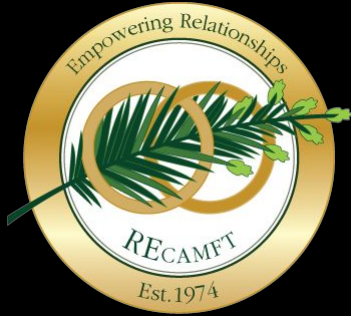




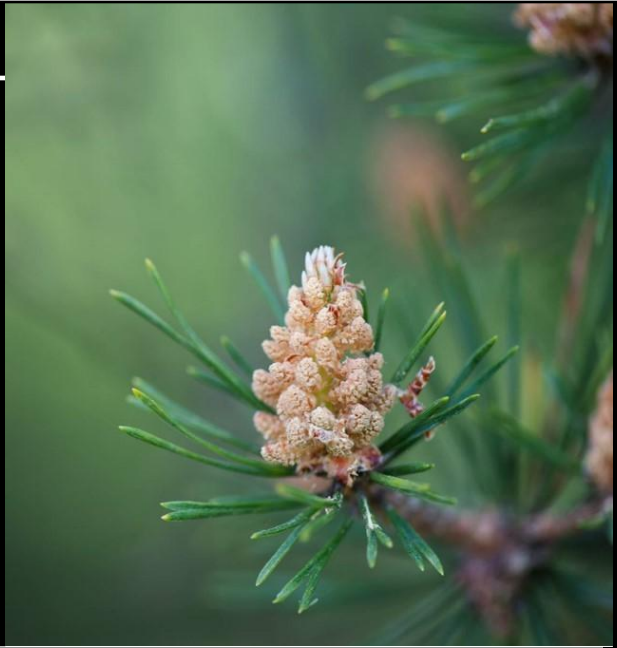
RECAMFT Private Practice Workshop

Sponsored by

RECAMFT Prelicensed Committee

Brian Crites, Director at Large,
Prelicensed Committee Chair

Angela Sanville, Prelicensed Director at Large
October 24, 2026



1

RECAMFT'S LAND & PEOPLE ACKNOWLEDGEMENT STATEMENT

"We are meeting today in the ancestral homes of the Coast Miwok, Wappo, Wintun and Pomo Nations of Sonoma, Mendocino, Napa and Lake counties.* RECAMFT acknowledges these Nations as the traditional caretakers of this land and water, and we are grateful for their strength and perseverance in the struggle to maintain their culture, language and traditions. Every voice is essential in protecting the sacredness of this space we hold together today. Please speak with love and care in your comments to others. We want our space to be safe and welcoming for all. We welcome feedback regarding our ongoing efforts to create inclusive, equitable safe spaces."

-- Adopted by the Board, Aug. 23, 2024.

* Optional for a speaker who is in a county other than our four. "And our speaker is presenting from the home of the ... Nation(s)."



2

Welcome to RECAMFT!



Here is an overview of our day.

- Introductions (15 minutes)
- Basic operations (1 hour)
- Quick break
- Taking insurance (1 hour)
- Sustainable marketing (30 minutes)
- Q & A at conclusion

Introductions!



- Timeline for the day
- Process for asking questions (chat, hand raise, etc.)
- A “Resource Handout” PDF will be given to all attendees
- Afterwards a video will be available for access in the Members Only section of RECAMFT’s website
- Bios of our commentators
- Advantages of membership in RECAMFT and CAMFT

Thank you to today's commentators!



- Lori Crowley, LMFT, LPCC

- <https://exptherapy.com/>
- BA, UC Berkeley, Biophysics
- MA, JFK Univ, Counseling Psychology, (holistic/somatic specialization)
- ExP Therapy specializes in neurodivergent clients
- Consultation for individuals and families, and healthcare providers
- Neurodivergent-affirming care therapy
- Supervises Associates
- Manages a group practice with 4 therapists

5

Thank you to today's commentators!



- Tatra-Li de la Rosa, LMFT

- <https://www.tatradelarosa.com>
- BA, UC Berkeley, Sociology
- MA, Sonoma State University, Counseling
- Certified IFS Practitioner, Level 3
- Certified Healing Shame Practitioner
- Teacher, SSU's Counseling Masters program
- Supervises Associates
- Manages a group practice with 9 therapists
- <https://www.delarosapsychotherapists.com/our-team>

6

Thank you to today's commentators!



- Kira Kayler, LMFT

- Author, *The Prehistoric Brain in the Modern World*
- Created the Instinct to Intention (the H.A.R.N.E.S.S. method) Masterclass
- Former Director at Large, CAMFT Board of Directors
- Former CFO, RECAMFT
- Manages group practice
- Supervises Associates
- www.keyinsightscounseling.com
- <https://instincttointention.prehistoricbrain.com/>

7

WHY JOIN CAMFT



- CAMFT is the largest community of MFTs world-wide
- Consult with an attorney Monday thru Friday
- Prelicensed membership is \$95 annually
- Free malpractice insurance for students
- Prelicensed job directory
- Scholarships and grants
- Road to licensure support
- Find more at <https://www.camft.org/pl-join>

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WHY JOIN RECAMFT

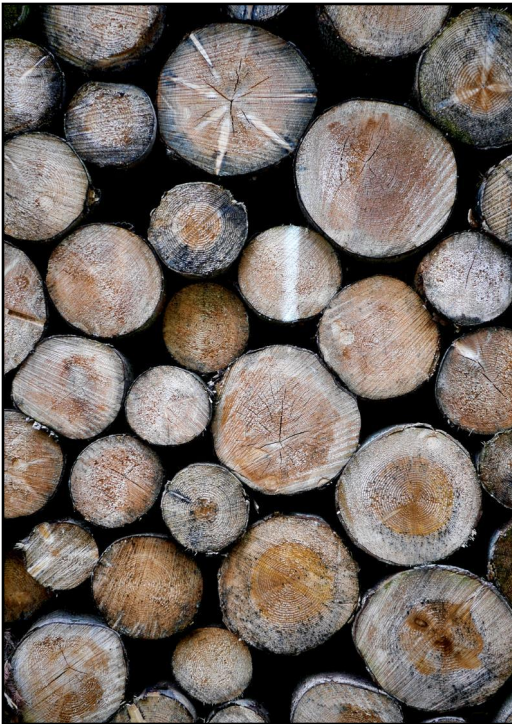
- **Excellent monthly presentations** on new and popular topics viewed from the comfort of your home/office - most RECAMFT trainings occur on the first Friday of the month on Zoom
- Members attend monthly CE meetings at no additional cost, with at least **15 CEs included in the price of membership** .
- Access to our vibrant **Members only listserv** reaching nearly 400 active members for announcements, inquiries, and staying connected.
- **Get all your CEs, and Law & Ethics with ease!**
- **Monthly newsletter** with dynamic member contributions, reviews, workshop updates and more!



WHY JOIN RECAMFT

- **Free listing on the RECAMFT directory** with a link to your website.
- **Community events for networking** , support, and connecting with other caring professionals.
- **Prelicensed Collaborative** for Students and Associates to consult with licensed clinicians on their orientations and techniques.
- **Leadership opportunities** are a great way to serve.
- **Speaker presentations are often recorded** and can be accessed online from the comfort of your home/office through the RECAMFT Programs Center, making even more CE-earning opportunities available for members.
- ***A bargain for Prelicensed Members at \$25 / year!***





RECAMFT'S MISSION STATEMENT

"The purpose of RECAMFT is to promote and maintain professional competence and integrity with knowledge, innovation, compassion, humor and respect for human dignity and diversity. We do this by providing opportunities for networking, education and community outreach for our members."

Adopted by the Board, March 2010,
updated with "for our members" in June 2025.

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OUR VISION

RECAMFT and our members strive to be exemplary professional resources for Marriage and Family Therapists, Associates, affiliates and people seeking our services, through leadership, quality education, and establishing a collegial, compassionate network to serve our local communities.

-- Adopted by the Board, Aug. 20, 2021



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OUR RACIAL & SOCIAL JUSTICE PLEDGE

Empowering relationships...



RECAMFT is committed to equity including addressing structural racism and systemic injustice. We endeavor to be inclusive and value individuals from all ethnicities, ages, races, sexual orientations, genders, languages, abilities, religions, citizenship statuses, and socioeconomic backgrounds into our chapter and into treatment.

We strive to advocate, educate, collaborate, and strategize for positive racial and social justice change within our membership and our community.

