

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/private practice/group practice.

Be in touch if you have any questions!

Warmly,
Emery

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The Story of Firefly & Phoenix

The name “Firefly & Phoenix” captures the vision of light (small spark to blazing sun) and energy (inkling of an idea to rippling expansiveness) that comes with building a private practice, growing a company, and all the possibilities 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. 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 skillset, has strengths they can cultivate to build the work they want to be doing in the world as the Phoenix.

All Programs Have Personalized Payment Plans Available to Create More Accessible Opportunities

ABOUT THE 3 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, whether you are aiming for a couple clients on the side or a larger group practice. 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 just the workshops you need or sign up for all of them and get a few bonus offerings! This series is also great for those feeling a need to reconnect with these topics after a practice is established. People have taken this series multiple times throughout their journey to reconnect with the foundation of their work or expand in new ways.

Foundational Workshop Series
(LCAT and ATR CE Hours)

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

- Discounted Price
- 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 SM, Online Profiles, Advertising
- How to Use Your Website Effectively
- Communicating Clearly in Your Material

Innovating: Actively Pursuing Your Intentions

If you are motivated to set a goal, face fears, and move forward with your practice, this program is for you! We will build off your ideas and create action oriented steps that will move you in the direction you want to go. Whether you want to focus on something like marketing or are interested in adding more 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. Support will come from Emery, your peers, and your accountability partner. The first meeting will help focus in on what you would like to accomplish over the course of the program. This program is designed so it can be taken multiple times when someone wants a place for support and accountability.

- 1-3 Months

- 6, 1.5-hour Group Meetings/Workshops
- 2 free individual 30-min mentoring meetings with Emery (\$200 value)
- 9 LCAT & ATR CE Contact Hours (**3 of those will count as ATCB Ethics Hours**)
- Lifetime access to the private Firefly & Phoenix Online Group
- Accountability Partner
- Email Support

- Content
 - o Personalized Goals/Plan
 - o Marketing and Financials
 - o Diversify as you Build/Grow
 - o Ethical Considerations
 - o How to Grow Comfortably/Avoid Burnout
 - o Clinical Challenges in Private Practice (suicidal ideation, etc.)

Trailblazing: Embracing the World You Are Creating **(Phoenix)**

When your practice is more established (at least 2-5 years or after speaking with Emery) and you want to connect with others, explore more advanced topics, build out in new directions, or get support/accountability, this is your group. We meet regularly over a period of 5-6 months, set actionable goals that are unique to your work, cover more advanced topics in business/ethics/private practice, and create a space to feel supported in a community of similarly minded private practitioners. We welcome people with all sorts of practices and ideas! This program is designed to be personalized every time you take it, so it can be taken as many times as you like.

- 5-6 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 (\$200 value)
 - o 15 LCAT & ATR CE Contact Hours (**1.5 of those will count as ATCB Ethics Hours, 1.5 of those will count as ATCB Supervision Hours**)
 - o Lifetime access to the private Firefly & Phoenix Online Group
 - o Accountability Partner
 - o Email Support
- Content
 - o Support and Group Accountability with Your Specific Goals
 - o Avoiding Burnout in the Long Term
 - o Personalized Goals and Plans
 - o Enjoying the Practice You're Creating
 - o Advanced Marketing, Ethics, Time Management, Diversification
 - o When to Hire Others (contractors, virtual assistants, etc.)
 - o How to Continue Growing, in What Ways, and Knowing Where Stopping Points or Pauses Make Sense.

Summer Private Practice Intensive

This intensive is a combination of some aspects from both Innovating and Trailblazing! 6 weeks of weekly meetings to set goals, get personalized support, hear others' thoughts, receive feedback, and jump start whatever the next step is in your practice. If you want to take advantage of the summer months and have a place for accountability, join us as we explore a variety of topics and support each other's dreams. Very supportive and will help you move through any challenges or road blocks you're currently facing!

- 6 Weeks
 - o 12 hours, weekly meetings
 - o 2 individual 30 min mentoring meetings with Emery (\$200 value)
 - o 12 LCAT & ATR CE Contact Hours
 - o Lifetime access to the private Firefly & Phoenix Online Group