



[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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## Who's This Webinar For?

- ✓ Mental Health Professionals at All Levels.
  - ✓ Licensed Therapists with some years in Practice.
  - ✓ New Graduates still in Supervision.
  - ✓ Allied Helping Professionals (*coaches, consultants, physicians, educators, etc.*)
  - ✓ And Anyone In between

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## Who's This Webinar For?

- ✓ Mental Health Professionals at [All Levels](#).
- ✓ Anybody Considering the Struggles of:
  - ✓ How to create more impact in your works as a helping professional (help more people and/or in deeper ways)
  - ✓ Finding a paths in your livelihood that does not tie your income to your time (i.e., how many clients you are seeing)
  - ✓ Wanting more financial margin for things like paying down debt, contributing to household needs, to travel more, etc.

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## Who's This Webinar For?

- ✓ Mental Health Professionals at [All Levels](#).
- ✓ Anybody Considering Certain Struggles
- ✓ Anybody Who Has Felt a Lack of Inspiration/Success When They Have Considered Other Scaling Paths Such as:
  - ✓ Building a Group Practice
  - ✓ Adding Some Sort of Coaching/Consulting Service
  - ✓ Creating an Online Course.

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## What We Will Cover in This Webinar

- ✓ I will share aspects of my own personal and professional story
  - ✓ And specially, how my moment of professional “[success](#)” immediately led me to understand my professional “[limits](#)” of my path.
- ✓ [3 Insider Secrets](#) on how [any](#) therapist can create greater impact and income in the knowledge economy.
- ✓ If you stay to the end of the hour, you can get a copy of the webinar slides, access to downloadable guides we have created, and some special offers with time limits.
- ✓ Also, for those in the live webinar times, I will do a [live Q&A](#) and the end to answer your questions about the different ways therapist can in engage in the knowledge economy.

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



Dr. Stephen “David” Hall works as an Applied Psychologist, Teacher, and as a Licensed Counselor/Psychotherapist.

David has served in a lot of different settings, including:

- Executive Director of a Medical Psychiatry Start-Up
- Consultant for Alcohol & Drug Residential Treatment
- Private Practice Therapist/Supervisor
- State Association (MFT) Board Member & President.
- Non-profit Management.

David currently works as the Education Director of [PsychMaven](#), a mental health teaching collaborative that provides approved continuing education and business/career development resources for behavioral health professionals. He is also the founder of [Haven Counseling Center](#) in Knoxville, Tennessee, where he provides therapy and supervision services.

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## What Is the “Knowledge Economy”

- The knowledge economy is a system where the primary source of value is derived from knowledge application and intellectual capital rather than physical goods or natural resources.
- Mental health professionals and coaches are playing an increasingly significant role in the knowledge economy by leveraging their expertise to create and offer various products and services such as:
  - Online Courses
  - Digital Products
  - Membership Programs
  - Mental Health Apps
  - Virtual Therapy Platforms
  - Content Creation and Thought Leadership
  - Consultants for Businesses, Schools, Healthcare Systems, etc.

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## How I Achieved Some Major Professional Goals...and Then Immediately Saw My Hard Limits

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## A lot came together for me all at once when I was 30

- I had achieved dual clinical licenses the year before.
- I had established a full caseload at the group practice I was with and was making a good living as a therapist for the first time.
- I defended and was awarded my doctorate.
- My wife and I purchased our first home.
- I became an uncle for the first time.

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## A lot came together for me all at once when I was 30

- I truly enjoyed all these things. They represented to me both the fruit of hard work and what I felt was unearned blessings.
- On the personal side, there wasn't really anything negative I felt.
- But on achieving things on the professional side, some questions came into focus for me.

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## A lot came together for me all at once when I was 30

- Professional Reflections:
  - With two licenses and a terminal degree completed, no clear path remained to significantly increase the value of my time (at least directly).
  - I was seeing between 25 and 30 client sessions a week. And while I enjoyed the work, I felt I couldn't sustain many more hours.
  - I faced limitations in how much I could charge while still working with the clients I was most passionate about helping.
  - My income was directly tied to how many hours I spent doing therapy each week.

