

Welcome to Firefly & Phoenix!

www.fireflyandphoenix.com

A guided journey that brings together creativity, business skills, and instills confidence, allowing you to manifest your own unique vision in the world.



Join an innovative community that believes in empowerment through support, creativity, and an open exchange of ideas and insights. Welcome to a space where your unique vision will be supported and cultivated, so you can find the next steps along your journey into entrepreneurship.

Be in touch if you have any questions!

Warmly,
Emery

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The Story of Firefly & Phoenix

Firefly & Phoenix captures the spectrum of light and energy that comes with building a private practice, growing a company, and all the fluctuations when creating something out of nothing. I picture the small blinking light of **The Firefly** as that initial hint of an idea. Something small and quiet that comes and goes. If you've ever seen a field full of fireflies it is breathtaking! The community lighting up as they communicate and share information. The light fluctuates, ignites others, and grows in community. Truly mesmerizing! **The Phoenix** is fiery, energetic, and wise! As things get going it takes bravery and spirit to move into this work. The exciting moments of chaos or stepping into the unknown combined with the hope of reinventing and new beginnings when something inevitably shifts or ends. It's a practice, letting go of old ideas as new ones present themselves in order to stay true to your core purpose and evolve in new ways. The people who do this are the trailblazers, innovators, and leaders. It doesn't matter the size of the practice and it takes all sorts of humans to put things out into the world that help others. There is no prescribed personality that makes this successful. Each person, no matter their demeanor or skills, has strengths they can cultivate to build the work they want to be doing in the world as the Phoenix.

All Programs Have Payment Plans Available

ABOUT THE 3 KEY PROGRAMS: DREAMING, INNOVATING, AND TRAILBLAZING

Dreaming: Envisioning What Is Possible (Firefly)

Dreaming is a series of workshops from which you can build the foundation for your entrepreneurial adventures. These workshops give you the foundational knowledge, tools, and confidence to move forward with what you want to create in your practice and put out in the world. If you don't know what you want to do or have an idea, but aren't sure where to start, this program is for you! Take one at a time or sign up for all of them and get a few bonus offerings!

Foundational Workshop Series

2 hours each (2 LCAT CE Contact Hours Each)

If you sign up for a full round (all 5 at once) you get:

- Discount
- Lifetime access to the private Firefly & Phoenix Online Group
- One free 1:1 mentoring session with Emery (30 min - \$100 value)

1 What is Your Dream?

- Your Vision, Values, Fears
- First Step vs. Bigger Picture
- You're Not Alone and Can Avoid Burnout
- Which Clients are You Excited to Work With?
- Finding the Words to Describe What You Want to Do

2 How Do You Want to Work?

- Passive vs. Active Income
- Online, In-Person, Traveling
- Individual, Couples, Family, Groups
- Workshops, Support Groups, Contracting
- Coaching vs. Therapy
- Courses, Workshops, Books/Worksheets

3 What You Need to See Your First Client

- Paperwork
- Liability Insurance
- Notes, Diagnosis, Treatment Plans
- Meeting Online vs In-Person

4 Financial Wisdom

- Bank Accounts, Taxes, Getting Started
- How Much to Charge (sliding scale vs. set rate)
- Initially Talking to Clients About Finances

5 Intro to Marketing

- "Selling Yourself" in an Authentic, Honest Way
- Organic and Community Based Marketing
- Intro to Social Media, Online Profiles, Advertising
- How to Use Your Website Effectively
- Communicating Clearly in Your Material

Innovating: Actively Pursuing Your Intentions

If you are motivated to really get things going, face fears, and build your practice, this program is for you! We will build off your ideas and create action oriented steps that will move you forward. Whether you want to get a handle on marketing or make it to 20 clients, this program will offer tools and support sustainable growth, so you can see things actively happen and make decisions with more energy and intention.

- 1-3 Months
 - o 6, 1.5-hour Group Meetings/Workshops
 - o 1 free individual 30-min mentoring meetings with Emery
 - Optional, additional discounted 1:1 meetings for the duration of the program.
 - o 9 LCAT CE Contact Hours (**3 of those will count as ATCB Ethics Hours**)
 - o Lifetime access to the private Firefly & Phoenix Online Group
 - o Accountability Partner
 - o Email Support

- Content
 - o Marketing for Your Practice
 - o How Much Are You Charging
 - o How to Diversify
 - o Your Website
 - o Ethical Considerations
 - o How to Grow Comfortably
 - o Clinical Challenges in Private Practice (suicidal ideation, etc.)

Trailblazing: Embracing the World You Are Creating (Phoenix)

When you have your practice started and want to connect with others, learn more, build out in new directions, and get support with accountability, this is your group. We meet regularly over a period of 5 months, set actionable goals that are unique to your work, cover more advanced topics in business/ethics/private practice, and help you feel supported in a community of similarly minded entrepreneurs. You even will have another member in the group as an accountability partner. We welcome people with all sorts of practices and ideas!

- 3-6 Months
 - o 10 1.5-hour Group Meetings
 - 5 Meetings – focus on challenges and questions from the group
 - 5 Meetings – workshops on advanced marketing, diversifying offerings, advanced ethics, time management/working as an entrepreneur.
 - o 2 individual 30 min mentoring meetings with Emery
 - Optional discounted 1:1 meetings after those included for the duration of the program.
 - o 15 LCAT CE Contact Hours (**3 of those will count as ATCB Ethics Hours**)
 - o Lifetime access to the private Firefly & Phoenix Online Group
 - o Accountability Partner
 - o Email Support

- Content

- Support and Group Accountability
- Advanced Marketing, Ethics, Time Management, Diversification
- How to avoid burnout
- When to hire others (contractors, virtual assistants, etc.)
- How to continue growing, in what ways, and knowing where stopping points or pauses make sense.



Payment Plans: Available for all programs!

Registration: holds your spot for 48 hours. You will receive an invoice to pay with instructions after you register (please allow for 12 hours before inquiring about the invoice). Once registered you will either pay in full at that time or discuss a payment plan with Emery. A Payment Plan is offered to support those needing it and holds your spot, so no one else can take it. As such it is a commitment to pay in full per the schedule agreed upon, regardless of attendance.

Cancellation Policy: Up until 1 week before the program starts - no penalty for canceling within 24 hours of registration. 24 hours after registration or any registrations made under 1 week before the program starts- no refunds are available, transfer of registration is okay until the first day of the course (registrant's responsibility to find a person and coordinate the transfer, let Emery know the new person's name and contact information).

LCAT CE Contact Hours: Water & Stone, A Creative Arts Therapy PLLC is recognized by the New York State Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for licensed creative arts therapists. #CAT-0017.

National Credentials

Most programs also qualify for National Certifications: ATR-BC, MT-BC, BC-DMT, etc. Please check with your certifying board to verify prior to registering for a workshop. It is the attendee's responsibility to verify this for each specific program and refunds are not available for anything beyond LCAT approval. It is specifically stated for ATR and ATR-BC holders when and how many hours will count for ethics.

