dialing Into Your Audience: Exploring Differences in Trainings for Professionals vs the General Public
- ✓ 1-2-3 to Continuing Education Approval for Therapists and Other Professionals
- ✓ New or Existing Business Structures for Your Training Business
- ✓ Big Splash: How to Market Your Trainings and Grow Your Audience

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## Profitable Mental Health Trainings

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- ✓ 1-2-3 to Continuing Education Approval for Therapists and Other Professionals
- ✓ New or Existing Business Structures for Your Training Business
- ✓ Big Splash: How to Market Your Trainings and Grow Your Audience
- ✓ Bootstrapper's Kit to Keeping Overhead Low & Profit High
- ✓ The Right Format for the Experience: Defining Between Workshops, Seminars, and Course
- ✓ In-Person vs Online Trainings: the Pros, the Cons, and Getting the Most out of Both
- ✓ Beginner's Guide to Software & Services for Online Trainings
- ✓ Ethical Lines Between Trainings and Therapy
- ✓ Recruiting Teachers for your Trainings
- ✓ Template Library for Teacher Contracts, Speaking Agreements, Budgets, Comps, and more

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# Profitable Mental Health Trainings

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- ✓ 1-on-1 Coaching to Plan and Implement Your Trainings
- ✓ Monetizing Your Trainings: Mapping the 6 Streams of Income for Your Best Results
- ✓ Bonus resources on
  - ✓ Running Webinars/Live Online Master Classes
  - ✓ Setting-Up Online & Automated Courses
  - ✓ Success with Emails and List Automations

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# How are we pricing the course?



**Andy Ryan**  
**Online Content & Marketing Coach**  
[www.saryanllc.com](http://www.saryanllc.com)



**Brandy Hall, LPC-MHSP**  
**Wife, Business Partner, & Chocolate Enthusiast**  
[www.GraceOverChocolate.com](http://www.GraceOverChocolate.com)

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## Profitable Mental Health Trainings

- ✓ Embracing your Voice: Defining your Visions and Goals for Trainings **-\$184**
- ✓ Dialing Into Your Audience: Exploring Differences in Trainings for Professionals vs the General Public **-\$225**
- ✓ 1-2-3 to Continuing Education Approval for Therapists and Other Professionals **-\$375**
- ✓ New or Existing Business Structures for Your Training Business **-\$87**
- ✓ Big Splash: How to Market Your Trainings and Grow Your Audience **-\$378**
- ✓ Bootstrapper's Kit to Keeping Overhead Low **-\$180**
- ✓ The Right Format for the Experience: Defining Between Workshops, Seminars, and Course **-\$180**
- ✓ In-Person vs Online Trainings: the Pros, the Cons, and Getting the Most out of Both **-\$98**
- ✓ Beginner's Guide to Software & Services for Online Trainings **-\$116**
- ✓ Ethical Lines Between Trainings and Therapy **-\$55**
- ✓ Recruiting Teachers for your Trainings **-\$112**
- ✓ Template Library for Teacher Contracts, Speaking Agreements, Budgets, Comps, and more **-\$94**
- ✓ 1-on-1 Coaching to Plan and Implement Your Trainings **-\$500**
- ✓ Monetizing Your Trainings: Mapping the 5 Streams of Income for Your Best Results **-\$450**
- ✓ Bonus resources on
  - ✓ Running Webinars/Live Online Master Classes **-\$220**
  - ✓ Setting-Up Online & Automated Courses **-\$350**
  - ✓ Success with Emails and List Automations **-\$110**

**Total Combined Cost= \$3,714**

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## Profitable Mental Health Trainings

- But we understand that you are not buying this course in pieces. Also, we want to price so it is not a burden to the average therapist. So here is how I figured the price:
- If you plan **1** small-sized training, say with **10** participates, and it is a middle-priced offering (so something like **\$180** per person) then that is a training revenue of **\$1,800**. And this is only looking at income from attendance fees (and in the course we show you **5 other ways to create income** with trainings)
- Also, **\$1,877.22** is what I made in **profit** for my first event, alone (and I did not know what I was doing). So, **\$1,800** for a lifetime access to the course felt fair to me.

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...but there is a problem that price

My wife/business partner  
“HATES” that price

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### Some Context for Brandy’s “Misgivings”

- Brandy grew in a US Navy family where her dad was an enlisted corpsman (medic)
- Limited family finances for her younger self meant that she worked usually 2 (and sometime 3) jobs while a graduate student. She sacrificed quite a bit more than I did to become a mental health counselor.
- And she notes how **\$1,800** would have been a big stretch for us to afford as young therapists, regardless if we felt it was worth it, so her challenge to me was to put this more on par with weekly supervision.

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## Profitable Mental Health Trainings

So, in keeping all of this in mind, there are 2 normal pricing options for the course, each with instant access to the whole course and lifetime enrollment

**\$342** x 3

(3-month plan with instant access)

Or a single-payment discount of **\$937** (savings of \$89)

[PsychMaven.Teachable.com](https://PsychMaven.Teachable.com)

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But One More Thing.....

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## Therapy Show sale ends May 18, 2023

For one week only, for this special sale with Lisa Mustard, PsychMaven is doing a **20% off sale** of this course for **1 week**.

~~\$342~~ - \$273.60 <sub>x 3</sub>

(3-month plan with instant access)

Single-payment discount of

~~\$937~~ - \$749.60

Enroll at **no risk**, there is a **no questions/full-refund** policy within **30-Days of Purchase**

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## Hear From Our Students



“David's easy to follow, personable style, rich and very informative content really helped educate, motivate & give me confidence to start creating online content...the ROI for my time and very reasonable financial investment has been well repaid.” - **Rachel Newton, RTC** – Life Career Studio (Vancouver, British Columbia, Canada)

“I decided to enroll. I devoured the information over a period of four days. I'm not a mental health professional (I am licensed as an attorney); however, I found the content of the course and the further consulting available with Dr. Hall extremely insightful and thorough...I now feel more than prepared to propose and develop courses for approval.” -**Sandra Foreman, J.D., L.L.M.**, The Spa in Me, LLC (Austin, Texas, USA)



“I have not regretted taking this course. In addition to the amazing teaching content he creates, David goes above and beyond in the available coaching he offers. I was able to build my own 5-hour CE course from start to finish with the guidance on offer here. David's experience and knowledge are invaluable if this is something you are serious about.” **Timothy Kelly, LCSW** – Propagate Hope Counseling (Denver, Colorado, USA)

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## Access Webinar Bonuses & Course Sale!

### Profitable Mental Health Trainings

Full course access today for **\$273.60** (x3mo) or **\$749.60** for single-payment discount. Offer expires on **May 18, 2023**.

*(Full Money-Back Guarantee within 30 Days)*

- **Bonus 1-** [5 Tips for Profitable CE Events](#)
- **Bonus 2-** [O'Hanlon Article and CE guide by state](#)
- **Bonus 3-** [Download of Slides for this Webinar](#)

**Access all this at**

[Lisa.PsychMaven.com](http://Lisa.PsychMaven.com)

(Access Expires on May 18, 2023)

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