



**MODERN THERAPIST'S  
SURVIVAL GUIDE**

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**Podcast Sponsorship**

*Join the #TherapyMovement*



# The #TherapyMovement

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Let's reimagine therapy and therapist education.

Support a movement to innovate and improve the mental health profession and empower diverse voices in the field. Work with us to bridge the gap between therapist education and actual therapist experiences.

Through our [podcast](#) and [continuing education](#), we're exploring how to navigate the role of therapist as it is now.



# The #TherapyMovement

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We work to:

- **Create sustainable careers**, supporting sound business practices, the incorporation of technology, and adequate pay for all therapists.
- **Improve education** to reflect modern practices, support high quality clinical work, train therapists to care for themselves, and address the diversity in our communities.
- **Increase representation across the field**, supporting inclusion on our stages, in our classrooms, and in our offices.
- **Improve access to mental health care** without requiring sacrifice, financial instability, and burnout from therapists.
- **Cultivate a strong network** from within, so that therapists are empowered in their lives and in their practices.



## Who We Are

We are **Curt Widhalm** and **Katie Vernoy**! We're both Licensed Marriage and Family Therapists (LMFTs) in the Los Angeles area. Before founding Therapy Reimagined in 2017, we created successful private practices and became actively involved in the profession in many ways. Curt is a current member of the California Association of Marriage and Family Therapists (CAMFT) Ethics Committee and teaches MFT students at Pepperdine and CSUN. Katie is a past CAMFT President and provides consulting for therapists stepping into leadership. In our current work, we have come together to start a #TherapyMovement that reimagines the profession for the modern age. Our podcast and continuing education events are different because we're willing to talk about what others avoid. We spotlight the importance of incorporating who you are as a person, a business owner, and a citizen in the world. We emphasize the importance of diversity, advocacy, and authenticity.

