



## Packaging Your Expertise Online For Music Therapists

***"You helped me to take the plunge and start my own business, publish my website and my book. That's pretty measurable to me!"***

*~ Debi Kret- Melton, MM, MT-BC*

***"This class was and packed full of information. I liked it because it covered the "Why" of online business, but it also covered the "How". It is brimming with practical knowledge you can use right away. I enjoyed Kat's teaching style. She is a very engaging teacher and clearly knows her stuff. There is friendliness in her approach and **you get the feeling that, like a big sister, she is willing to share all her secrets with you.** I give this class an A+ and would definitely recommend it to others."*** *~Janea Christensen, MT-BC*

***"I would recommend it for anyone willing to take the leap and be in it full force!"*** *~Kathy Schumacher, MT-BC*

***"Kat Fulton has a way of inspiring people to use technology in the practice and promotion of the music therapy business."***

*~Vicki Gross, MT-BC*

***"Thank you Kat for sharing your positivity and knowledge and value with us! I always learn something from Kat and I appreciate that **she shares from her personal experience in a caring, and super positive manner.*****

*~Bonnie Hayhurst | Hudson, OH*

***Would I recommend this course? **DEFINITELY!** Kat provides the practical tools to allow the course participants to do whatever it is that they feel compelled to do, so **it is very adaptable to a wide variety of participants.*****

*~Kellee Coviak, MT-BC*

***"Would I recommend this to others? Yes. **Kat provides clear information and a healthy dose of encouragement** just to get out there on the web."***

*~Rachelle Norman, MA, MT-BC*



**Description:** *The purpose of this CMTE workshop is to teach music therapists how to use the web to package their expertise into protected, consumable goods and services. The course includes how-to information, checklists, done-for-you resources, and case examples of experts sharing their consulting services, professional supervision services, original music, audio content, video content, and written content online.*

### **Learning Objectives**

Participants will:

1. Identify the primary purpose of web-based communication, education, marketing, and advocacy. (Scope IV. B. 13. Engage in business management tasks (e.g., marketing))
2. Learn 3 ways to position him/herself as a leader online. (Scope IV. B. 17. Serve as a representative, spokesperson, ambassador, or advocate for the profession of music therapy)
3. Determine the most cost-effective way to set up independently-run web-based educational courses, based upon extent of financial resources. (Scope IV. B. 4. Conduct information sharing sessions, such as in-service workshops, for professionals and/or the community.)
4. Learn how to use technology to build relationships with other professionals. (Scope IV. A. 7. Develop and enhance technology skills.)

**Prerequisites:** Facebook profile is recommended, not required. The course forum is held in a Facebook group. In lieu of a Facebook profile, you are encouraged to interact with the instructor via email.

**Number of CMTEs:** 5 **Price:** \$125

**Instructor Qualifications:** Kat Fulton, MM, MT-BC is an online ambassador for music therapy. For 7 years, she has run a music therapy company in San Diego, serving older adults, corporations, and kids affected by cancer. Since 2010, Kat has published an eBook, sold over 100 DVDs teaching music therapists and drum circle facilitators how to drum with older adults, taught a video course on building a website, curated video courses at MusicTherapyEd.com, thrown online Boomwhacker® parties,



and booked up her Group Coaching program. The World Wide Web sponsored most, if not all the marketing, promotion, and customer service for these endeavors. Kat is honored to help even more music therapists advocate and educate online through Package Your Expertise.

**Video Course Format:**

*Welcome: 19 minutes – How To Prepare Yourself For The Journey*

*Chapter 1: 26 minutes – Email Swoop - Clean out your email forever.*

*Chapter 2: 25 minutes – The Interviews - Find the people you'd like to serve FIRST.*

*Chapter 3: 45 minutes – Position Yourself As A Leader Online To Guarantee Sales.*

*Chapter 4: 52 minutes – Best Practices for Social Media And Building Relationships.*

*Chapter 5: 69 minutes – The Nuts And Bolts Of Converting Your Expertise To Online Formats.*

*Chapter 6: 16 minutes – Payment Processes.*

*30 minutes – Final Evaluation*

**Refund Policy:** Within 30 days of your first VIP payment or any single course purchase, if you are not 100% completely satisfied with our ever-expanding library of stellar video courses, then we will gladly refund your money after a short exit interview. VIP subscription payments after 30 days are FINAL SALE ONLY. In other words, no refunds are available for subsequent subscription payments. Send an email to [info@musictherapyed.com](mailto:info@musictherapyed.com) for more information.

Refund requests must be accompanied by a thorough explanation and completed course homework. Refunds are granted or denied on a case-by-case basis. No refunds are given after 30 days of purchase date.

By signing up for a VIP subscription plan, you understand that you may cancel your subscription at any time by sending an email to [info@musictherapyed.com](mailto:info@musictherapyed.com).

**CBMT Relationship:** Package Your Expertise is approved by the Certification Board for Music Therapists (CBMT) for 5 Continuing Music Therapy Education credits. Credits awarded by CBMT are accepted by the National Board for Certified Counselors (NBCC). Sound Health Music Inc maintains responsibility for program quality and adherence to CBMT policies and criteria.

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