



Business Accelerator with Kat Fulton, MM, MT-BC For 22 CMTEs

“Kat is like the Björk of music therapy. 10 years ahead of everyone else all the time.”

Ariel Weissberger

“Kat Fulton represents the future of Music Therapy. She is always one step ahead of her peers, not only in her understanding and application of effective group drumming techniques, but in her ability to market those products and services through the rapidly evolving world of social media and web 2.0. She is a dynamic and captivating speaker and facilitator who brings infectious energy into any meeting, event, or program she is a part of.”

Tim Ringgold, MT-BC

“I attended Kat’s lecture presentation on web site and business development at the Drum Circle Facilitator’s Conference 2013. Her presentation was fantastic! One of those rare sessions that literally changed my life and business for the better in less than 90 minutes. Kat is a shining light of creativity, and brings her amazing talents and enthusiasm into every project she undertakes. If you are seeking personal or professional development, stronger teamwork, better rhythm, or the development of new ideas, Kat Fulton will enable you to accomplish your goals.”

Cameron Tummel

“After leaving Kat’s session today I need a mini Kat to put in my pocket and be my personal cheerleader! #inspired“

Phoebe Bell

“Kat has done an amazing job of providing CMTE courses to music therapists at MusicTherapyEd.com. It was great working with her because shes has the passion, drive and professional skills to make a site like this thrive. She consistently over-delivers on the value she gives to others through her courses. I highly recommend her work.”

Ryan Judd, MT-BC



DESCRIPTION:

This results-driven, 8-week live class is designed to fast-track your growth as a music therapy business owner. Whether you're launching a private practice, scaling your current services, or navigating tough business decisions, this program gives you the step-by-step roadmap to reach your goals faster with less guesswork and more momentum.

You'll walk away with practical tools, proven strategies, and the confidence to build a thriving, sustainable business in a fraction of the time it would take to figure it out on your own.

You'll streamline your business foundations and master heart-centered marketing strategies that feel aligned with your values. You'll learn how to use your natural strengths as a music therapist to connect with clients, communicate your value, and grow your income with purpose.

Expect to make smarter decisions with less trial and error. You'll tap into essential topics like market research, ethical marketing, client psychology, and positioning broken down into actionable steps you can apply right away.

You won't just absorb information: you'll see what works in the real world through case studies and stories from music therapists who've built successful businesses from the ground up. By the end, you'll know exactly how to claim your space in the market, increase accessibility in your community, lead with integrity, and expand your impact without burning out.

If you're ready to step into your role as both therapist and empowered business owner with clarity, community, and a solid plan, then this live class is for you.

Plus, enjoy two bonus weeks of guided implementation, so you can apply everything you've learned with support, accountability, and momentum.

If you're ready to stop spinning your wheels and start building the business you've been dreaming of, this class is your next step. Join us and get the clarity, tools, and community to grow faster and with purpose.

By joining this cohort, you will:

- Establish a solid business foundation ***so that you feel grounded and confident in your structure, pricing, and services***, without second-guessing every decision.



MUSIC THERAPY ED

- **Create a marketing strategy that aligns with your values**, so you'll never worry about sounding inauthentic, and instead feel proud to share what you offer.
- **Make music therapy more accessible in your community** using our Funding Sources Tool and nonprofit alliance checklist
- Design systems that support growth and sustainability, so **you'll have more time to actually serve your clients (and enjoy your life)** instead of constantly putting out fires.
- **Become a magnet for funders who recognize your worth** by giving head-turning presentations
- Map out your next business milestone with a step-by-step action plan, so **you always know what to focus on next**, whether it's your first hire, new offering, or full client roster.
- Step into your identity as a leader and business owner, so **you feel more confident advocating for your work, owning your worth, and expanding your impact.**

BOARD CERTIFICATION DOMAINS:

By the end of the course, the participant will have:

5B-9: Scheduled one date minimum in the calendar to provide an educational presentation to an individual or group of decision-makers and advocate for the music therapy profession. This presentation can be extracted from the materials and guidance in this class.

5B-10: Developed & organized a system with folders inside their preferred cloud-based application with intake paperwork, phone scripts, marketing materials + cost-savings points, reimbursement (and invoicing) documents, inventory, and budgeting. This process fulfills operational responsibilities as a music therapy business owner.

PREREQUISITES: none.

INSTRUCTOR QUALIFICATIONS:

Kat Fulton, MM, MT-BC is a speaker who has been quoted in major media outlets such as the Wall Street Journal, HuffPo. She's facilitated drum circles with the US Surgeon General, Americans for the Arts, NAMM, Museum of Making Music, Qualcomm, Intuit, and more. She is highly sought-out as a retreat facilitator and leader in the healing arts. Kat ran a private practice for 12 years in San Diego, she founded the premier resource for creative arts continuing education, and she mentors creative business owners in scaling their businesses to break free from the starving artist mindset.