Learn more about us here: <https://therapyreimagined.com/about/>

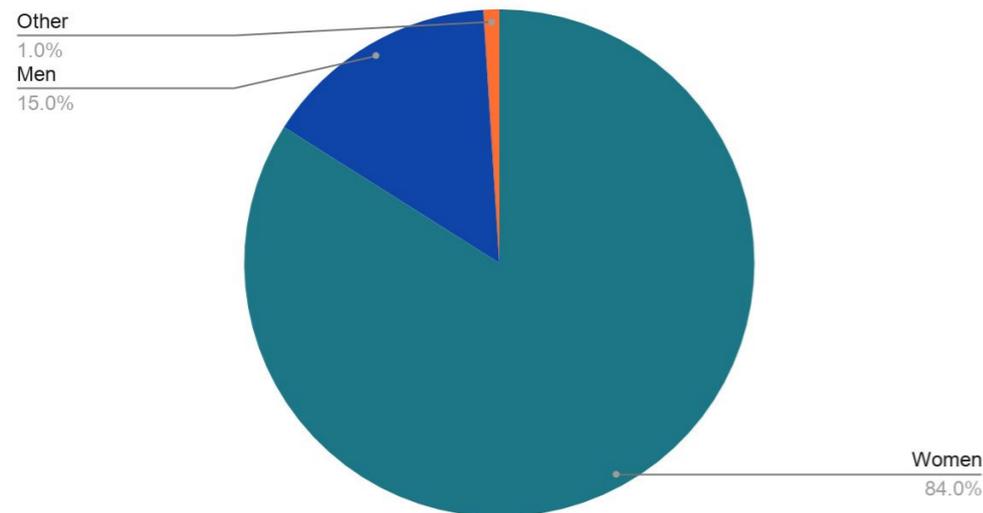


# Our Audience

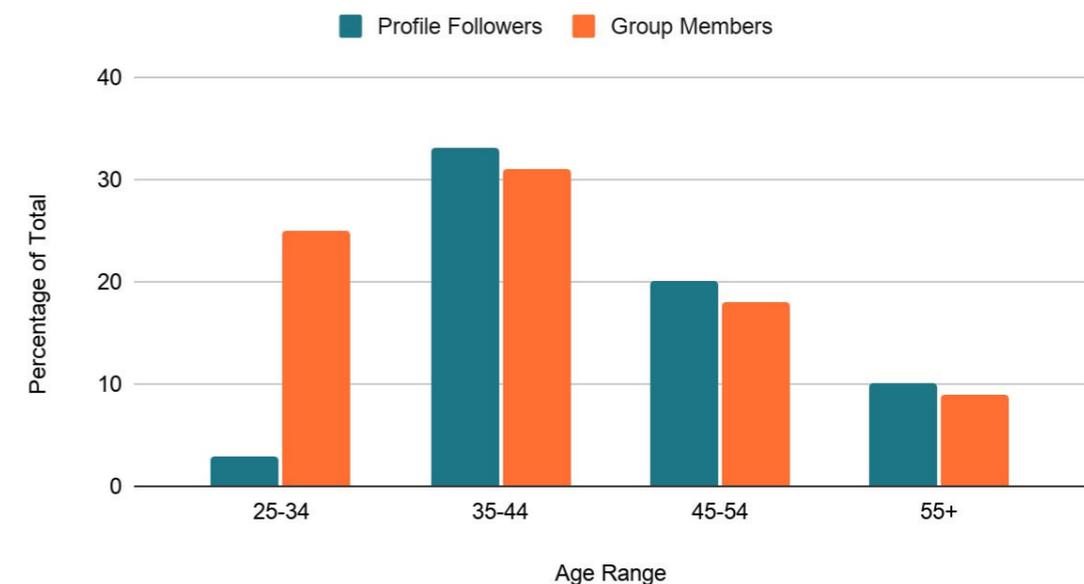
Our community of mental health professionals is progressive, thoughtful clinicians and business owners. These #Modern Therapists are:

- Professionals who **value business and technology**
- Ready to **invest in themselves** to launch (or scale) their small businesses
- **Building their networks** of treatment providers
- Marriage and Family Therapists, Social Workers, Counselors, Psychologists, and other mental health and wellness professionals (85% licensed clinicians)
- In all domains, our audience is primarily female, however our engaged Facebook group members skew younger than our page followers

Gender



Age

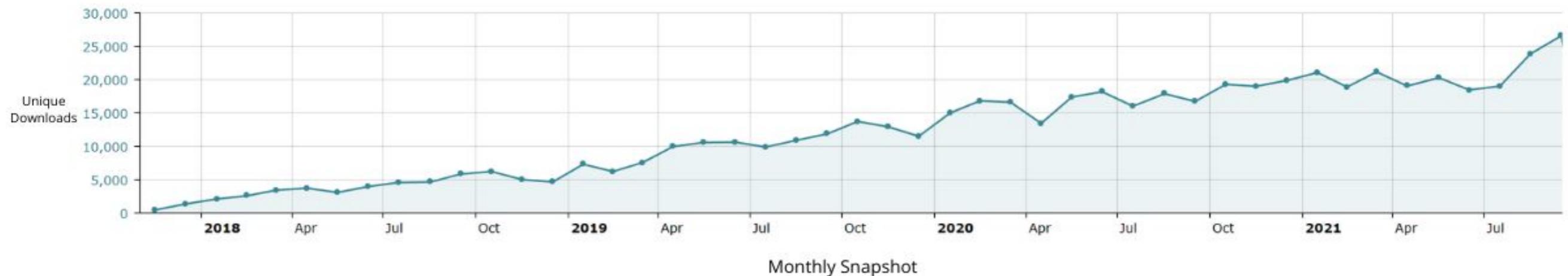




# Our Reach

Each month, we put out at least 4 podcast episodes and see growth in initial and full library downloads month after month. We receive 2,000 downloads within a week of initial air date of a new episode.

