



THE CENTER FOR JOURNAL THERAPY

The power of writing.

JOURNAL to the S • E • L • F

ICT Intensive Information Packet

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Welcome to the 2011 Instructor Certification Training!

We are pleased to invite you to apply for the 2011 Instructor Certification Training (ICT) Intensive. This certification prepares you to teach the copyrighted, trademarked workshop known as Journal to the Self®, originally created by Kathleen Adams in 1985 and every bit as relevant and impactful today as it was a quarter-century ago.

The ICT was first offered in 1989 in Colorado, and by 1992 it had expanded to Toronto. In 1994 the home study option was developed and offered. Over the past 20 years there have been more than 400 individuals certified in the US, Canada, New Zealand/Australia, Korea, Japan, Great Britain, France, Switzerland – with more worldwide representation every year!

In this packet you'll find all the information and instructions you need to complete your application for the Journal to the Self Instructor Certification Training (ICT) residential intensive in Denver.

The documents in this packet include:

- **How It Works.** You'll see the flow of the intensive, from application to certification.
- **Program Materials.** You'll see just what you'll receive, and when.
- **Fees.** You'll know exactly how much to pay, and when.
- **Philosophy of Training** by Kathleen Adams, founder of the method.
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Please don't hesitate to let me know if you have questions. We will be accepting up to 32 people into the ICT Intensive program in 2011. There is a limit of 16 students per Intensive. Reserve your place now by sending your application.

Best regards,

Kendra J. Branch-Brett
ICT Program Manager



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ICT Intensive: How It Works

Application

- Download the Application from the Website or request one be sent to you from info@journaltherapy.com.
- Submit the application with the application fee of \$50 payable by credit card, check, or PayPal.
- Application may be submitted with digital signature by email attachment (preferred), or signed and faxed to 303-985-3903 or signed and postal-mailed to 3798 Marshall St #5, Wheat Ridge CO 80033.
- Attach to the completed application:
 - A current resume
 - Two professional/personal references attesting to your character and capacity to teach personal growth workshops

Review and Acceptance

- CJT will review your application and respond within 7 days.
- Upon acceptance, full payment is due (see Fees section for current rates).
- Upon acceptance, the training agreement will be sent to you.
- CJT will mail out Stage I Materials once payment is received. The JTTS Workbook is due at least two weeks prior to the Intensive. Exact dates will be communicated once you are accepted.

Stage I

- Read or re-read the book *Journal to the Self* which will be sent to you as part of your training materials
- Participate in the audio workshop provided. The actual workshop time is 12 hours, although the audio workshop will probably be completed in less time than that. Plan on 9-10 hours to complete all writing processes in the workbook. The writing processes do not go in the order that they are presented in the workbook, so you may have to look around in the workbook to find the process described on the audio, but all are completed. (The reason for the discrepancy is that the training manual was modified to

- fit the workbook when the workbook was added to the program. The audio CD was recorded earlier.)
- The exact due date of your workbook will be communicated to you. Your workbook will be returned to you at the Intensive. Your workbook is read by a member of our training team to assess your understanding of the techniques. Please write about your real-life matters, but you are at choice which material you choose to write about – if it would be awkward to write freely knowing someone is reading it, then choose a less sensitive topic. At our end we hold your journal productions confidentially and with sensitivity.

Stage II (Intensive)

- Upon successful completion of the Intensive, you will graduate with your certification and receive five Journal to the Self Workbooks and your customizable PDF brochure and business card set.
- Within 30 days you will be listed on our website as an active instructor.
- You will be added to the listserv for discussion with other instructors
- You will be given the exclusive, instructors-only web order page for Journal to the Self Workbooks at wholesale pricing (at \$5.50 each plus shipping, or \$5.00 each if ordered in quantities of 25+)

Ongoing

- Once fully certified, you may teach as much as you wish, anywhere in the world you wish, for no additional fees or royalties, except the wholesale purchase of Journal to the Self Workbooks for each student.
- Your initial certification is good for a period of two years (2.5 years from the date of acceptance of application). Recertification is available every 2 years for a modest fee (currently \$125 for 2 years).
- Once you are certified, you are eligible to receive additional customized curricula, including Journal to the Self Online (which requires that you have taught the entire JTTS class “live” at least once). Some curricula is available at no charge; for some (including Journal to the Self Online) there is an additional fee for specialized training.

