



## Marketing Your Practice with Kat Fulton, MM, MT-BC

*Kat Fulton represents the future of Music Therapy. She is always one step ahead of her peers, not only in her understanding and application of effective group drumming techniques, but in her ability to market those products and services through the rapidly evolving world of social media and web 2.0. She is a **dynamic and captivating** speaker and facilitator who brings **infectious energy** into any meeting, event, or program she is a part of. - Tim Ringgold, MT-BC*

*Kat has **inspired a new, grander vision** for more of my music therapist colleagues than I can count. I am one of many music therapists who is now **dreaming bigger and reaching further** because of Kat's influence. For Kat's relentless drive and unending encouragement, I will always be grateful. - Rachelle Norman, MA, MT-BC*

**Description:** In this course you'll learn how to market with heart-based intention, instead of agenda, while utilizing therapists' best skills of listening, empathy, and sensitivity.

Although marketing is important for business owners, it is actually a versatile topic that can be applied widely across many different scenarios, including advocacy, education, and information-sharing. You'll learn about market research, ethical considerations, the psychology behind what makes clients choose your services, and how to systematically use a marketing plan to build something bigger than yourself.

As music therapists continue to make our mark as leaders in healthcare, this course is vital to our growth as a profession. Learn how to position yourself as a leader, speak with confidence, understand your prospects and clients, and connect deeply to your community.



**Prerequisites:** Facebook profile is recommended, not required. The course forum is held in a Facebook group. Participants may submit insights via email in lieu of the Facebook forum.

**Board Certification Domains:**

V. B. 18. You will serve as a representative, spokesperson, ambassador, or advocate for the profession of music therapy by disseminating marketing materials via USPS mail, internet, phone, media, or live presentation.

V. B. 19. You will engage in business management tasks by devising a marketing plan.

V. B. 15. You will document all non-treatment related communications with the handouts provided in the course.

**Instructor Qualifications:**

Kat Fulton, MM, MT-BC, is a passionate keynote speaker and advocate for music therapy. She's been quoted in major media outlets such as the Wall Street Journal, HuffPo, and Epoch Times. She's facilitated drum circles for the US Surgeon General, Americans for the Arts, NAMM, Museum of Making Music, Qualcomm, Intuit, and more. She's a leader in the field and founder of MusicTherapyEd.com, the premier resource for music therapy continuing education. She also runs a private practice in San Diego.

**Video Course Format:**

1. Chapter 1: WHO (68 min)
2. Chapter 2: WHAT (39 min)
3. Chapter 3: WOW! (46 min)

**Total video time: 153 minutes**

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

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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.

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