-- Adopted by the Board, Feb. 22, 2022

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OUR VALUES

Respect
Compassion
Inclusivity
Collaboration
Adaptability
Transparency

Adopted by the Board, Aug. 20, 2021

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Disclaimer:

During this presentation, RECAMFT Board Members and expert panelists may reference various educational resources, products, or services. These references are provided for informational purposes only and do not constitute an official endorsement or guarantee by RECAMFT. The opinions expressed are solely those of the individual speakers. Attendees are encouraged to research any products or services independently; utilization is at your own discretion and risk.

RECAMFT Private Practice Workshop 

Here we go....

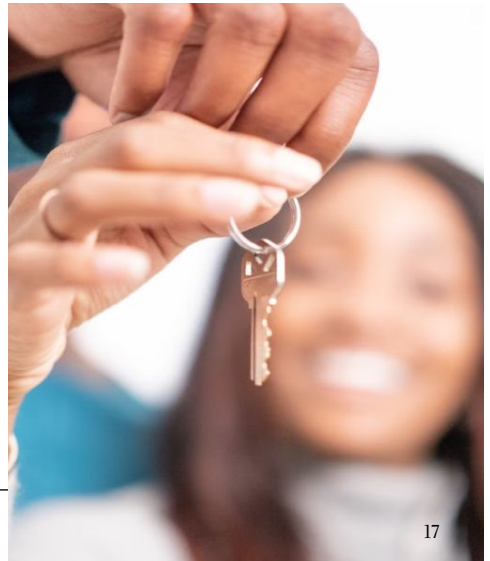
Operations

Dr. Laura Strom, PsyD, LMFT's
sandplay office



OPERATIONS – Operating a Private Practice - Key Topics

- Considerations
- Set up
 - Logistics
 - Legal
- Running
 - Processes
 - Policies | Record keeping | Billing
 - Accounting / Profitability | Client interface
 - Technology



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OPERATIONS – Questions to Consider for Starting Your Therapy Practice



- Why do you want your own practice?
- What do you see as the pros and cons of a private practice?
- How do you want to work? Full-time or part-time?
- In-person, telehealth or hybrid?
- Solo or part of a group practice?
- In the same community where you live or not?
- What populations do you want to serve?
- How will you get clients?

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OPERATIONS – Setting Up Your Therapy Practice - Logistics & Legal

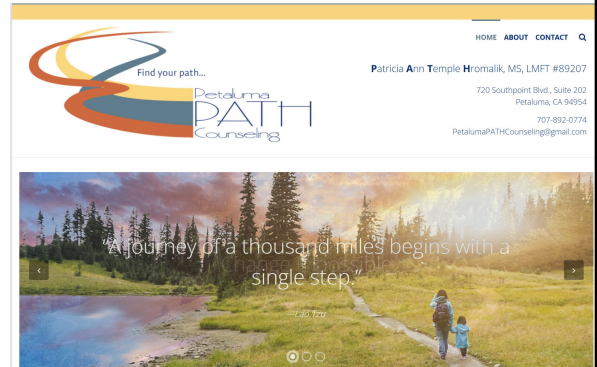
Your Practice is a BUSINESS - it needs

- Name
- Location / address

Business Name

- Your name vs. another name
- Fictitious Business Name
- State requirement
- File with county
- Publish in newspaper

Pro-tip: Give your business a Unique Selling Proposition (USP) (a slogan!) You will use this in marketing your business to make it stand out.



Patricia A. T. Hromalik
DBA Petaluma PATH Counseling

OPERATIONS – Setting Up Your Therapy Practice – Logistics cont'd

Business location



Dr. Bob Casanova, PsyD, LMFT's office space.

- Telehealth only / home vs business address
- Office Space
 - Sublet vs Rent own space
 - Growth considerations
 - Some areas have restriction / zoning requirements
 - Rentals advertised: Listserv, Craigslist, Loopnet
- Rental agreements
- General Liability Insurance (landlord as co-insured, CAMFT discount with CPH Insurance)

OPERATIONS – Setting Up Your Therapy Practice - Legal cont'd

Business License / Tax Certificate

- Legal requirement in most locales
- Posted on premises
(just like your professional license)
- Varies by locale (city vs outside city limits)
- Fees vary (some call it a business tax)
 - Yearly flat fee
 - OR
 - Based on revenue / type of business entity



Santa Rosa City Hall is where you register to do business in Santa Rosa.

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OPERATIONS – Setting Up Your Therapy Practice - Logistics cont'd



Office Hours
Mon-Fri 9:00am- 7:30pm

Telehealth Available

Service Areas
Serving Santa Rosa, Sebastopol, Rohnert Park, Cotati, Healdsburg, Windsor, Forestville, Cloverdale and all of Sonoma County

Location
2230 Professional Drive
Suite A
Santa Rosa, CA 95403
[MAP](#)
707-483-9061
888-965-4374 fax

Copyright © 2024 Sonoma Family Therapy Inc., All Rights Reserved | 707-483-9061

Sonoma Family Therapy, INC (a Professional Corporation)

Type of Business Entities

(legal / liability / tax implications)

- **Sole proprietorship - most common**
- Examples of others (not complete list)
 - Partnership
 - Corporation
 - S-Corp or Professional Corporation
 - LLC (limited liability corporation)

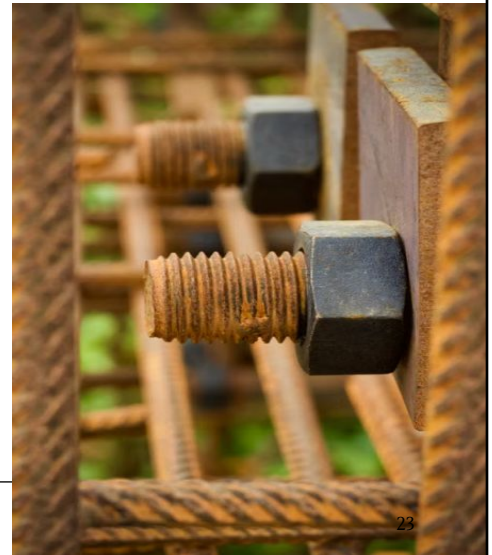
In California, therapists can only form a Professional Corp/S-Corp

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OPERATIONS – Setting Up Your Therapy Practice - Logistics cont'd

Additional Set-Up Tasks and Considerations (and costs!)

- Business Phone / Phone number
- Utilities (electric/gas)
- Water/Sewer
- Internet
- Accessibility (ramps, elevators, wheelchair maneuverability)
 - Parking - you / your clients
 - Furniture and accessories



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OPERATIONS – Setting Up Your Therapy Practice - Logistics cont'd

- ❖ More about your space (my pet peeve!)
- ❖ What your space says
 - To your clients
 - & (very importantly)
 - About YOU

Ideas / ways to create inviting / soothing space on different budgets



Taken from de la Rosa Psychotherapists website.



Cynthia Psailia, LMFT - Petaluma Office

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Dream Office
(Not low budget!)

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OPERATIONS – Running Your Private Practice - Processes

de la Rosa Psychotherapy Contact and Scheduling page

Day to Day Tasks

- Practice policies
- Client communication / interface
 - Scheduling
 - Forms
 - Resource sharing
 - Electronic communication
 - HIPPA
- Record keeping
- Billing / Accounting

OPERATIONS – Setting Up Your Therapy Practice - Processes cont'd

Practice Policies

- Fees
 - Full fee - market rates
 - Sliding scale - how to determine
 - Rates based on type
 - Individual | couple | family | group
 - Cancellation notice / fees
 - Weekly vs Biweekly appointments
 - Termination of service
 - Billing / collections
 - Your availability
-

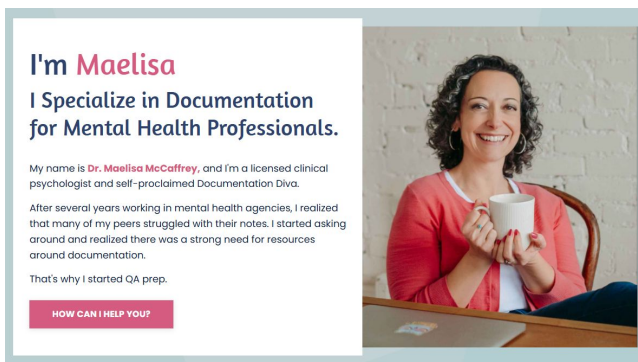


IMPORTANT NEWS! New HIPAA Privacy Practices Form Update: Does It Apply to YOU?

