



Taking Charge of Your Own Future

Practice Management & Marketing Innovations for Mental Health Practitioners

Friday, August 24, 2012 – 9am to 4:30pm

Coming to Greenville, SC! (Location TBD)

David P. Diana M.A., LPC, NCC & Barbara Melton M.Ed., LPC, NCC

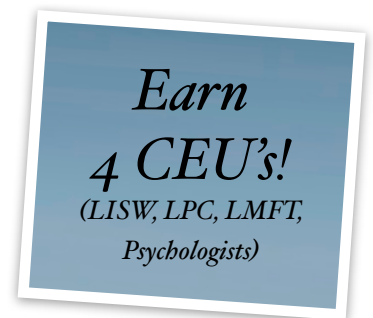
Overview

David Diana and Barbara Melton are offering a workshop packed with practical and insightful information that has helped therapists across the southeast build successful practices. It has **sold out in Charleston and Columbia, SC** so act now to be sure you don't miss out!

About the Workshop

For more details about all that is offered go to www.barbarameltonlpc.com/workshop

- ◆ Learn a marketing model that will have an incredible impact on your business and career.
- ◆ Use a process for building an influential “Personal Brand” that leads to long-term growth.
- ◆ Implement innovative ideas for building instant credibility and influence in your market.
- ◆ Explore the role of the Internet & technology for the mental health profession (e.g., *Website Design, Search Engine Optimization, Social Networking, Email Marketing, Online Therapy, and Blogging*).
- ◆ Learn practice management essentials to include choosing your ownership structure, insurance coverage, the medical billing process, ethical and legal considerations, must have processes, and more!
- ◆ Be provided a “Private Practice CD Guide” (*128 pages of incredible info*) that includes a practice management checklist, a wide variety of essential practice forms, and critical HIPAA information.



Visit us at: www.barbarameltonlpc.com/workshop for more information and to register online.

About the Presenters

David P. Diana, M.A., LPC, NCC

David is a licensed professional counselor, author, life coach, and sales/marketing expert who has been in the mental health field as both a clinician and business consultant for the past 18 years. He is the co-founder of David P. Diana Marketing and is the former Director of Business Development for a 263-bed behavioral healthcare organization. David is the author of the book, [Marketing for the Mental Health Professional](#), published by John Wiley & Sons, and is the founder of a popular weekly blog focusing on professional development ideas and marketing innovations. He was recently a recipient of the 40-under-40 award by the Charleston Business Journal which each year recognizes forty of the most influential business professionals under forty years old in the Charleston metro area.

Barbara Melton, M.Ed., LPC, NCC

Barbara is a licensed professional counselor, clinical supervisor, family mediator & published author & has been in private practice in downtown Charleston since 1989. She has a wealth of experience as a consultant, therapist, trainer and author. She is the co-author of [What in the World are your Kids Doing Online? How to Understand the Electronic World your Kids live in](#) which was published by Broadway Books, a division of Random House/Doubleday. She has been interviewed by MSNBC and most recently by Family Circle Magazine and has spoken at numerous conferences in reference to the book she co-authored with Susan Shankle, MSW.

Yes, please sign me up for the workshop:

(Note: There will be an additional \$10 charge if you register after March 25th.)

_____ \$95 Early Bird Registration Fee (until May 15th)

_____ \$125 Regular Registration Fee (after May 15th)

\$ _____ Total Amount Enclosed

*Make checks payable to **Counseling Associates** & mail to:
Counseling Associates, PO Box 1263, Charleston, SC 29402

(NOTE: Cancellations within 48 hrs. will result in 100% refund of monies paid; substitutions allowed.)

Questions? Call David Diana at (843) 696-0977 or Barbara Melton at (843) 834-7859

Your registration fee includes the following:

- ◆ Eight popular eBooks on marketing & business development
- ◆ An electronic copy of David's complete "Creative Hive Workbook" packed with exercises and a unique process for building a powerful marketing plan.
- ◆ \$150.00 off of a custom designed Wordpress website by Nicole Diana of David P. Diana Marketing.
- ◆ A 128 page "Private Practice CD Guide" that contains all the tools you need for your business.
- ◆ Continental breakfast & afternoon refreshments/snacks

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