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## How I Have Tried To “Break” My Ceiling

- Executive in the A&D Residential Treatment Center Space.
- Starting a Psychiatry (Medical) Practice.
- Setting up virtual staffing for tele-psychiatry in 3 different states.
- Shifting into a Group Therapy Practice (16 licensed clinicians at our largest)

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There Were Pros and Cons to the different  
business avenues I ended up pursuing

But the venture that scaled has scaled the  
best is the first one I tried

**Mental Health Professional Training**

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Bill O'Hanlon

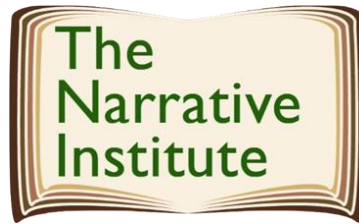
**“My ‘Indiana Jones’ Life as an  
Entrepreneurial Therapist”**

(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 become 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)
  - Charged \$45-\$60pp (with additional discounts for multiples sign-up together, early-bird, and free enrollment for key community stakeholders)
  - 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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### 3 Insider Secrets to the Knowledge Economy

1. Expertise is just as much of a liability as it is an advantage.
2. You don't need to be a teacher to do well in the teaching business.
3. Information is not what is most valuable in the knowledge economy.

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### Secret #1

“Expertise” is just as much of a liability as it is an advantage.

- Teaching does not require expertise, only that you have “more” or “different” knowledge on the subject than your students (even if it is only “slightly more” or “slightly different”).
- Expertise has its liabilities. It can make you more distant from your audience and it can make it harder to impart what you know.
- Don't aim to be the expert, aim to be the enthusiast who is looking to guide and to continue to learn themselves. Expertise will come on its own along the way

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“People want to learn from somebody just like themselves”

-Pat Flynn

*Smart Passive Income*



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## “He is not an expert!”

- This is me, right after graduating with my Masters in Marriage and Family Therapy in May of 2006
- This guy is not an expert, but if could I go back in time, I would want to convince him to start doing trainings right away.
- Though not that experienced, I had a passion to help others and that passion (even then) could have had meaningful outlet in teaching.

S. David Hall, MA



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## Secret #1 Interest and Enthusiasm can have a lot over Expertise

- Often more relatable teaching end up being more motivating.
- Enthusiasm will naturally push to innovation, in both the application of the subject matter and in the ways that it can be taught.
- And interest in the subject matter leads to the goal of more of your own learning and hedges against getting to comfortable in feeling like you “know it.”

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## Secret #2

### You don't need to be a teacher to do well in the teaching business.

- For a lot of classically-introverted-therapist-types, dislike there can be a lot of dislike of public speaking or being on video....but some thoughts.
- For continuing education, you can use purely written content, do just a voiceover of a screen recorded slide presentation, or even use voiceover software to not even have to record your own voice.
- But what if it is not even about being camera shy or having stage fright, what if you just do want to teach?

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## Secret #2

### You do not have to teach it yourself...

- ...remember Bill
- We got to know each other. And in 2015, I hired him to do a live event in Dallas on brief trauma interventions
- It brought in over \$10,000 for a one-day training



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## Secret #2

### You do not have to teach it yourself...

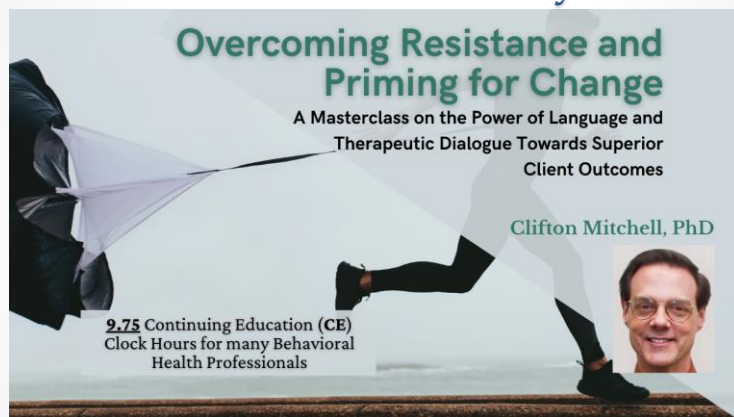
- In early 2020, I started hosting Bill's online courses
- We have had several big course launches (open enrollments for a week) that have done multiple 5-figures
- An early big launch was in July 2020, with Bill's Ericksonian Hypnosis course doing **\$49,910** in revenue in a one-week open enrollment launch.