Feb 24, 2026 | All Articles, General Billing Issues, Legal, Notes and Treatment Plans

[read more](#) Barbara Griswold, LMFT
blog article on HIPAA Privacy Practices 29

OPERATIONS – Running Your Private Practice - Processes



I'm Maelisa
I Specialize in Documentation for Mental Health Professionals.

My name is Dr. Maelisa McCaffrey, and I'm a licensed clinical psychologist and self-proclaimed Documentation Diva.

After several years working in mental health agencies, I realized that many of my peers struggled with their notes. I started asking around and realized there was a strong need for resources around documentation.

That's why I started QA prep.

[HOW CAN I HELP YOU?](#)

Dr. Maelisa McCaffrey, LMFT dba QA Prep

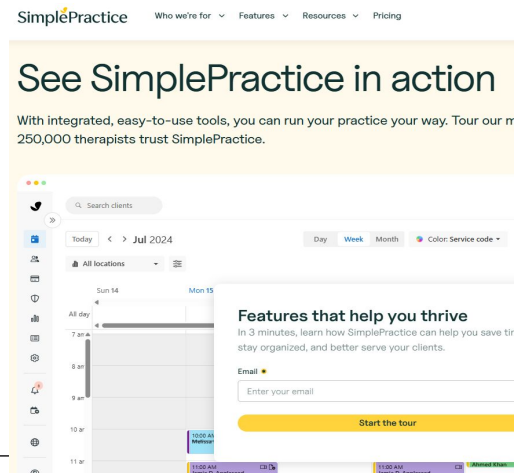
Examples / Templates for forms that incorporate your policies

- CAMFT
- Barbara Griswold LMFT - Navigating the Insurance Maze - sample forms, courses, consultation
- Maelisa McCaffrey LMFT- QA Prep - sample forms, templates, strategies, courses, groups, consultation

OPERATIONS – Setting Up Your Therapy Practice - Processes cont'd

Key Technology Considerations

- **EHR** - electronic health records applications and
- **Practice Management Software Applications**
 - Include all / part day to day tasks
 - May also include
 - Claim interface/batch processing for major insurance
 - A/I tools
 - Treatment planning tools
 - Form templates
 - Video / telehealth services
 - Charge monthly or annual fee
- Ex. SimplePractice | Theraplatform | TherapyNotes

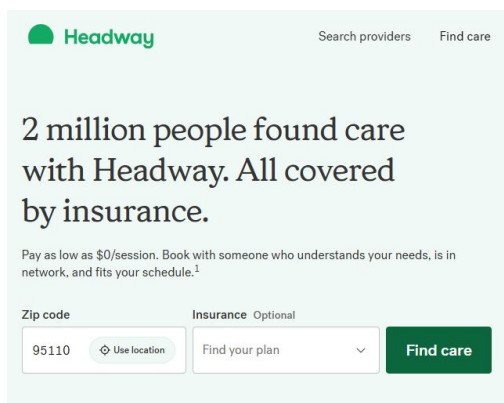


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OPERATIONS – Setting Up Your Therapy Practice - Processes cont'd

Key Technology Considerations

- **Mental Health Services Platforms / MSO's (managed service organizations)**
 - Contract therapists - pay per session (reduced rate)
 - Provide platform / marketing to clients
 - Manage client intake / set up / scheduling / charges
 - Provide credentialing to insurance companies
 - Handle billing/collections, claims processing
 - Incorporate EHR/Practice Management in platform
- Examples include: Grow, Alma, Headway



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OPERATIONS – Setting Up Your Therapy Practice - Technology Cont'd

Key Technology Considerations - A/I

Potential lower risk uses

- Drafting generic internal checklists and workflows
- Brainstorming non-client-facing business content
- Organizing public information or administrative templates

Uses requiring formal review before implementation

- AI documentation or transcription tools
- AI intake systems or client-facing chatbots
- AI-generated clinical summaries, treatment-planning suggestions, or client communications
- Any tool that processes identifiable client information



Operational Rule: The clinician remains accountable for privacy, accuracy, informed use, client consent, clinical judgement, and final documentation.

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OPERATIONS – Setting Up Your Therapy Practice - Processes cont'd

- **Finances / Accounting**
- Need accounting to track
 - Money in = Revenue
 - Money out = Expenses
 - Difference = profit or loss
- Necessary for
 - Completing taxes
 - Applying for loan - prove income
- Don't Panic - these people / tools can help
 - Bookkeeper
 - CPA
 - Tax preparers
 - Quickbooks

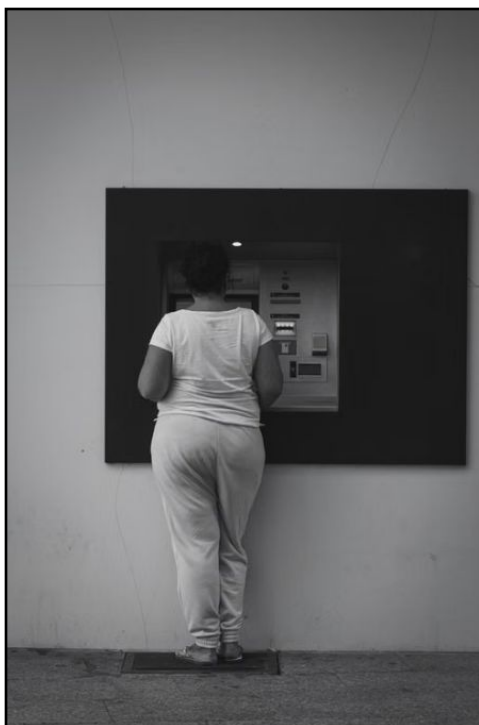


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Expenses	
Accounting	2,503.00
Advertising and Promotion	400.30
Bank Charges	\$0.00
C/C Fees	687.81
Services Charges	0.54
Total for Bank Charges	\$688.35
Charitable Contributions	125.00
Computer Expenses	419.99
Dues & Subscriptions	2,420.00
Insurance	
General Liability Insurance	701.00
Total for Insurance	\$701.00
Interest Expense	596.80
Postage	97.05
Professional Training	2,982.28
Rent Expense	4,800.00
Supplies	
Office	1,733.75
Total for Supplies	\$1,733.75
Tax & Licenses	269.00
Utilities	
Internet	1,043.13
Telephone Expense	1,277.37
Video Conferencing - HIPAA	159.90
Total for Utilities	\$2,480.40
Website Design & Maintenance	521.62
Total for Expenses	\$20,738.54

**Sample of 1 Year
of Expense for
Therapy
Practice**
(from Quickbooks
Profit and Loss
Report)

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OPERATIONS – Setting Up Your Therapy Practice - Processes cont’d

Finances / Accounting

- Don't commingle personal finances and business finances
 - Separate bank accounts
 - Separate credit cards or clear "paper" trail of reimbursing personal account from business for business expenses
 - Money from business account to personal is called "Draw"

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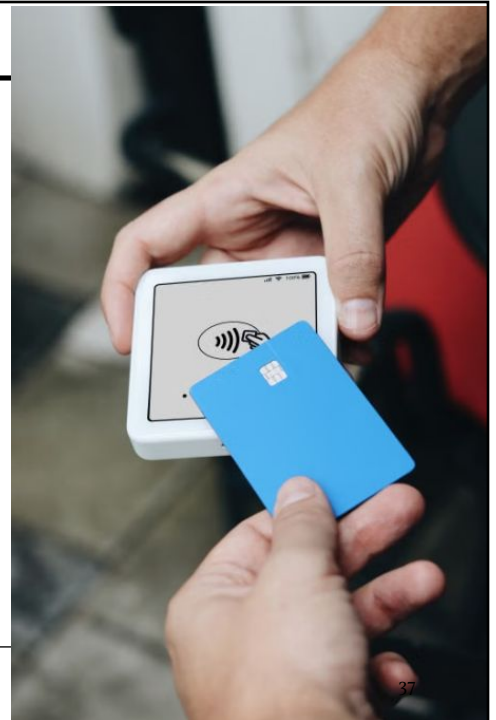
OPERATIONS - Setting Up Your Therapy Practice - Processes cont'd

Finances / Accounting cont'd

- **Payments / Billing**

Based on your policies you need to determine

- Is payment due at time of service?
 - Are you cash only or will you accept credit / debit cards?
 - There is a fee - usually 2.75% (will you build that into your cost or add it to bill?)
 - Card processing often built into EHRs/Practice Mgmt software - also separate apps / tools like Ivy Pay (HIPAA compliant) or Square, etc.
-



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OPERATIONS - Setting Up Your Therapy Practice Practice - Processes cont'd

Finances / Accounting cont'd

- **More Payments / Billing considerations**

- If you accept insurance, some insurance requires co-pays which is your responsibility to collect from the client (unless your EHR/MSO does it for you).
 - Will you allow clients to carry a balance for a period?
 - Will you bill / send clients' statements for money owed?
 - When will you stop services due to lack of payment?
 - Will you send unpaid balances for collection?
-

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OPERATIONS - Setting Up Your Therapy Practice - Processes cont'd

Finances / Accounting cont'd

- **A word about Taxes**
 - Self-Employment Taxes (for Sole proprietors)
 - Pay income tax on net profits
 - Pay all of your social security tax – ie. the employee and employer piece (but get a deduction for half)
 - As a self-employed person must pay your State and Federal Income taxes quarterly
 - Required to pay a % of full amount by certain dates or penalty assessed on your final tax return
 - Consider getting an EIN (employer id number) instead of using your social security number
- CPA and Tax Preparers are really helpful in this complex area - worth the money!

