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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 your own behavioral health themed workshops, retreats, seminars, and/or courses. Whether online or in-person, and whether for a general audience or for other professionals (continuing ed.)
- ✓ You enjoy sharing with others about your passions and interests around your work as a mental health therapist.
- ✓ You would like to grow your impact in your work as a mental health clinician.
- ✓ You want to find ways to increase your income without simply seeing more clients or hiring more therapists.

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

- ✓ Some of David's personal story of doing successful mental health trainings, both in-person and online.
- ✓ **3 false beliefs** that keep therapists from pursuing creating their own trainings and putting those trainings out into the world.
- ✓ **3 secrets for therapists** on how creating impact and income is very achievable with their own mental health trainings.
- ✓ If you stay to the end of the hour, you can get our bonus download of **5 Ways That Successful Mental Health Trainers Avoid Pitfalls**, as well as a PDF of the **webinar slides**, other **bonuses** and a **special offer**.
- ✓ Also, if you stay to the end, David will do a **live Q&A** to answer your questions about doing mental health 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.



David has also organized larger conferences as a part of the board of the **Tennessee Association for Marriage and Family Therapy** (a division of AAMFT) and has done psycho-educational workshops & retreats for lay audiences.

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Poll Questions:

How would you describe your current career phase as a mental health therapist?

Which of the following would you say is the biggest barrier to you creating/leading mental health trainings?

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“Why” and “How” David got into doing his own mental health training 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 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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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)
 - 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 False Beliefs That Hold Therapists Back (and the **3 Secrets to Transform Them**)

1. “The logistics of organizing and marketing a training seem too overwhelming and/or expensive”
2. “I am not enough of an expert to have the credibility to lead mental health trainings”
3. “I hate public speaking (and therefore cannot lead my own trainings)”

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Secret #1

The “logistics” can happen in more than one way.

- If you are wanting to do a continuing education (CE) training for therapists, you do not necessarily have to get “all” of the different approvals (*NBCC, NASW, APA, etc.*) as, depending on the state/jurisdiction, a single approval might count for multiple disciplines
 - See one of our [bonuses](#) at the end for US-State Guide for Required CE hours and approval
- You can also partner with people/organizations that already have CE approval and you can simply propose to lead a training under them, these can also provide marketing

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There are also organizations that provide groups with professional co-sponsoring

We have some of these listed in one of the bonus downloads at the end of the webinar

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Secret #1

The “logistics” can happen in more than one way.

- Particularly if you are fine to start small (which is our recommendation), trainings do not have to be overly complex to have large impact and good revenue.
 - This might be leading a 5-person overnight retreat on the Enneagram that you host at a VRBO/Airbnb.
 - Or a low-fee webinar you do with a local school system on parenting skills for promoting emotional regulation in kids.

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Secret #2

Be the one with Interest and Enthusiasm and who shows up.

- 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 #2

Be the one with Interest and Enthusiasm
and who shows up.

Objection

- “But I am not enough of an expert....and such-and-such is, and they are already doing trainings on this topic...so who will come hear me?”

Answer

- “How many pizzerias are in your town?”
- “Our Sushi places?”
- “...and could there be more?”



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Secret #3

You do not have to teach it yourself...
or you can be inventive

- For a lot of classically-introverted-therapist-types, dislike of doing public presentations is a common objection....but some thoughts.
- If you want to challenge yourself in this area, trainings can be with small groups, or you could co-teach with someone else to help reduce the pressure.
- If teaching online, you can automate the process and even use purely written curriculum that has value.

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Secret #3

You do not have to teach it yourself...
or you can be inventive

- Or....you also can organize trainings and hire/partner with someone else to do all the teaching.
- My most profitable trainings have been with other teachers.

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Secret #3

You do not have to teach it yourself...
or you can be inventive

- ...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 #3

You do not have to teach it yourself...
or you can be inventive

- 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
- One of the biggest so far 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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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

- ✓ Embracing your Voice: Defining your Visions and Goals for Trainings
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- ✓ 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 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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Profitable Mental Health Trainings

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- ✓ Template Library for Teacher Contracts, Speaking Agreements, Budgets, Comps, and more
- ✓ 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 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)

PsychMaven.Teachable.com

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But One More Thing.....

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Webinar 30% Discount (48hr Window)

Because you engaged in this webinar (either live or as a replay), PsychMaven is offering a limited window discount of **30% off** the course that you can access **within 48 hours** after watching this webinar.

~~\$342~~ - \$239.40_{x3}

(3-month plan with instant access)

Single-payment discount of

~~\$937~~ - \$655.90

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

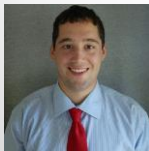
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Hear From Our Students



“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 **\$239.40** (x3mo) or **\$655.90** for single-payment discount. Offer expires after **48 Hours**.

(Full Money-Back Guarantee within 30 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

(Discount Access Expires after 48 Hours)

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