Firefly & Phoenix

in partnership with

Water & Stone

A Creative Arts Therapy PLLC

Example of Main Categories for Goals:

- Make a list of large umbrella areas of focus (categories).
- Under each umbrella category, add all the possible smaller areas of focus you can think of.
- These can be adapted over time, but will help you break down your goal setting to more manageable tasks.

Marketing	Copy Writing	Finances	Billing/Charging	Website	Online Presence	Professional Development
- Mailings - Developing Materials - Sending Emails - Designing Flyer or Newsletter	- Writing about services. - Descriptions for groups, therapy, etc. - Copy for website - Information for online presence	- Reconciling Accounts - Estimated Taxes - Raising Prices or redoing pricing - Getting information to accountant	- Insurance Billing - Reconciling Payments - Follow ups - Invoices - Receipts - Superbills	- Each page updated - Designing xyz - Photos/Images - Contact information - Updating rates or descriptions	- New places to list information - Accurate information/update - IG Posts - FB posts - Respond to comments - New services - Content Schedule	- Continuing Ed - Services for therapists - Licensure or Registrations

*This is to get you started, but is by no means an exhaustive list.

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