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OPERATIONS - Setting Up Your Therapy Practice - Processes cont'd

Finances/Accounting cont'd

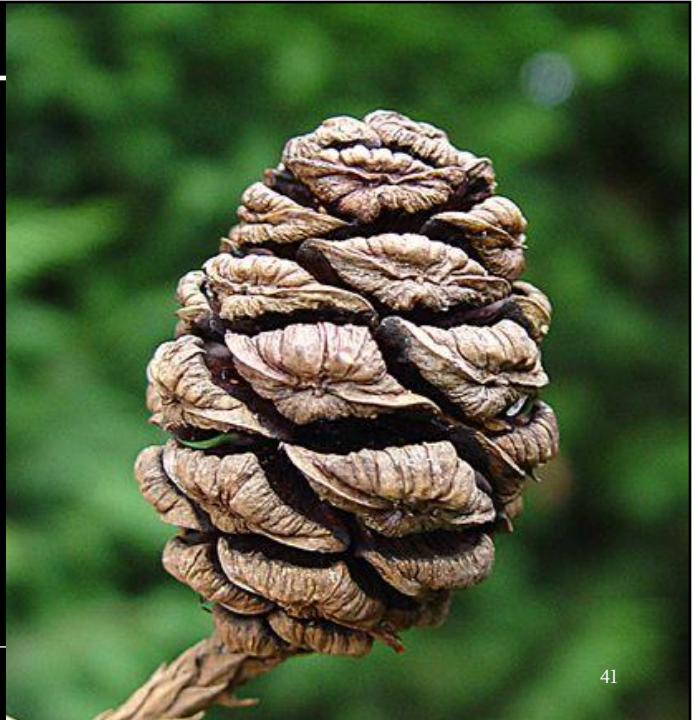
- **Don't panic - there is help**
 - Bookkeepers
 - Medical billers
 - Part of EHR/Practice Management and Managed Service Orgs



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Q & A

What burning questions do you have for us?



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This leads to....

Taking
Insurance



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INSURANCE – You need your own!

- **Buy malpractice insurance and include slip and fall for your office as needed.**
 - Your CAMFT membership will give you a discount with CPH Insurance.
 - <https://cphins.com/>



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INSURANCE – Should I take insurance?

- **You have lots of choices now about insurance.**
 - You don't have to take insurance at all.
 - There are companies that serve as an insurance biller, take care of contracting you with a handful of insurance companies, who each offer their own pre-determined session fee (you won't be able to negotiate for an increase, or a single-case agreement).
Pros: the company handles everything, and you get paid on-time.
Cons: lower rates.



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INSURANCE – Should I take insurance?

- You have lots of choices now about insurance.
 - You can individually contract with insurance companies on your own. For example, in Sonoma County, Carelton handles our Medi-Cal, and many people are Carelton Medi-Cal providers.

What to do????

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INSURANCE – Should I take insurance?

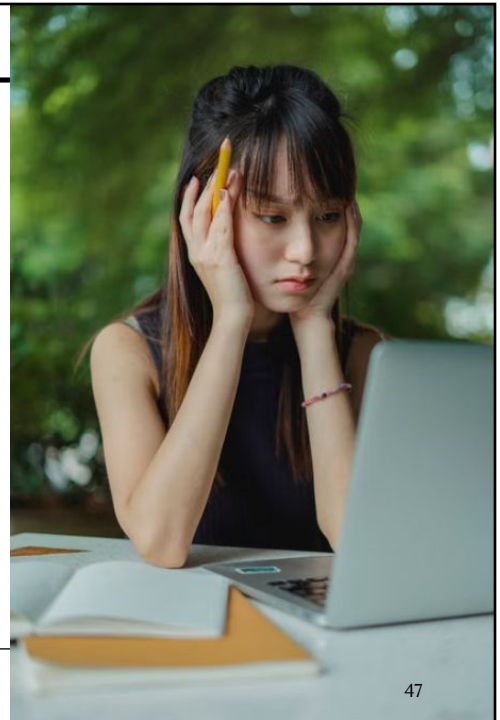


- I decided not to take insurance, so I don't need to worry about insurance at all, right?
 - **WRONG!**
 - Some of your clients will file your "Superbills" with their insurance for reimbursement. Therefore, your bills need to be accurate and have the proper diagnoses and session codes for your client to receive reimbursement.
-

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INSURANCE – Should I take insurance?

- You will need to communicate with clients' primary healthcare providers at times, so you will need to be able to produce a treatment plan, diagnoses, and share the treatment you have provided. For this you will need to use the proper insurance codes for sessions, place of service, diagnoses, etc.
 - Eventually, your records will be subpoenaed by someone, and they need to look appropriate.
 - Even if you don't take insurance, you need to learn about it.
-



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TAKING INSURANCE THE SOMEWHAT QUICKER (A FEW WEEKS?), AND NOT TOO HARD WAY



- Consider signing up with an insurance biller who will provide you with a page to talk about your specialties and will handle taking the co-pay from your client.
 - **Cons:** the client has to register with the insurance biller and put a credit card on file.
 - **Cons:** you have no control over how much you are paid.
 - **Cons:** you have to keep a calendar on their site, which may mean double calendaring.
 - **Cons:** clients can get confused by having to complete forms on both your site, and the insurance biller's site.
-

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TAKING INSURANCE THE SOMEWHAT QUICKER (A FEW WEEKS?), AND NOT TOO HARD WAY



- **Pros:** you will be paid on a regular schedule.
- **Pros:** some billers pay for referrals of other therapists to join their sites.
- **Pros:** if you write your notes on their sites, you are guaranteed payment, with no chance of clawbacks.
- **Cons:** your note is now on their HIPAA-compliant website.
- **Cons:** You need a CAQH profile.
- Some of the companies who offer this service.
- **Headway.co** (no M) – free to therapists, reimbursement rates vary by insurance.
- **HelloAlma.com** - \$125 / mo charge to therapists, reimbursement rates vary.
- **Rula.com** – flat \$90 reimbursement rate on any insurance for 54-60 min. sessions.

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INSURANCE – Signing up with individual insurance companies like Medi-Cal



- For some providers with higher reimbursement rates, this is absolutely worth doing.
- An example is Carelon Medi-Cal which has a current reimbursement rate of around \$130 / 60 minute session.
- Note: Medi-Cal is part of our national program, Medicaid, which covers health insurance for low income / disabled people.
- Note: 1 in 4 California adults and 50% of California's children are on Medi-Cal.
- Another example is taking VA insurance if you specialize in veterans.
- Helpful Tip: Request rate increases from insurance companies at regular intervals
 - One member reports this has nearly doubled her fees in 6 years

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INSURANCE – Medicare for people 65+

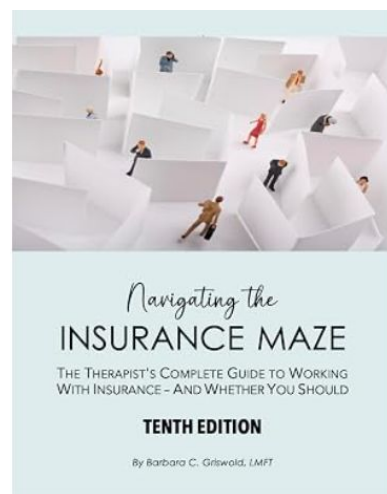
- Lastly, LMFTs have been approved to be Medicare providers (our national socialized health insurance for people 65+, or permanently disabled), though the wait times for our approval are months long.
- Note: whether or not you take insurance, you still have to sign a waiver to OPT OUT of taking Medicare which lasts a minimum of 2 years.
- Learn more about this on the CAMFT website here.
<https://www.camft.org/Membership/About-Us/E-New-letters/E-News-2024/May-2024-E-Newsletter/Medicare-Eligibility>



