



Online Zen: Wordpress Websites with Kat Fulton, MM, MT-BC

"Kat – I've already made back (at least) half of the money I spent on your course, simply by watching these first couple videos! I am SO thrilled I trusted my instincts to take Online Zen, in spite of my busy schedule. SO worth it! THANK YOU, THANK YOU, THANK YOU! Now I have a COMPLETELY 100% IMPROVED WEBSITE! Would I recommend Online Zen? Definitely! I learned a ton and I was not new to website development. This course is opening so many doors for me...have I mentioned I'm excited?!?" ~Kellee Coviak, MT-BC | Lansing, MI

"I didn't think I would have enough time for the course. Online Zennn gave me the **best possible results in the shortest amount of time!** It is exactly what every non-tech savvy, sole-proprietor without a website needs. Kat explains all the tricks, step-by-step in very simple terms. Participating in Online Zennn gave me the exact results that I wanted. Kat provided the know-how and the accountability I needed to accomplish my goal of building my own website—without having to invest an unreasonable amount of time or money. Thank you Kat for simplifying and streamlining this process! Given my very busy life, I could only have accomplished what I did with my website through Online Zennn. **Online Zennn is pure genius!**" ~Sam Brodsgaard | Fort Worth, TX

"My VISA card is ready to be swiped for anything Kat offers online! I thought the content would consist of information I already knew. But, the straight-to-the-point video tutorials have now helped my site become more focused, interactive, and independently maintained. Online Zennn turns a seemingly complicated topic into easily accessible information for the non-techie." ~Meghan Callaghan | Flagstaff, AZ

"I wasn't sure the course would benefit me because I've been blogging for a couple of years. But Online Zennn has given me confidence, perspective, direction, and lots of quick tips that I can use right away. I would recommend Online Zennn to both newcomers and established bloggers. The combination of knowledge, website review, CMTE credit & cost makes it totally worth it." ~Michelle Erfurt | Beach, FL



Description: This online course walks you through step-by-step installing Wordpress, creating a website, utilizing plugins, integrating with social media, and maximizing your search engine optimization. The course is geared towards music therapy business owners.

The content is very thorough, and many of our resources reside in our private Facebook forum (Zen Garden). In our forum, we share our new ideas and tips for achieving success online as a music therapist.

Board Certification Domains:

1. Participants will be able to identify 3 components for a WordPress website. (BCD IV.A.7)
2. Participants will learn how to set up WordPress to disseminate news feed and blog post items. (BCD IV.A.4)
3. Participants will learn how to publish information about music therapy online. (BCD IV.A.4, IV.B.16, IV.B.20)
4. Participants will identify the first step for basic search engine optimization of a website. (BCD IV.B.5)

Prerequisites: Participants must own a domain and hosting package prior to *or* within the first week of the course. Facebook profile is recommended, not required. The course forum is held in a Facebook group.

Instructor Qualifications: Kat Fulton, MM, MT-BC has been a regular blogger at RhythmForGood.com for almost two years. In that time, she has single-handedly published multiple websites, published, produced, and sold an instructional DVD online, given away hundreds of musical scores for pop song boomwhacker arrangements online, and become a strong online advocate in the music therapy profession.

Video Course Format:

- Site Success Formula (50 minutes)
- Welcome (25 minutes): Get ready to get zen.
- Module I (96 minutes): Setting up Wordpress
- Module II (136 minutes): Pages and Posts



Module III (106 minutes): Widgets and Plugins

Module IV (91 minutes): SEO and Social Media

Module V (30 minutes): Extras

Bonus (32 minutes): Zen-approved hosting companies, designers, developers, and more

2 Supportive Phone Calls (100 minutes)

Website Self-Production (75 minutes)

Final Evaluation: (10 minutes)

Number of CMTEs: 15 **Price:** \$275 **Typical Access Period:** 2 Months

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.

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.

CBMT Relationship: Online Zen is approved by the Certification Board for Music Therapists (CBMT) for 15 Continuing Music Therapy Education credits. Sound Health Music, Approved Provider #P-110, maintains responsibility for program quality and adherence to CBMT policies and criteria.