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## Secret #2

### You do not have to teach it yourself...



- 1 course launch (1 week each), as of Dec. 2022
- Total gross revenue- **\$4,005**

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## Secret #2

You do not have to teach it yourself...

### Transcending Trauma and Grief

An Integrative Approach for Healing and Growth

Brandon Shurn, PhD



8.5 Continuing Education (CE)  
Clock Hours for many Behavioral  
Health Professionals

- 1 course launch (1 week each), as of Dec. 2023
- Total gross revenue- \$5,391

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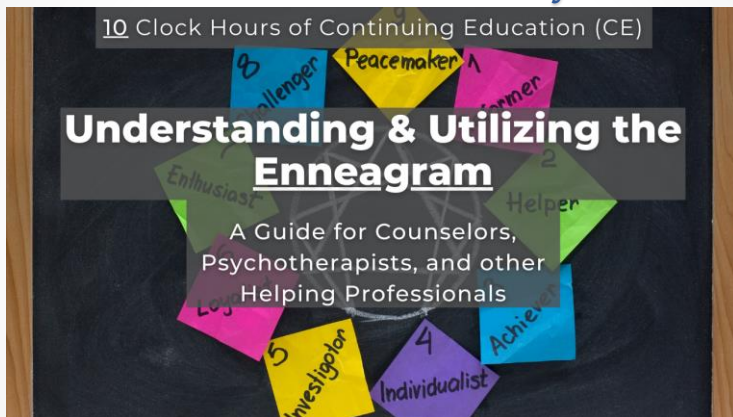
## Secret #2

You do not have to teach it yourself...

10 Clock Hours of Continuing Education (CE)

### Understanding & Utilizing the Enneagram

A Guide for Counselors,  
Psychotherapists, and other  
Helping Professionals



- 4 course launches (1 week each), 6 months apart up to Dec. 2022
- Total gross revenue- \$23,623

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## Bonus Secret!

### An Easier Way to Start CE Offerings

- NBCC, ASWB, and APA are some of the main credentialing organizations for mental health professional continuing education (CE), and the approval can be involved and expensive.
- But I have been in the CE business for a little bit. So, I am going to share a hack.
- If you are in Tennessee and want to offer CE's for local therapists....
- ...I would start by getting approval with the [Florida SW/MFT/Counseling Board](#)

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## Bonus Secret!

### An Easier Way to Start CE Offerings



- [Florida Board of Clinical Social Work, Marriage and Family Therapy and Mental Health Counseling](#) has a fairly simple application that can be found on [CE Broker](#).
- Wait!...but you said if you were looking to offer continuing education for Tennessee therapists. Not Florida! So how does that work?
- I am glad you asked!

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## Bonus Secret!

### An Easier Way to Start CE Offerings

- The [Florida Board of Clinical Social Work, Marriage and Family Therapy and Mental Health Counseling](#) works for these Tennessee therapists under this rules
- **Licensed Professional Counselors (LPC and LPC/MHSP)** under [TN 0450-01-.12\(5\)\(a\)\(1\)\(xi\)](#) as another state's licensing board of counseling
- **Licensed Marital and Family Therapists (LMFT)** under [TN 0450-02-.12\(5\)\(a\)\(1\)\(xi\)](#) as another state's licensing board for MFTs
- **Licensed Clinical Social Workers (LCSW)** under [TN 1365-01-.09\(7\)\(a\)\(1\)](#).
- And for Type II **general CE hours (not Ethics)** for **Psychologists** under [rule 1180-01-.08\(3\)\(b\)\(3\)](#).

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## Bonus Secret!

### An Easier Way to Start CE Offerings

- Other states that have rules that can allow these ways of approval for continuing education include:
  - Arizona, Georgia, Indiana, Missouri, New Mexico, Texas, Virginia, Washington (state), and more
- PsychMaven has a comprehensive state-by-state guide regarding continuing education standards for US therapist that is available as [downloadable bonus](#) at the end of the webinar.

