

Music Therapy Business Breakdown

Music Therapy Continuing Education for Business Owners

Rachel Rambach, MM, MT-BC & Katey Kamerad, MT-BC

Setting Yourself Up for Success

Course Description

As you grow your music therapy business, it is essential to stay in alignment with your vision. even as it changes and evolves over time. This course will help music therapy business owners to hone in on their values and ideals especially when it comes to marketing, scaling their business, and creating a healthy balance between personal and professional life.

Learning Objectives

1. Participants will develop a music therapy “elevator speech” for use when conversing with community members and potential new clients. (BCD IV.B.20)
2. Participants will identify locations (online and offline) where marketing music therapy services may be appropriate and effective. (BCD IV.B.16)
3. Participants will define personal and professional goals as well as personal and professional boundaries. (BCD IV.A.1)

Course Outline

Introduction & Overview (4 min)
Educating Your Community (20 min)
Marketing: Where to Spend Your Money (30 min)
Finding the Right Clients (20 min)
Making More Money as a Smaller Business (22 min)
The Personal Side of Running a Business (35 min)
Summary & Wrap-up (2 min)
Worksheet & Post-Test Completion (20 min)

Contact

info@musictherapyconnections.org
creativebusinessbreakdown.com/cmte-2

Instructor Qualifications

Rachel Rambach, MM, MT-BC and **Katelyn Kamerad, MT-BC** are the co-owners of Music Therapy Connections, a private practice and teaching studio in Springfield, Illinois. They create songs and resources for fellow music therapists and co-host the Creative Business Breakdown podcast, which provides guidance to business owners in creative fields.

Participant Post-Test

1. Write your own unique elevator speech.
2. Describe your “avatar” - the ideal client for your music therapy business.
3. Name 3 locations, whether online or offline, where you might seek out new clients for your business.
4. Describe your vision for your business, including its size and your role within it, in 1 year, 3 year, and 5 years.
5. What are the boundaries you set for yourself to separate your business from your personal life?

Important Information

Prerequisites: None

Number of CMTE Credits: 3

Price: \$75

Refund Policy: If you are not satisfied with this course, you have 30 days to submit a written request for a refund, including an explanation for your dissatisfaction. The course creator reserves the right to approve or deny refund requests on a case-by-case basis.

Music Therapy Business Owner Breakdown: Setting Yourself Up for Success is approved by the Certification Board for Music Therapists (CBMT) for 3 Continuing Music Therapy Education credits. Music Therapy Connections, #P-103, maintains responsibility for program quality and adherence to CBMT policies and criteria.