**FORMAT:**

The class will take place LIVE over zoom, with recordings available immediately after each session. You do not have to attend each session live in order to participate. You can watch recordings instead. There will also be some prerecorded videos included in the class materials.

Tuesdays, January 6th - February 28th

Each call starts at 6PM Eastern and lasts 50 minutes

WEEK 1: OUTREACH - 50 minutes

We start this class running! You will receive specific instruction for 3 days of this week with the targeted goal of enrolling new clients in your preferred setting. The teaching materials over zoom will help you clarify how to set rates, how to make introductions, and how to dissolve objections as you reach out to prospective clients. This first week's New Client Challenge sets the tone for the remaining weeks of the class.

Action steps (150 minutes): Complete worksheets & outreach to prospective clients to “engage the field.” Instructor will provide “coworking hours” to fulfill this implementation during Week 1. You are not required to attend live, but you are required to fulfill the time.

WEEK 2: GOALS - 50 minutes

GOALS: 2026 Vision, Clarity + Goal-Setting. You will experience the Future Self Meditation and walk through an exercise that aligns your personal values with your 2026 business goals. Achieving a high level of clarity with your life purpose is our highest aim as we support each other on our business journeys.

Action steps (30 minutes): Complete worksheets. Instructor will provide “coworking hours” to fulfill this implementation. You are not required to attend live, but you are required to fulfill the time.

WEEK 3: LEGAL - 50 minutes

LEGAL: Legal + Taxes + Ethics. We will cover the nuts and bolts of setting up a proper entity, local resources and relationships that are a must, and getting organized so that you're not overwhelmed when the unexpected happens.



Action steps (30 minutes): Complete worksheets. Instructor will provide “coworking hours” to fulfill this implementation. You are not required to attend live, but you are required to fulfill the time.

WEEK 4: VISIBILITY - 50 minutes

Website, socials, SEO, AI. With the assistance of the instructor, you will create a personalized marketing priority list tailored to your strengths. Together we will effectively, efficiently, and ethically capitalize on the power of the internet to improve prospective clients searching for your services.

Action steps (30 minutes): Complete worksheets. Instructor will provide “coworking hours” to fulfill this implementation. You are not required to attend live, but you are required to fulfill the time.

WEEK 5: RELATIONSHIPS - 50 minutes

The way to lessen your workload, enjoy more free time, and get people calling YOU is to discover your endless referral sources. How can you foster such meaningful professional relationships, that your work friends are more excited about building your business than you? Learn the ways to spread contagious enthusiasm without depleting yourself. Your goal for this week is to get your phone ringing, instead of making so many outgoing calls.

Action steps (30 minutes): Complete worksheets. Instructor will provide “coworking hours” to fulfill this implementation. You are not required to attend live, but you are required to fulfill the time.

WEEK 6: SYSTEMS - 50 minutes

Weave your learnings from Weeks 1-5 into our Systems Integration week! Most business operations are recurring, so join us to automate and systemize tasks & deadlines so that nothing falls through the cracks. From documentation to marketing and even relationship-building, systems is the glue that stick it all together. You don't need to keep it all in your head. Get smart with apps and tools to keep you on track, so that you have less anxiety and more clear direction.



Action steps (30 minutes): Complete worksheets. Instructor will provide “coworking hours” to fulfill this implementation. You are not required to attend live, but you are required to fulfill the time.

WEEK 7: Q&A - 50 minutes

Questions & Answers with the instructor.

WEEK 8: Q&A - 50 minutes

Questions & Answers with the instructor.

Pre-recorded Marketing Class

Marketing Basics (253 minutes)

Case Studies

- Kat Fulton - 30 minutes
- Kirby Gilliam - 30 minutes
- Ellen Weir - 25 minutes
- Aubrey Lough - 49 minutes
- Meredith Hamons - 30 minutes

Total video time: 1,117 minutes

Number of CMTEs: 22

Price: \$595

Refund Policy: Within 30 days of your payment, if you are not 100% completely satisfied we will gladly refund your money - no questions asked. Send an email to Info@MusicTherapyEd.com to receive your refund.



CBMT Relationship: Business Accelerator is approved by the Certification Board for Music Therapists (CBMT) for 22 Continuing Music Therapy Education credits. MUSIC THERAPY ED, Approved Provider #P-110, maintains responsibility for program quality and adherence to CBMT policies and criteria.