## The Modern Therapist's Survival Guide Podcast

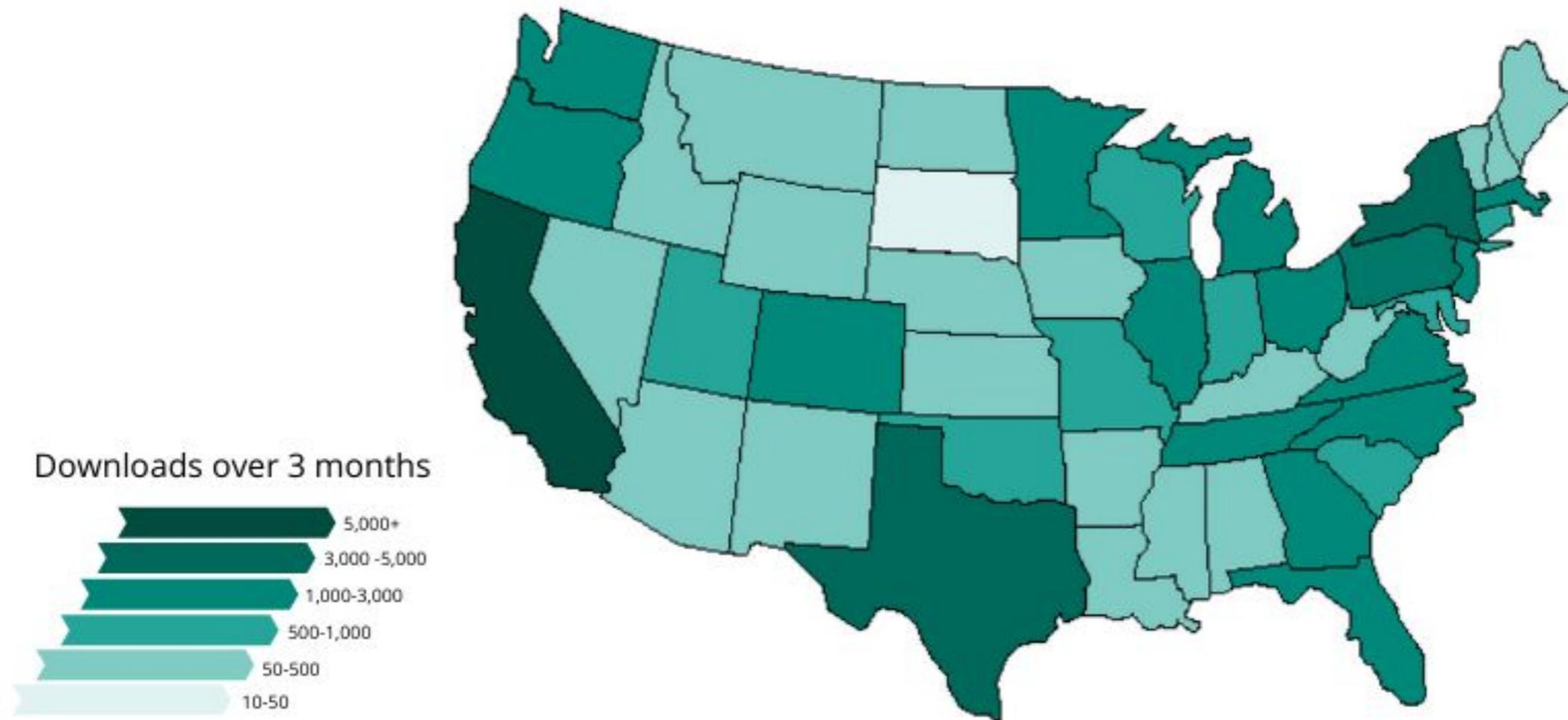


Downloads	
Per New Episode (at 1-3 months)	2,500-3,500
Current Monthly Average (last 6 months)	24,000
Total	more than 575,000



# Our Footprint

Every year, we're tapping into new markets and expanding our reach nationally and internationally. We are reaching more and more Modern Therapists every day. Our weekly podcast reaches **all 50 states** (with the highest number of listeners in California, New York, and Texas) and has been downloaded in **155 countries** (with many regular listeners throughout the United States, Canada, the UK, and Australia).





# Our Engagement

Through our events, our continuing education, our podcast, and our Facebook group, we strive to support and educate as many #ModernTherapists as we can. Our community is growing and stays very engaged in each of our platforms.

