

LIVE WEBINAR
 Monday, July 10, 2023
 4:00 PM (Eastern Time- US)
 Automatic Replay (Available After)

GREENOAK Accounting

PsychMaven
 All Things Helpful in Mental Health

Continuing Education Revenue Streams
3 Growth Secrets of CE Offerings as a Practice Owner
 Register at Profit.MavenWebinar.com

Live Discussion with Hosts **Julie Herres & Dr. David Hall**

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, 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 learn some how the “Profit First” mindset can help in your practice finances.

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

- ✓ Julie and David will share some of their best tips for mental health professionals on the benefits for CE trainings and the Profit 1st mindset in practice.
- ✓ **3 Growth Secrets with CE trainings** as a counseling/therapy practice owner
- ✓ 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, we will do a **live Q&A** to answer your questions from the webinar time.

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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

Julie Herres

Founder & CEO of GreenOak Accounting, which specializes in services to private practice. Julie is the author of the book **Profit First For Therapists** and hosts the podcast, **Therapy For Your Money**, where she talks about all things money & finance in private practice.



www.ProfitFirstForTherapists.com

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

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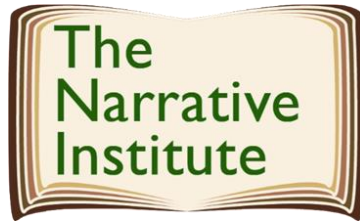
Bill O'Hanlon

“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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1st 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

Building Creditability, Recruitment, and Marketing for Your Practice.

- **Building Credibility as an Expert and Thought Leader:**
 - CE presentations can demonstrate knowledge and expertise in a particular subject area.
 - They provide a platform for sharing unique insights and innovative approaches.
 - Developing and delivering CE programs allow you to influence your field by sharing new ideas and best practices.
 - Being seen as a thought leader enhances your reputation and increases your credibility in the industry.

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Secret #1

Building Creditability, Recruitment, and Marketing for Your Practice.

- **Recruiting New Providers:**
 - CE events can attract professionals who value ongoing education and who are committed to their personal growth.
 - Offering CEs can differentiate your practice, making it more appealing to potential recruits.
 - By demonstrating your practice's commitment to continual learning and development, you can attract like-minded professionals to join your team.
- **Marketing Your Practice's Services:**
 - CE events can increase your practice's visibility within the professional community.
 - They provide a platform to highlight the unique aspects of your practice and the services it offers.
 - These events can help establish your practice as a leading provider in the field, attracting both new clients and professionals to your practice.

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Secret #2

Multiple Incomes with CE Programs Themselves

- One Time-Fee CE program fee
 - The most typical way that people pay for CE programs.
 - Industry standard rates for quality programs tend to be between \$15 to \$75 per CE hour
- Payment Plans or Memberships
 - For payment plans, this gives the benefit of reoccurring revenue and allows students to spread out the cost.
 - Groups like Clearly Clinical do a flat membership fee of \$95 per year for unlimited CE courses

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Secret #2

Multiple Incomes with CE Programs Themselves

- Affiliate Marketing
 - One can do a free ethics training for clinicians on therapeutic boundaries in using webinars for those who make affiliate purchases with Demio, or in distinguishing between therapy and psycho-education for those who make affiliate purchases with Kajabi (both have 30% reoccurring commissions for affiliate partners)
 - Some CE approvals, such as APA, require purposeful disclosures on any outside financial sources and/or possible conflicts of interest, so make sure you stay above board in doing anything with affiliates or outside sponsors.

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Secret #3

CE Trainings as a Lead-In to Other Programs or Services You Offer.

- Free or low-cost CE offerings are great ways to build leads and establish trust with those who might be nurtured on to something further you might offer, such as a:
 - Podcast Audience
 - Therapist-focused coaching/certification program
 - Membership communities

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Your practice **deserves** to be profitable.

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Why Profit First?

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Top Line Income

Top line income doesn't matter if you aren't making a **profit.**



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Turn the Accounting Equation Upside Down!

Accounting Equation

$$\begin{array}{r} \text{Income} \\ - \text{Expenses} \\ \hline \text{Profit} \end{array}$$

Profit First Equation

$$\begin{array}{r} \text{Income} \\ - \text{Profit} \\ \hline \text{Expenses} \end{array}$$

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Profit First Principles

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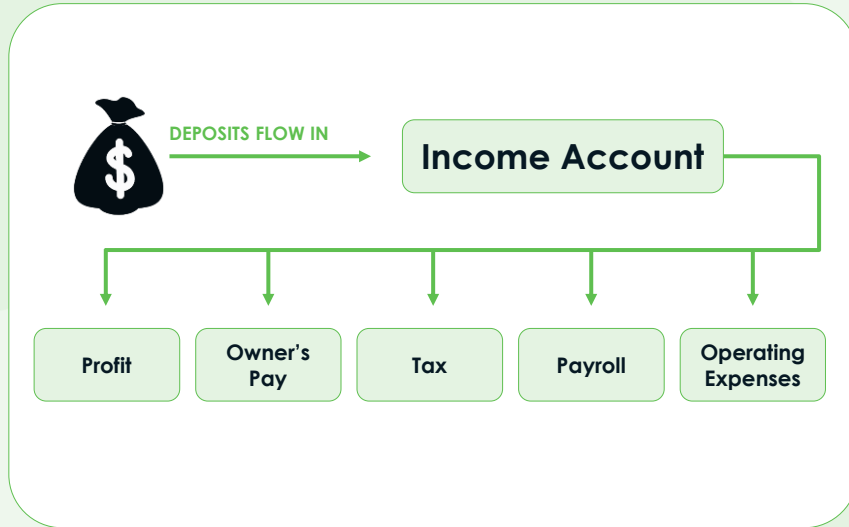
Profit First Basics