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INSURANCE – Excellent resources

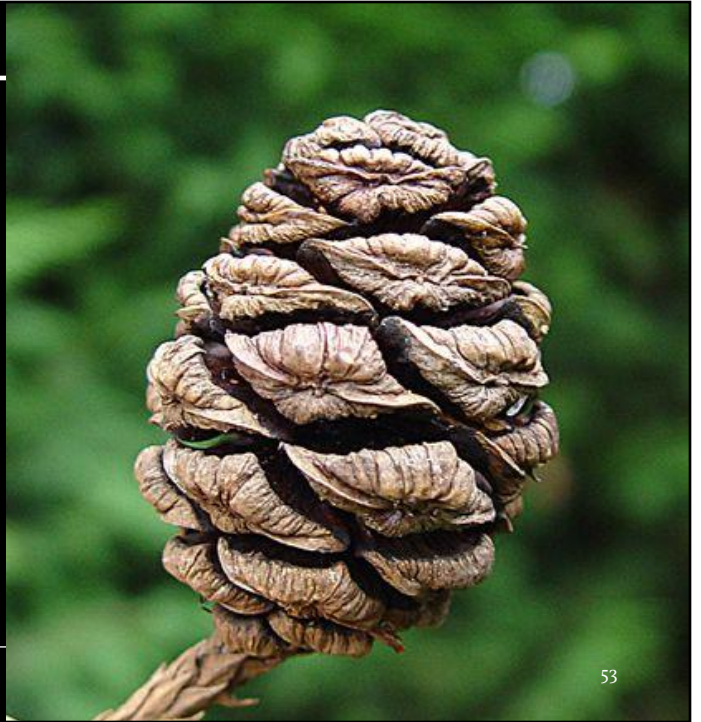
- CAMFT member, Barbara Griswold, LMFT, is a nationally known expert for therapists on how to incorporate insurance into your practice.
- She has written a book called *Navigating the Insurance Maze, 10th edition* which is a wealth of knowledge.
- She has excellent webinars and articles on taking insurance found on her website.
- Barbara correctly points out that we often have open hours between private pay sessions, and these hours could be paid by taking insurance clients. **\$90 is more than \$0.**
- Please visit her website here.
<https://theinsurancemaze.com/>
- Subscribe to her email list to receive a free report, “13 Ways You Might Accidentally Be Committing Insurance Fraud”.



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Q & A

What burning questions do you
have for us?



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Finally...

Sustainable
Marketing

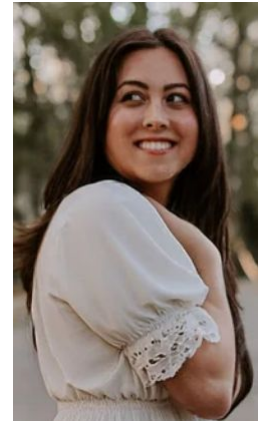


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SUSTAINABLE MARKETING

Building a Sustainable Therapy Practice: Visibility, Connection & Growth

So, we've talked about operations and billing, but none of that matters if people are not seeking your services.



RECAMFT Member
Caitlin Blair, LCSW dba Tiny Cottage Therapy

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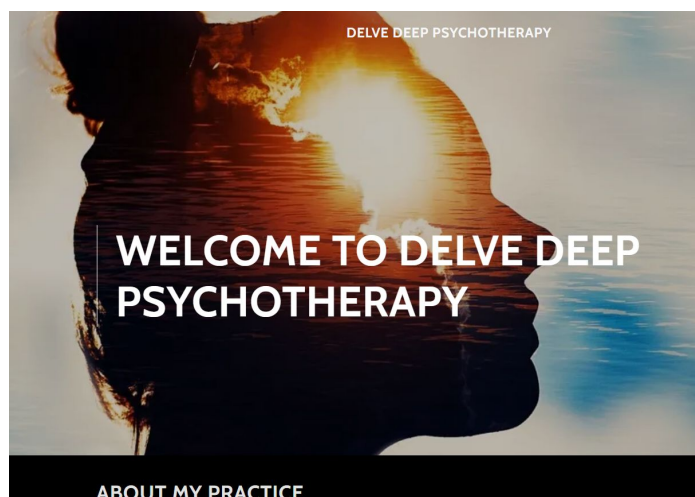
SUSTAINABLE MARKETING

Building a Sustainable Therapy Practice: Visibility, Connection & Growth

From Branding →
Marketing/Advertising →
Networking →
Sustainability

Intentions:

- Define your brand (identity)
- Build ethical marketing strategies
- Create meaningful referral networks
- Develop sustainable systems for long-term growth



RECAMFT Member, Jacob Lapides, LMFT dba Delve Deep Psychotherapy

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Who Are You & Who Do You Serve?



I am a neurodivergent mother with "experience lived expertise" in the diverse life circumstances of autism, support needs, parenting, and loss. I celebrate and assist people on similar paths to find their passions and potential in this world. Click below to learn more about my story.

A strong therapy brand communicates:

- Your values
- Your therapeutic approach (modality, specialties, certifications)
- Your personality and voice (warm, caring, humorous, etc.)

Individuals tired of living with this dominating their lives work with me to create change.

Many behavioral therapies like ABA, CBT, Neuronormative conforming, or talk therapies can be restrictive and insensitive to the Neurodivergent experience.

ExpTherapy is different! We work through both the mind and body to explore, express, expose, experience, ExP your world, and figure out how best to navigate it.





SPACE TO HEAL. STRENGTH TO GROW.

Whether you're seeking meaningful change in your personal life or you're a fellow therapist ready to deepen your practice, you're in the right place.

I'M SEEKING THERAPY

I'M A THERAPIST

GROWTH • HEALING • CONNECTION • TRAUMA • COACHING • THERAPY • GROWTH • HEALING • CON

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SUSTAINABLE MARKETING

Who do you help?

- Populations you specialize in (Adults, children, specific groups)
- Problems you understand deeply (Specialization in anxiety, substance abuse, etc.)
- Communities you serve
- *Next slide – see how Vicky and Kimmy address this on their website.*



Vicky Rohrer, LMFT and Kimmy Peterson, LMFT -
RECAMFT Members and Founders dba Sonoma Valley Family Therapy

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(707) 509-8031


SONOMA VALLEY
FAMILY THERAPY

Client Portal

Our Story
Services
Our Clinicians
Getting Started
Resources
Contact

Community Partnership & Outreach

We believe that growth and healing does not occur in isolation, as humans we are wired for connection and community. We strive to create partnerships with local individuals, schools and organizations to provide much needed support and services. We are proud to have partnered with the Sonoma Unified School District, the Sonoma Valley Education Foundation, and the Sonoma Valley Boys & Girls Club to provide on-site clinical support, meeting clients where they are and increasing access to care. We remain committed to expanding counseling accessibility by offering on-site therapeutic services for students in need at Sonoma Charter School, Woodland Star Charter School, and Saint Francis School.

Kimmy has volunteered her time in the Sonoma community to promote community connections and healthy family relations. She sees the value in working both with the schools and community to increase mental health awareness.

Vicky has volunteered her time with local and state Marriage and Family Therapist organizations as an advocate for



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SUSTAINABLE MARKETING

How do you help?

- Your framework (What to expect, expected length of treatment, fees)
- Your philosophy (How change occurs)



Felicia Matto-Shepard MFT

CAN PSYCHOTHERAPY HELP ME?

When we feel trapped by the circumstances of our lives, when we are filled with worry and despair or are weighed down by regrets or hurts from the past, we cannot thrive. In my years of practice as a licensed psychotherapist and hospice worker, people have told me that in the end, what matters most is knowing that one's life has been lived fully with satisfying relationships and a sense of meaning. As a psychotherapist, I can help you address specific life problems, as well as inner barriers that limit you, so that you can flourish and find greater satisfaction in your life. I am a licensed Marriage and Family Therapist (MFC31225) and Jungian Analyst offering Depth Psychotherapy and Counseling for adults and teens in Petaluma, California, in Sonoma County. I also hold a Certificate in Psychedelic Therapy and Research and offer related services.

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WHAT IS ALCHEMICAL ART?