We receive:

- Numerous comments, texts, and emails each week responding to recent podcast episodes
- Engagement and discussion on timely topics in our Facebook Group
- Hundreds of people who have attended our large events
- A core group of folks who attends smaller gatherings like our monthly happy hours
- Many trusted partners who share our podcast episodes and educational content to their large audiences

<b>Social Media Following</b> <i>As of 10/21/2021</i>	<b>Followers</b>
Facebook Page	3449
Facebook Group	3596 <i>(with 73% of members engaged)</i>
Instagram	2591



# Our Content

We are willing to open conversations that most podcasts avoid. We're excited to interview leaders in our field who expand our perspective, and our audience.

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138 Reviews

## Top Episodes:

1. Why YOU Shouldn't Sell Out to BetterHelp
2. The Person of the Therapist
3. Dissociation in Therapy
4. How to BE a therapist
5. Gaslighting Therapists
6. Unlearning Very Bad Therapy
7. Preventing Client Suicide
8. Therapy as a Political Act
9. Millennials as Therapists
10. Returning to the Office

*"A Home for Therapists"*

*"As real as it gets"*

*"I have to give it to them"*

*"Life-Changing"*

## Top Interviews with:

1. Jeff Guenther
2. Dr. Jamie Marich
3. Dr. Harry Aponte
4. Carrie Wiita & Ben Fineman
5. Noreen Vander Hooven
6. Dr. Travis Heath
7. Dr. Diane Gerhart
8. Angela Caldwell
9. Tiffany McLain
10. Dr. Ben Caldwell



# Our Podcast Sponsors

We partner with vetted resources designed to support our Modern Therapist community. We are pleased to have sponsors return year after year to collaborate and support the therapy movement.

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CONSULTING**

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**turning point**  
FINANCIAL LIFE PLANNING



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# Sponsoring the Podcast

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The Modern Therapist's Survival Guide Podcast supports our listeners through timely, engaging content and vetted resources.

We partner with incredible companies, impactful treatment centers, and innovative startups that empower our modern therapists to improve their businesses and their communities' mental health.



# Sponsoring the Podcast

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We go beyond a simple advertisement on our podcast to connect with our audiences, share your products and services, and collaborate on projects that move both of our missions forward. For this reason, we only partner with companies we have vetted and to whom we are comfortable providing referrals.

We're looking for right-match sponsors to connect with our large (and growing) audience!

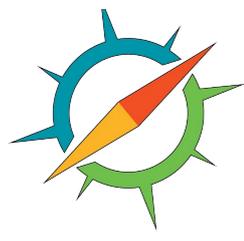
For more information about the podcast visit: [mtsgpodcast.com](https://mtsgpodcast.com)



# Premium Podcast Sponsorship - \$3,500/month (12 available)

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- Each monthly sponsorship includes at least 4 podcast episodes
- Promotional announcement on each sponsored episode: 15 second promo before opening credits, 60 second promo before end credits
- Only one premium sponsorship per month (maximum of 2 total sponsors per month)
- Premium sponsors are announced first during both promo spots
- Announcement on Social Media
- Inclusion in our Monthly Newsletter
- Solo-mailer with your info & special offers
- Featured on our Modern Therapist's Consumer Guide Resources page
- Featured on our Podcast Sponsors Page
- Featured in the show notes for sponsored episodes
- Co-marketing and collaboration opportunities



# Supporting Podcast Sponsorship - \$2,000/month (11 available)

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- Each monthly sponsorship includes at least 4 podcast episodes
- Promotional announcement on each sponsored episode: 15 second promo before opening credits, 60 second promo before end credits
- Maximum of 2 sponsors per month
- Announcement on Social Media
- Inclusion in our Monthly Newsletter
- Featured on our Podcast Sponsors page
- Featured in the show notes for sponsored episodes
- Co-marketing and collaboration opportunities available when you sponsor multiple months



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***For more information, please contact us:  
[podcast@therapyreimagined.com](mailto:podcast@therapyreimagined.com)***

***Ready to Sponsor?  
[Request an Interview](#)***