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## Secret #3

### Information is not what is most valuable in the Knowledge Economy

- For most of history, information was a scarce resource. Scholars in ancient and medieval times traveled to places like Baghdad, Alexandria, or remote monasteries to access rare, handwritten manuscripts.
- The advent of the printing press made information more accessible, yet scholars, scientists, and researchers still had to visit specific libraries or universities to access certain resources.

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## Secret #3

### Information is not what is most valuable in the Knowledge Economy

- In the digital age, while knowledge in the form of information is ubiquitous, there is a challenge in integrating it due to its sheer volume (i.e., information overload)
- The most valuable asset in the knowledge economy now is not information, itself, but the curation of knowledge. The ability to synthesize, organize, and present information effectively is key.

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## Secret #3

### Information is not what is most valuable in the Knowledge Economy

- You might not be personally teaching anything
- And if you might not run the logistics for the teaching of others
- But you can still profit in the knowledge economy by organizing, highlighting, and disseminating the ideas and offers of others.
- This can be done with thing like:
  - Social Media Channels
  - Blogs/Newsletter (you can use other writers)
  - Podcasts

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## Secret #3

### Information is not what is most valuable in the Knowledge Economy

- From a podcaster who did an affiliate webinar for a PsychMaven course
  - **"I just got an alert re my taxes with Teachable....holy cow I made a whole lot off those couple webinars! I'd love to have another launch."**
- In promoting a single PsychMaven launch, this person earned a commission that was ranged between \$3,000-\$5,000.
- And for that, they did not have to teach anything nor host/coordinate the training.

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These are all reasons why I believe any  
therapist build an income in the  
Knowledge Economy

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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- ✓ Bootstrapper's Kit to Keeping Overhead Low & Profit High
- ✓ The Right Format for the Experience: Defining Between Workshops, Seminars, and Courses
- ✓ 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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- ✓ 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
  - ✓ Tools are for best organizing training businesses.

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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**
- ✓ 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**
  - ✓ Tools are for best organizing training businesses. **-\$82**

**Total Combined Cost= \$3,346**

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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 with  
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 points out to me that **\$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 (pricing in US Dollars)

**\$342** x 3

(3-month plan with instant access)

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

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

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## But One More Thing.....

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## Webinar 25% Discount (48hr Window)

Because you engaged in this webinar (either live or as a replay), PsychMaven is offering a limited window discount of **25% off** the course that you can access **within 96 hours** after the live webinar.

~~\$342~~ - \$256.50 <sub>x3</sub>

(3-month plan with instant access)

Single-payment discount of

~~\$937~~ - \$702.75

Enroll at **no risk**, there is a no questions/full-refund policy within **14-Days of Purchase**

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# And One More Thing.....

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## Premium Course Community

(Coming in later in 2024)



**Lisa Mustard, EdS (LMFT)**



Planned community moderator and host of [The Therapy Show With Lisa Mustard](#), Lisa has navigated the mental health CE process and has been a creative innovator in the CE delivery space.

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## Mental Trainer Mastermind Community

- ✓ When the community is launched, we are planning to give existing students in the course the option of up to **2 months of FREE membership** in the mastermind community.
- ✓ More features of the mastermind community are coming soon, but one of the key things being planned is that David is going to Live Teach some big updates to be added to this PMHT course.
- ✓ The updates will be available to all those in the course, but to be a part of the live teaching with the Q&A and content inputs will only be for community members.

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## Access Webinar Bonuses & Course Sale!

### Profitable Mental Health Trainings

Full course access today for **\$256.50** (x3mo) or **\$702.75** for single-payment discount. Offer expires after **48 Hours**.

*(Full Money-Back Guarantee within 14 Days)*

- **Bonus 1-** [5 Ways That Successful Mental Health Trainers Avoid Pitfalls](#)
- **Bonus 2-** [O'Hanlon Article and CE guide by state](#)
- **Bonus 3-** [Download of Slides for this Webinar](#)

**Access all this at**

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

(Discount Access Expires **96 Hours** After Live Webinar Time)

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