Alchemical Art is a process that utilizes the principles of alchemy — experimentation and observation— for inner exploration and development. I came to this when I branched out from the limitation of my drawing ability and turned toward paint and collage elements. Here I learned to “transform” prima materia — junk mail, acrylic paint, old greeting cards, and random images — into meaningful pieces.

An Alchemical Art class takes participants through various processes using paper, paint and texture to explore inner dilemmas. Participants work with a personal inquiry and invite the unconscious to guide the way with the hopes of revealing an expression of the soul. Here, the participant relies on the Inner Teacher, different than psychotherapy sessions which occur between patient and therapist.

This process requires curiosity and awareness, not artistic experience, talent or training. There is no drawing or figurative painting involved. It is a very user friendly and accessible method with lots of guidance.

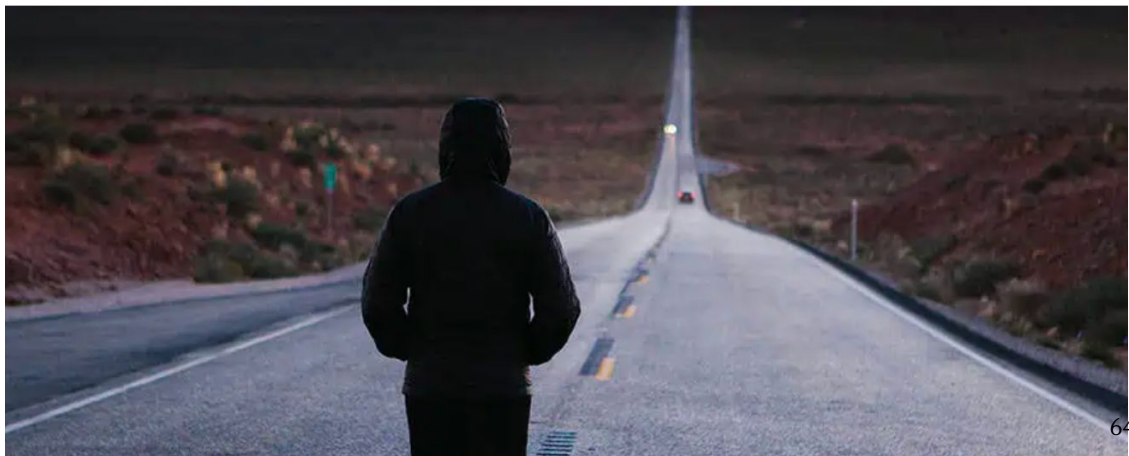
Artists often find this process freeing and sometimes challenging. You will turn your attention away from composition and color theory and listen to a deeper current to guide you.

I offer workshops, ongoing classes and private sessions.

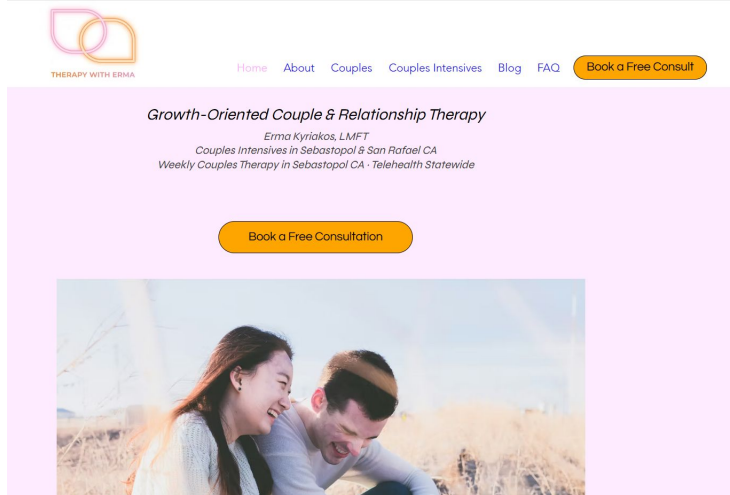


Online & In-person Therapy, Intensives, and Retreats for Adults in California and Texas

[Take the First Step](#)



SUSTAINABLE MARKETING



RECAMFT Member, Erma Kyriakos, LMFT, dba Therapy with Erma

Why you?

- What makes your approach unique?
- What experiences shape your perspective?
- What do clients feel when they work with you?

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SUSTAINABLE MARKETING

Your Digital Presence: Your Practice's Front Door

- Most potential clients and referral sources will research you before reaching out.
- Your online presence is VITAL! Not just for clients, but for networking, referrals, and professional reputation.
- Your website/web presence is your forward facing presentation of your brand and who you are.



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SUSTAINABLE MARKETING

Your Digital Presence: Your Practice's Front Door

Options for online presence:

- Personal website
- Psychology Today
- Listings in directories
- Insurance panel lists
- Social media sites
- LinkedIn
- Google Business Listings
- Counseling California (CAMFT's free directory)
- RECAMFT!

Consistency matters across platforms!

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Kira Kayler, LMFT, Author, *The Prehistoric Brain in the Modern World*, Instinct to Intention online Masterclass

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Home

My Network

Jobs

Messaging

Notifications

Changing the world,
one nervous system at a time.

Kira S. Kayler | Clinician, Coach & Author

Kira Kayler

She/Her · 2nd

Clinician, LMFT 46211, Coach & Author | Helping capable, smart people understand why they stay stuck and what actually changes it | The Prehistoric Brain in the Modern World

San Francisco Bay Area · [Contact info](#)

209 followers · 186 connections

Followed by Daniela

+ Follow

Message

...

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Therapists

City, Zip or Name

🔍

🌐 US

Log In

Sign Up and Get Listed

Home > California > Rohnert Park

Kira Sue Kayler

Marriage & Family Therapist, LMFT, MS

Verified by Psychology Today 1 Endorsed

Let's Connect

📞

(415) 854-9408

Email Me

My Practice at a Glance

📞

📺

Available both in-person and online

📍

Key Insights Counseling

2 Padre Pkwy, Suite 302A

Rohnert Park, CA 94928 [map](#)

(415) 854-9408

Email Me

My website

Share

¶¶

You may understand exactly why you feel the way you do and still find yourself repeating the same patterns that drain your energy, relationships, and confidence. You may feel stuck between knowing what needs to change and not being able to make it happen. I help clients uncover the deeper wiring behind those reactions and learn how to shift from survival into growth. My approach blends neuroscience, attachment theory, and trauma-informed care to help you understand your nervous system, strengthen awareness, and create change that lasts. You are not broken. Your system learned to protect you. Together we help it learn how to thrive.

¶¶

I offer sessions in-person,

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About me

I am a multiply neurodivergent therapist, clinical supervisor, neurodiversity advocate, writer, and trainer of therapists. (I'm also an unschooling parent!)

With a background in theater, filmmaking, music, writing, dance, gardening, and bodywork, my professional and personal life has been greatly influenced by my fascination with each of our unique stories, practices of embodiment and creativity, and connections to the natural world.

I have a Master's Degree in Counseling Psychology, with an emphasis in Somatics, from the California Institute of Integral Studies in San Francisco.



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Search Facebook



Tending Paths - Katy Higgins Lee, MFT

6.7K followers • 367 following

Multiply neurodivergent, therapist, writer, gardener, unschooling parent.
(Kathryn Higgins Lee, California MFT#82430)

Therapist \$\$



Follow

Search

72



tendingpaths ...

Katy Higgins Lee, LMFT she/her

321 posts 12.2K followers 3,452 following

Psychotherapist

Multiply Neurodivergent • Lic. Marriage Family Therapist • Unschooling Parent • Somatics • Anti-Racism • Neuroqueering... more

linktr.ee/tendingpaths tendingpaths



Followed by dawnheumann, beyondgiftedservices, and guidingthegifted

Following ▾

Message



TPD



CE Trainings!



Hero's Journey



Updated Venn



OEs



Tending paths?



What

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SUSTAINABLE MARKETING

Marketing That Feels Authentic

Marketing is a strategic way to help spread the word about your practice and fill it with many wonderful clients. It can be helpful to have a marketing plan that acts as a snapshot of your marketing efforts, as well as tracks your marketing goals.

