



**PsychMaven**

All Things Helpful in Mental Health

[www.psychmaven.com](http://www.psychmaven.com)

# TIPS FOR PROFITABLE CE EVENTS

## Guide To Income with Mental Health Continuing Education (CE) Trainings

### 1 Make Sure Your Topic Has Good Attraction

A good topic for a continuing education (CE) event cannot just be interesting to you, but needs to be something for which others would be willing to pay. Take time to think about the predominant therapy issues in your own caseload, as these might be the same for others. Poll your clinician friends with a few topic ideas and see what gets them excited. Look on the Psychology Today dictionary and in Amazon book rankings to see what mental health topics are trending. Most of all, think about required CE topics (ethics, suicide prevention, etc) that therapists in your area all need to have.

### 2 Know Your Local CE Approval Needs

As noted in the last point, if you can pick a CE subject in a required topic for therapists in your area, you will add to your draw. Common required topics include hours in ethics, multiculturalism, and suicide prevention, but all states/jurisdictions have different requirements. Check out PsychMaven's free [CE Requirement Guide](#) to explore more at [CEGuide.PsychMaven.com](http://CEGuide.PsychMaven.com).

Also, learn what CE approval bodies are accepted for the different therapy disciplines in your state. Common national groups like NBCC, APA, and ASWB can approve in many places, often with each covering multiple disciplines. But in other states/jurisdictions, there might be less shared CE approval coverage between therapist groups and/or approval is required from a state board. Again see PsychMaven's included [CE Requirement Guide](#) to learn more. You can also find groups that provide co-sponsorship like Commonwealth Educational or R. Cassidy Seminars.

### 3 Let The Timing Of An Event Work In Your Favor

When you plan a CE training, timing can make a big difference in success. Reference our [CE Requirement Guide](#) and do your own research, and note if therapists in your area have fixed dates to have CE hours completed for license renewal. A CE event planned a month before a license renewal will have far more demand than the same training a month after renewal. Also think about factors like competing conferences, common vacation times, and typical holiday travel.

### 4 The Lower Your Overhead, The Better Your Margins

Getting paying students to CE events creates income, but profit is also achieved by keeping your costs low. Instead of hotel ballrooms, consider less expensive presentation space in community centers, churches, or local schools/community colleges. Share overhead cost by asking a nearby treatment center or graduate program to co-host with you. And create PDF handouts of your slides to email your attendees to save on printing.

### 5 Price Well & Creatively

Do some research to see what others charge in your area for CE hours and price yourself competitively, especially when building your audience. Also, consider creating discounts for people who sign-up in pairs and more so for larger groups. This encourages your attendees to help you spread the word. And remember, an empty seat earns you nothing

Click here for info on our full CE Event Course, with a **30-Day Money-Back Guarantee**:

[Profitable Mental Health CE Starter-Kit](#)