Lodging at the Intensive

- We are currently holding training at the Loretto Spirituality Center in south suburban Denver. The Loretto Center is the home of about 25 retired Sisters of Loretto who have converted a substantial portion of their living quarters to retreat space. You will be housed comfortably, if modestly, in single rooms, nearly all with private baths (a few rooms have half-baths, with a dormitory-style shared shower/tub room down the hall.)
- Your lodging fee of \$350 includes all meals for the week.
- The shuttle fee to the Loretto Center is approximately \$33 plus tip each way, if you were to travel alone. Because multiple travelers to the same location travel for \$9 each way, we will arrange shuttle groups of 2-4 participants who are arriving at Denver International Airport within 90 minutes of each other so that the fee is reduced for all. (In other words, 2 participants on the same shuttle travel for $\$33 + \$9 / 2 = \$21$ each, plus tip. 3 participants on the same shuttle travel for $\$33 + \$9 + \$9/2 = \$17 + \text{tip}$, etc.)
- You dramatically increase your chance of shuttling with others and reducing your shuttle fee if you make your plane reservations to arrive at the Denver airport between 11 a.m. and 2 p.m.
- At some point we may change venues to an airport hotel. You will be notified well in advance if this is the case.



Program Materials

Stage I

- Journal to the Self® workshop on four CDs
- Journal to the Self® Workbook for completion of Stage I
- Journal to the Self® book (teaching copy)

Stage II (Intensive)

- 5-day (Monday evening-Friday noon) residential training in Denver CO
- Full day of practice teaching
- Full day of marketing
- Marketing plan to earn back all ICT tuition within first six months of teaching
- Direct study with Kathleen Adams, founder of the method

Upon Completion

- Electronic artwork for your own Journal to the Self® brochures
- Membership in an internet support/resource group via an e-mail list (for all active Instructors)
- Listing in the Instructor Directory at www.journaltherapy.com with link to your website and/or e-mail (for all active Instructors)
- Wholesale pricing on *Journal to the Self® Workbook* (required) and *Journal to the Self* (optional text) for your students (recoverable with a materials fee)
- Five copies of *Journal to the Self® Workbook*
- Unlimited license to teach the Journal to the Self® workshop anywhere in the world for two years -- the only requirement is that each student you teach be provided a *Journal to the Self® Workbook* for use in the course
- At the end of two years, recertification is available at the current rate of \$125 for 2 years (includes listing in the directory and subscription to e-mail list).
- Optional support services include fee-based supervision or coaching with one of the Center for Journal Therapy's supervisors or coaches

Questions?

- Contact Kendra Branch-Brett, Program Manager, at 303-986-6460 (toll-free from land lines 888-421-2298) or at C4JT@earthlink.net (info@journaltherapy.com also reaches Kendra).



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2011 Fees

Intensive: **\$1500 USD** *A payment of \$250 is required when application is accepted in order to hold space in the Intensive; balance is due 45 days prior to Intensive start date.*

Application Fee: \$50 (applied to total balance upon acceptance) due upon receipt of your application; refunded if application is denied.

International Priority Mail surcharge is applied for all non-US mail.

The Journal to the Self® Instructor Certification Training is designed specifically to enhance income-producing capacity. The fee for training is a one-time fee that is not subject to payment of additional royalties, percentages of income or commissions. **It is completely reasonable to expect to earn this fee back within your first two paid Journal to the Self® classes** (based on a per-person fee of \$150-225 paid by 4-6 students per class) or, if you are a psychotherapist, your first 4-6 weeks of a facilitated journal group (based on 6 people paying \$50-75 per 90-minute group).

All income is 100% yours with no hidden costs or charges. The only additional required cost for the first two years of unlimited teaching is the purchase, at wholesale, of one Journal to the Self® Workbook for each student you teach. This materials fee can be charged back to the student, or you may wish to raise your workshop rate by \$5-10 to recover the cost of the workbook. Individual or group telecoaching is an optional service available at reasonable additional costs.

We conducted an internet search to determine the cost of other certification trainings, when offered by individuals whose experience and mastery in their fields are comparable to Kathleen Adams. The range was \$2500-\$5000, and many programs did not include a business development component.



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Philosophy of Training

By Kathleen Adams LPC, Founder/Director

There are two things that are vitally important to me. The first is that you teach the **JOURNAL TO THE SELF®** workshop heartfully. **JOURNAL TO THE SELF®** is based on the philosophy that journal writing is inherently a good thing, a healing thing, to do.