The Core Principles

Use Small Plates

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Small Plates



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Profit First Basics

The Core Principles

Remove Temptation

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Before:

Business accounts ^a

Business Checking - 0000	\$121,478.02
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After:

Business accounts ^a

Business Checking - OPEX - 0000	\$11,627.65
Business Checking - PAYROLL - 0000	\$39,296.53
Business Checking - INCOME - 0000	\$27,784.67
Business Savings - PROFIT - 0000	\$17,266.42
Business Savings - TAX - 0000	\$19,390.10
Business Checking - OWNER - 0000	\$6,112.65

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Frequency of transfers

- Weekly
- Bi-weekly (every other week)
- 10th and 25th
- Monthly

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Don't change your habits;
leverage them.

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Bank accounts for CE

- Income
- Opex

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Benefits

- Control total investment
- Clear view of profitability
- Data-driven decision making
- Ability to create separate entity in the future

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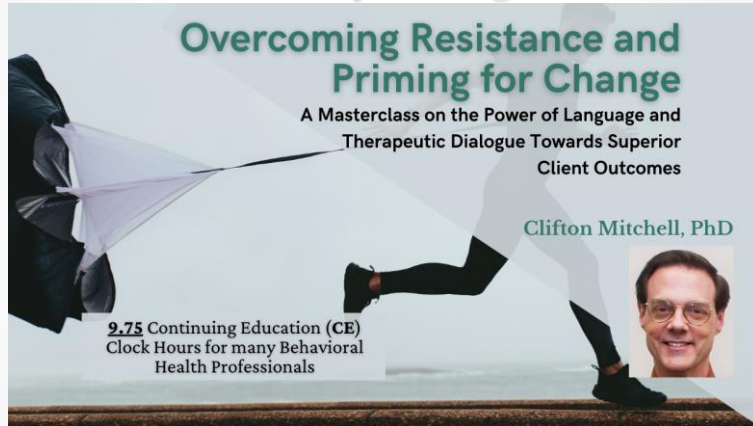


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Final Thought

But can I make Money doing CE Trainings?

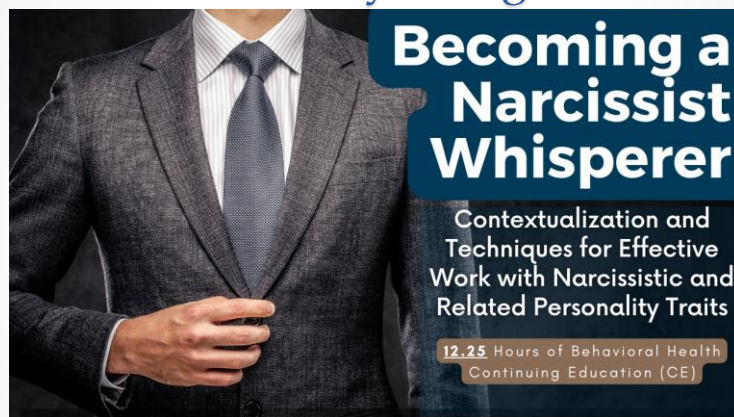


- 1 limit course launch so far (week-long purchase window)
- Current total gross revenue is **\$3,667.60**

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Final Thought

But can I make Money doing CE Trainings?

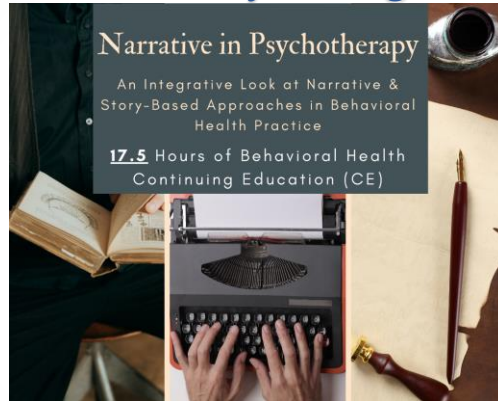


- 2 launches for course so far (1 week each), 6 months apart
- Current total gross revenue is **\$10,108.53**

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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

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

- ✓ 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
- ✓ 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



Brandy Hall, LPC-MHSP
Wife, Business Partner, & Chocolate Enthusiast
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 participants, 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**)

And now with "Buy Now/Pay Later" options as low as **\$59 per month**.

PsychMaven.Teachable.com

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But One More Thing.....

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GreenOak sale ends July 17, 2023

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

~~\$342~~ - \$273.60_{x3}

(3-month plan with instant access)

Single-payment discount of

~~\$937~~ - \$749.60

And now with "Buy Now/Pay Later" options as low as **\$47 per month**.

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 with multiple payment options - as low as **\$47 a month** with instant access!)

Offer expires on **July 17, 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

GreenOak.PsychMaven.com

(Access Expires on July 17, 2023)

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