



Music Therapy Marketing 101 by Natalie Mullis, MT-BC

*"I feel more optimistic about developing a private practice in general. Marketing music therapy is not something we learned in school. **I would especially recommend this course** to music therapists starting a private practice."*

~Yuriko Urushibata, MT-BC

*"Prior to taking the course, marketing was a scary thought for me, and very overwhelming. Now, as a new music therapist, **I am zealous and excited!** This course communicates the amount of thought and effort that goes into a business plan WAY before you make the first phone call or hand out the first business card. When I do start offering my services, I'll be ready. Music therapists tend to be "heart" people, and want to help the world through music therapy. However, **we also need to know how to convince others that we have what they need. This course teaches how to do that!**"* ~Christina Bartholic, MT-BC

*"Would I recommend this course to others? **Definitely**, because we all need to market, and this is a course that any music therapist with no marketing experience can understand. I really appreciated **Natalie's positive outlook on marketing and taking away the negative connotation behind it.**"* ~Sara Kiley, MT-BC

*"There's one particular contract that I have been working on getting for quite some time. After taking this course, I see the folly of my ways in how I have been going about it thus far! **Now I am much more well-equipped with the tools to be successful moving forward.** I have already recommended this course to a friend. It has lots of good basic information on marketing that **lays the groundwork** for exploring this skill, and being **successful** while doing so."*

~Shannon Kiley, MM, MT-BC

*"Would I recommend this course to others? **I already have!** Natalie had great personal style, and I loved the phone calls. The course was also very practical. I've been self employed a LONG time so much of this I get, but **I think this course is great for those starting out, and those with history.**"* ~Celeste Keith, MT-BC



Description: In this course on basic marketing, music therapists will learn to identify their best customers, make irresistible cold calls, and give highly effective presentations.

Board Certification Domains:

1. Participant will be able to identify ways to secure presentation opportunities. (IV.B.6)
2. Participant will be able to identify 2 effective marketing tools (IV.B.16)
3. Participant will learn techniques to present themselves and music therapy in an effective and appropriate manner (IV.B.20)
4. Participant will conduct two necessary preparatory steps before contacting a non-music therapy professional about offering services (III.B.8)

Prerequisites: none

Number of CMTEs: 3 **Price:** \$85

Instructor Qualifications: Natalie Mullis, MT-BC is the owner of Key Changes Music Therapy Services, LLC. She runs a young, thriving business in Columbia, SC. Natalie has found her business niche and passion to be marketing. Whether online, in-person, or community outreach, she has deeply explored it all.

Video Course Format:

- Chapter 1: 24 minutes – Why Sales?
- Chapter 2: 34 minutes – Reaching Your Market
- Chapter 3: 47 minutes – The Cold Call
- Chapter 4: 52 minutes – Nuts and Bolts of Selling
- 23 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 for more information.

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CBMT Relationship: Music Therapy Marketing 101 is approved by the Certification Board for Music Therapists (CBMT) for 3 Continuing Music Therapy Education credits. Sound Health Music, Approved Provider #P-110, maintains responsibility for program quality and adherence to CBMT policies and criteria.

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