The instructor training is based on the philosophy that learning – indeed, life – happens best in an atmosphere of acceptance, respect, affection and support – what Carl Rogers called “unconditional positive regard.”

The second thing that’s vitally important to me is that you teach at your own level of expertise and from your own experience. This workshop isn’t overtly “heavy.” It’s deliberately designed to be fast-paced, lively, even light-hearted. But the workshop also happens on many layers at the same time, and the material can be presented in a way that deepens it into more of a therapeutic experience. Unless you are a degreed, licensed mental health professional or credentialed facilitator, please do not venture into process work with your students. **JOURNAL TO THE SELF® is neither designed nor intended to be a “therapeutic” workshop.** It is simply and elegantly an excellent course in how to use a journal for personal growth, professional development, creative expression and strategic life management. It does, sometimes, have therapeutic outcomes, but that is a natural by-product of life-based writing and not something that is designed into the class.

Certified Instructors are Responsible for Finding Their Own Students

You will receive everything you need to offer a course on writing a journal for personal and professional development. It is truly a turnkey package, one that has been successfully used by hundreds of instructors across the United States, Canada, Europe, New Zealand, Asia and Australia. Each instructor is responsible for enrolling and filling her/his own classes. The Center for Journal Therapy cannot assist with this function. Your success in teaching workshops in your own community will be dependent upon your capacity to successfully market and network and create strategic alliances. *You will receive instruction and guidance in the program materials.*

Additional Workshops in the Journal to the Self (JTTS) Brand

There are some derivative curricula held within the JTTS brand that are available to instructors who have taught at least one full JTTS class. These include an online version of JTTS and various specialty applications. Please ask for more information about these curricula. Additional fees may apply.

Required Text and Optional Test

There is one required text and one optional text for students of this program. The required text, *Journal to the Self Workbook*, published by CJT, is available for wholesale purchase by Certified Instructors exclusively through CJT. This workbook is mandatory for each student enrolled in a **JOURNAL TO THE SELF®** workshop, and students should be asked and encouraged to use the workbooks in the course of this class. *Journal to the Self Workbooks* costs \$5.50 each and may be ordered in any quantity. This cost can be recovered by increasing the workshop fee by \$5 - \$10, or by charging a separate materials fee of \$5 - \$10.

All Certified Instructors agree that they will not photocopy the workbook or any pages of it in lieu of distributing it in full to **JOURNAL TO THE SELF®** students. The workbook pages may not be photocopied or distributed as handouts or supplemental learning materials for any other class or workshop the instructor may teach.

The optional text is the classic *Journal to the Self*, published by Grand Central Publishing (formerly Warner Books). Instructors who wish to maintain an inventory may, at their option, set up a wholesale account with Hachette Book Group, distributors for Grand Central Publishing. In quantities of 25, the books may be purchased at a 50% discount. They may then be resold at retail, or included with the workbook under a materials fee. Any instructor who is reselling at retail should check with their local authorities about a sales tax license and will be responsible for collecting and paying any applicable sales taxes.

NBCC-Approved Continuing Education

The Instructor Certification Training program is approved for continuing education credit for LPCs, NCCs and other licensed psychotherapy professionals through the National Board for Certified Counselors (NBCC). For a modest additional materials and administrative fee, and upon completion of all NBCC evaluation and testing requirements, you may receive up to 24 hours (home study) or 36 hours (Intensive) of NBCC-approved continuing education credit.

Consultation and Supervision

You will receive, as part of your certification materials, a subscription to the JTTS listserv on yahoogroups, to which you may post any question or new situation for the advice of your peers. For more in-depth consultation or supervision, there are three fee-based options.

- **Kate Thompson** or **Kay Adams** are available for group or individual consultation or supervision on any matter related to your start-up, sticky situations, next steps, etc. We are both licensed psychotherapists, and both of us are experienced clinical supervisors.
- **Leia Francisco** or **Susan deWardt** are business/career coaches who can help you navigate the transitions of building your business.
- **Mary Reynolds Thompson** is a marketing guru and coach who can help you with a one-time or custom-designed targeted marketing program for your business.
- Please let any of us at the Center for Journal Therapy know if you'd like consultation.
 - When working with any of the five available consultants/supervisors, you will be contracting for fee-based services directly with the consultant/supervisor, and any payment arrangements made with the consultant/supervisor must be honored in full.