Most strategic marketing plans include elements of these domains:

- Content Marketing
- Relationship Marketing
- Reputation Marketing



Austin Gurule, AMFT dba Redwood Somatic Therapy

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Austin Gurule AMFT #159650

[Home](#)

[About me](#)

[Why Somatic Therapy](#)

[Contact](#)

Welcome to Redwood Somatic Therapy

A Path to Resilience

SUSTAINABLE MARKETING

Marketing That Feels Authentic:

Content Marketing

- Psychoeducation (ex. Blog around dealing with substance abuse, anxiety, etc.)
- Common misconceptions
- Resources
- Your perspective

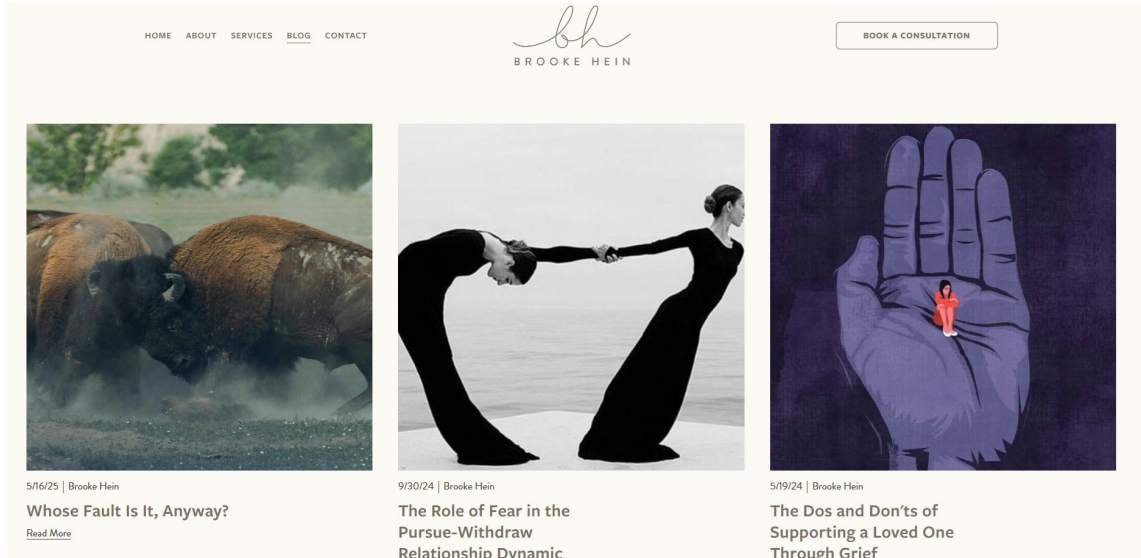


HELLO! I'M BROOKE.

I'M AN ASSOCIATE MARRIAGE AND
FAMILY THERAPIST PROVIDING
PSYCHOTHERAPY IN CALIFORNIA

RECAMFT Member, Brooke Hein, AMFT

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SUSTAINABLE MARKETING

Marketing That Feels Authentic:

Relationship Marketing

- Community involvement (ex. Attending RECAMFT events)
- Workshops
- Speaking opportunities
- Collaborations (ex. Consultations)



RECAMFT Member, Jennifer Shannon, LMFT
Author, *Don't Feed the Monkey Mind*

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SUSTAINABLE MARKETING

Marketing That Feels Authentic:

Reputation Marketing

- Long client experience
- Professional relationships
- Referrals



Light Heart Therapy

About EMDR Lawanda Phoenix Somatic Practices Contact

I support my clients in quieting their negative self-talk and stepping into confidence, ease, and self-trust.

Just like you, my clients seem fine on the outside, but on the inside struggle with debilitating negative self-talk. Despite the fact that they've achieved success in the eyes of others, have overcome many obstacles to get where they are, and have people in their lives that love them, they hardly ever feel like they're enough.



RECAMFT Member, LaWanda Jackson, LMFT, dba Light Heart Therapy

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About EMDR Lawanda Phoenix Somatic Practices Contact



I work with high-performing, cycle-breaking queer and trans BIPOC who are ready to heal burnout and honor their own needs.

Like you, my clients are exhausted and fed up. They are fed up with doing so much for everyone else and having nothing left for themselves. They are *tired* of everyone reaching out to them for support and not having someone to reach out to. They are ready to reclaim their life, energy, and joy.

RECAMFT Member, Phoenix Jackson, LMFT, CIMPH, dba Light Heart Therapy



About EMDR Lawanda Phoenix Somatic Practices Contact

Testimonials

I had seen 4 to 5 therapists before I met Phoenix and she is the first that has made me feel seen and heard. For the first time in my life, I have self-confidence and inner peace. Phoenix has guided me to develop and find my strength, she continues to share the

As a fellow therapist I spend a lot of time holding other people, but it's not easy for me to feel met and understood by therapists, so I have struggled to shop for a good therapist. Finding Lawanda was very lucky—I can actually rest in her presence and feel

When I first started working with Lawanda, I was overwhelmed and uncertain—feeling lost in my own thoughts and struggling to connect with my true self. From our very first session, her genuine warmth and compassionate presence helped me feel

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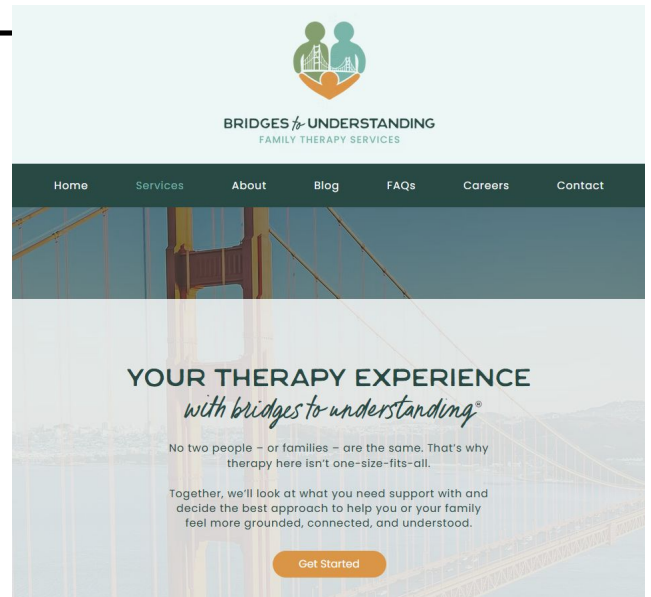
SUSTAINABLE MARKETING

Advertising: When & How to Invest

Advertising can help — but it works best when your foundation is strong

Before spending money:

- ✓ Clear niche
- ✓ Strong website
- ✓ Clear messaging
- ✓ Easy contact process



RECAMFT Member Christy Livingston, LMFT
dba Bridges to Understanding

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SUSTAINABLE MARKETING

Advertising options

- Google Ads (can be expensive)
- Facebook Ads (can be expensive)
- Yelp Ads (get a business listing for free)
- Directory listings
- Community sponsorships
- Professional memberships
- Workshops/events

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SUSTAINABLE MARKETING



Measure

- Where inquiries come from
- Cost per inquiry (How many people click through on promoted content)
- Conversion rate (How many people that click follow through and schedule)
- Quality of referrals

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SUSTAINABLE MARKETING

Networking: Building Referral Relationships

Networking is not asking for referrals — it is building trust. Strong referral relationships come from:

- Referrals from colleagues
- Know their work/reputation
- Understand their ideal clients
- Know when you are a good fit

Community referrals:

- Schools
- Medical providers
- Other therapists
- Organizations
- Parent communities



Prelicensed Meet & Greet

Networking | Prizes | Appetizers

Friday, April 24th | 5:00 P.M. - 7:00 P.M.

Brew Coffee & Beer House

555 Healdsburg Ave, Santa Rosa, CA 95401

Any prelicensed master's/doctorate-level students, trainees, and associates are welcome!

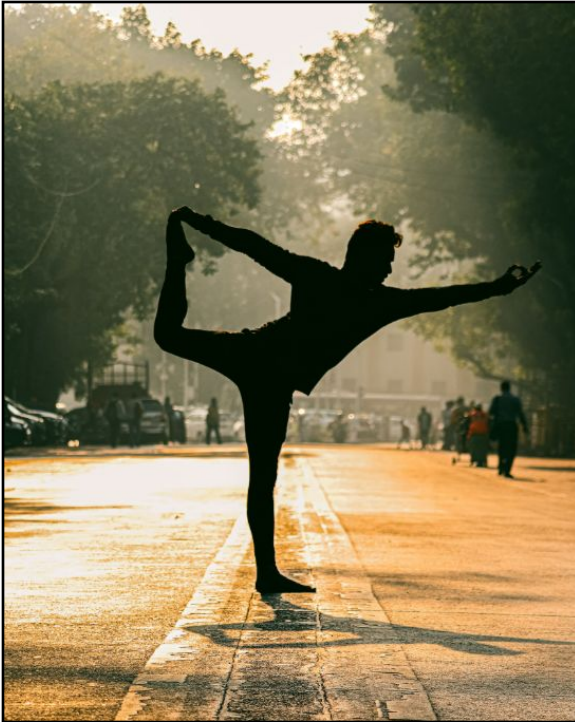
Membership of RECAMFT is not required to attend.



