



THE CENTER FOR JOURNAL THERAPY

The power of writing.

JOURNAL to the S • E • L • F

Instructor Certification Training Home Study Information

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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 – Home Study. 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!

The documents in this packet include:

- **How This Works.** You'll see the flow of the home-study program and the time requirements.
- **Fees.** You'll know exactly how much to pay, and when.
- **Philosophy of Training** by Kathleen Adams, founder of the method.

Please don't hesitate to let me know if you have questions. We will be accepting 26 people into the home study program in 2011.

Best regards,

Kendra J. Branch-Brett
ICT Program Manager



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Application

- Download the Application from the Website or request one be sent to you from C4JT@earthlink.net.
- 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 (Preferred Method), 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.

Stage I

- Read Journal to the Self
- Participate in the audio workshop provided, and complete and return your workbook within **60 days** of the start of your program. (The actual time of instruction is approximately 12 hours.) The exercises do not go in the order that they are presented in the workbook, but all must be completed.
- Kay Adams or a trained member of the Center for Journal Therapy staff will review and return your finished workbook along with Stage II materials within 14 days of receipt, assuming final payment has been made.

Stage II (Home-Study)

- You will have **60 days** to complete the Stage II materials and submit your response paper.
- Upon successful review of your response paper, your certificate will be issued and mailed to you, along with five Journal to the Self Workbooks.

- You will be emailed a customizable PDF brochure and business card set for your use.
- Within 30 days you will be listed on our website as an active Instructor
- You will be added to our 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 have taught at least one Journal to the Self class in its entirety, you are eligible to receive additional customized curricula, including Journal to the Self Online. Some curricula is available at no charge; for some (including Journal to the Self Online) there is an additional fee.



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2011 Fees

Home Study: \$1200 USD *Starting Jan 1 2010, home-study payments are due in full upon notification of acceptance into program. For those who need it, a payment plan is available. Please contact us for further information. A 5% surcharge will be applied.*

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 what other certification trainings cost, 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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The power of writing.

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.

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 his or her 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 Text

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 Warner Books. Instructors who wish to maintain an inventory may, at their option, set up a wholesale account with Warner Books. 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 20 hours (home study) or 30 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 Yahoo Groups, 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.

- I, Kay Adams, am available for group or individual consultation or supervision on any matter related to your start-up, sticky situations, next steps, etc.
- Leia Francisco is a business/career coach 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.



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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 (Home Study)

- Step-by-step, fully outlined curriculum in a teaching manual
- Training CD of Instructor Interviews
- Training CD on the Logistics and Philosophy of Teaching
- Training CD on Marketing and Networking

Upon Completion

- Electronic artwork for your own Journal to the Self® brochures
- Membership in an internet support/resource group via an e-mail list (first 2 years)
- Listing in the Instructor Directory at www.journaltherapy.com with link to your website and/or e-mail (first 2 years)
- 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 rate of \$125 for 2 years (includes listing in the directory and subscription to e-mail list).
- Optional support services include group telecoaching at \$60/hour and individual telecoaching at \$100/hour, both with master teacher Kathleen Adams