

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.



PRIVATE PRACTICE
PROGRAMS AND WORKSHOPS



CREATIVE AND PROFESSIONAL CE
WORKSHOPS



MENTORING AND
PROFESSIONAL SUPPORT

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.

IMPORTANT NOTES

For all programs, your private practice can be as small as 1 client or as large as running a company.

All programs have payment plans available to create more accessible opportunities.

Information About:

3 Core Programs: Dreaming, Innovating, and Trailblazing & 6-Week Private Practice Intensive

Private Practice Intensive

Focus – Deep Dive Into Private Practice

19.5 CE Hours – NY LCAT, NJ LPAT, and ATR/ATR-BC (others might qualify)

This intensive is a combination of aspects from Dreaming, 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. Recordings of all 5 Dreaming Workshops to watch between meetings (1.5 hours each), so you can solidify your foundational wisdom and discuss more advanced layers of each topic. If you want to dive in and feel more immersed in the next steps of your journey, join us as we explore what it will take for you to realize your dreams. Very supportive and will help you move through any challenges or road blocks you're currently facing!

- 6 Weeks
 - o 12 hours, weekly 2hr meetings
 - o 7.5 hours, recorded Dreaming Workshops (\$450 value - all 5 workshops, 1.5hrs each)
 - o 2 individual 30 min mentoring meetings with Emery (\$200 value)
 - o 19.5 NY LCAT, NJ LPAT, and ATR/ATR-BC CE Contact Hours
 - hours also meet following requirements:
 - 3 ATCB Ethics hours
 - 3 NYS Professional Boundaries hours
 - o Lifetime access to the private Firefly & Phoenix Online Group
- Content
 - o 5 Dreaming Workshops – Foundational Wisdom
 - o Setting Goals and Creating Action Steps
 - o Facing Fears/Building Confidence
 - o What Do You Actually Want to Create?
 - o Knowing How to Build Toward Your Dream Practice (not others' ideas of private practice!)

Dreaming: Envisioning What Is Possible (Firefly)

Focus - Foundational Skills and Confident Mindset

1.5 CE Hours per workshop - NY LCAT, NJ LPAT, and ATR/ATR-BC (others might qualify)

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 foundational concepts from new perspectives or to regroup as they expand in new directions.

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)

Dreaming continued...

Workshop 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

Workshop 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

Workshop 3 - What You Need to See Your First Client

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

Workshop 4 - Financial Wisdom

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

Workshop 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 Materials

Innovating: Actively Pursuing Your Intentions

Focus – Setting Goals and Accountability

9 CE Hours - NY LCAT, NJ LPAT, and ATR/ATR-BC (others might qualify)

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 you will learn how to create action oriented steps that will move you in the direction you want to go. No matter what you want to focus on - overcoming a fear/confidence block, authentically communicating what you do/offer, creating something sustainable, etc. - this program will offer tools and support, 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.

- 3 Months
 - o 6, 1.5-hour Group Meetings/Workshops
 - o 2 free individual 30-min mentoring meetings with Emery (\$200 value)
 - o 9 LCAT, LPAT, & ATR CE Contact Hours
 - 3 of those will also count for ATCB Ethics Hours & NYS Professional Boundaries
 - o Lifetime access to the private Firefly & Phoenix Online Group
 - o Accountability Partner
 - o Email Support
- Content
 - o Personalized Goals/Action Steps
 - o Facing Fears, Building Confidence, Clearly and Authentically Communicating
 - o Ethical Considerations and Maintaining Healthy Boundaries
 - o How to Grow Comfortably/Avoid Burnout/Take Care of Yourself
 - o Learning How to Schedule Your Time and Remain Accountable

Trailblazing: Embracing the World You Are Creating (Phoenix)

Focus – Advanced Topics and Long Term Support

15 CE Hours - NY/LCAT, NJ/LPAT, and ATR/ATR-BC (others might qualify)

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 longer term support/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 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 personalized for group members, so it can be taken as many times as you like.

- 5 Months
 - o 10 1.5-hour Group Meetings
 - We will split time between challenges and questions from the group and mini workshops on advanced marketing, diversifying offerings, advanced ethics, time management/working as an entrepreneur, etc.
 - o 2 individual 30 min mentoring meetings with Emery (\$200 value)
 - o 15 LCAT & ATR CE Contact Hours
 - 1.5 hours will also count for ATCB Ethics Hours
 - 1.5 will also count for 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

Welcome to a space where your unique vision will be supported and encouraged, so you can find the next steps along your journey into entrepreneurship/private practice/group practice. I look forward to having you join an innovative community that believes in empowerment through support, creativity, and an open exchange of ideas and insights.

Be in touch if you have any questions!

Warmly,
Emery

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