Redwood Empire Chapter
of California Association of Marriage and Family Therapists

Register at RECAMFT.org/Events





SUSTAINABLE MARKETING

Sustainability: Building a Practice You Can Maintain

A full practice is not the only measure of success. High drop out rates will negatively impact clinical reputation and can lead to burnout.

Sustainability includes:

Financial Sustainability

- Know your numbers
- Set appropriate rates (Insurance or private pay - pros and cons)
- Plan for slow periods (and vacations, unexpected life circumstances, etc.)
- Create multiple income streams (private practice, classes, and non-clinical work)

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SUSTAINABLE MARKETING

Sustainability: Building a Practice You Can Maintain

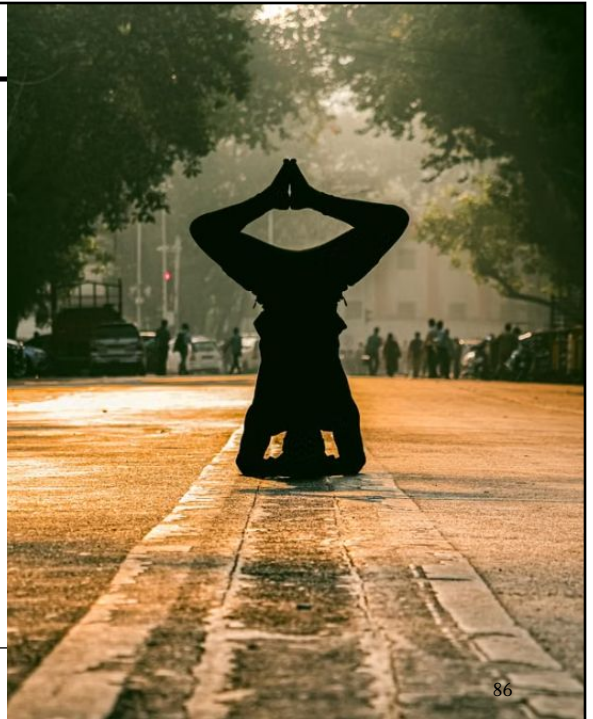
Emotional Sustainability:

- Manage caseload intentionally
- Protect clinical energy
- Maintain boundaries

Operational Sustainability:

Systems for...

- Scheduling
- Documentation
- Billing
- Follow-up
- Marketing



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SUSTAINABLE MARKETING

Your Practice Growth Plan: Small Steps, Consistent Action

Growth happens through repeated small actions.

So - keep in mind....

- Be consistent in who you are across platforms
- Speak to your audience and your people
- You are always representing your business in the community, keep that in mind as you move through life
- You can always make changes; your identity will grow and change as you develop as a clinician, and you should update your digital presence to reflect that periodically

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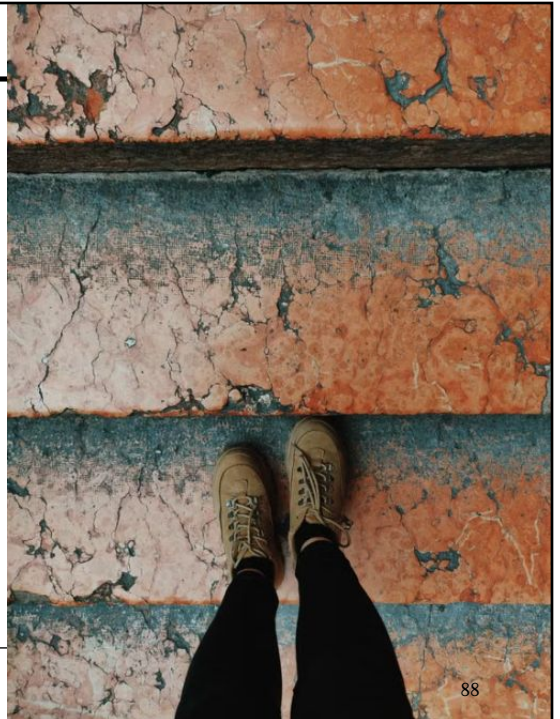
SUSTAINABLE MARKETING

Your Practice Growth Plan: Small Steps, Consistent Action

Growth happens through repeated small actions.

So - keep in mind....

- Sometimes private practice can feel like you're alone - through strong marketing, advertising and networking, along with affiliations like RECAMFT, you are never alone!
- Stay connected to others in the field!
- Have goals for your practice and work the plan!



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SUSTAINABLE MARKETING

And last but not least... *Follow BBS Marketing Guidelines!*

IMPORTANT: Pre Licensed clinicians MUST include specific language across all platforms, as determined by the BBS (ex. Jane Stewart, Registered Associate Marriage and Family Therapist #123456, Supervised by John Doe, LMFT #78910)



FACT SHEET AND FAQs: LICENSEE AND REGISTRANT ADVERTISING REQUIREMENTS Effective April 1, 2026

The Board's regulations pertaining to advertising by licensees, registrants (Associates) and MFT Trainees have been amended and take effect April 1, 2026.

This Fact Sheet is designed to assist you in evaluating your advertising, and answers frequently asked questions about advertising.

For examples of acceptable and unacceptable advertising content, refer to the following:

- [Advertising Examples for Licensees](#)
- [Advertising Examples for Associates and MFT Trainees](#)

NOTE: If your advertising is determined to be out of compliance, the Board will issue a notification. In many instances, you'll be given an opportunity to correct the issue before any formal action is taken.

DEFINITION OF "ADVERTISING"

The definition of "advertising" is very broad. Advertising includes, but is not limited to¹, any of the following:

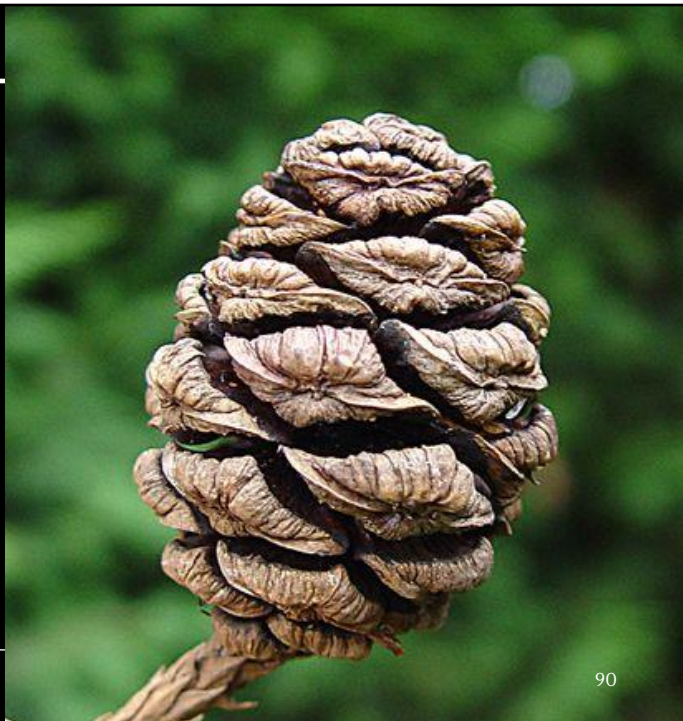
- Public communication (including, but not limited to mail, television, radio, motion picture, newspaper, book, list or directory of healing arts practitioners, Internet, or other electronic communication);
- The issuance of any card, sign, or device to any person; or
- The causing, permitting, or allowing of any sign or marking on, or in, any building or structure, or in any newspaper or magazine or in any directory, or any printed matter whatsoever, with or without any limiting qualification.

There are exceptions for signs posted in religious buildings and notices in bulletins mailed to religious congregations. For more information, see [section 651](#) of the Business and Professions Code (BPC).

¹ BPC Sections 4980.03(e) (LMFT); 4989.49 (LEP); 4992.2 (LCSW); and 4999.12(j) (LPCC)

Q & A

What burning questions do you have for us?



RESOURCES

- A PDF Resource List will be emailed to all attendees.
- This Power Point will be available for download in the Members Only Section of our website.
- We hope to create a video of today's presentation which will also be available in the Members Only Section of our website.

Empowering relationships...



Redwood Empire Chapter
of California Association
of Marriage and Family Therapists

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THANK YOU!

We hope you have enjoyed this workshop. Questions or comments? info@recamft.org

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