



Dialectical Behavior Therapy

Digital Media | E-Communication
eBook Campaign



Table of Contents

Format & Design	1
Target Audience & Messaging	2
Digital Marketing	3 - 4

Deepen your DBT Knowledge with a Free eBook

We've consolidated key info on the tool itself, as well as potential career paths. Submit your email to get your copy now!

Email*

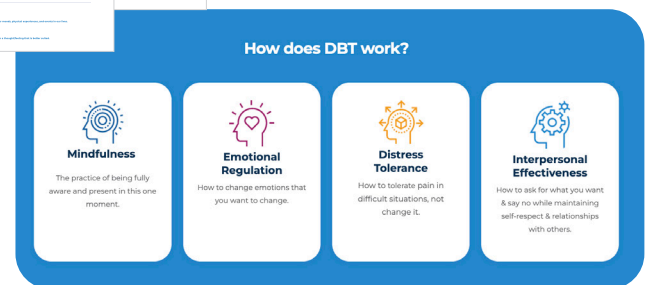
Professional Specialty

Please Select ▼

Graduation Year

Please Select ▼

Submit



Dialectical Behavior Therapy (DBT) is a powerful therapy technique for certain mental health conditions. This eBook launched a full marketing campaign for our programs, certification, and blogs that relate to this therapy technique and has been the most successful campaign launched to date.

Positioning.

- As leaders in the continuing education space for mental health professionals, we create professional development training programs for public and private mental health institutions, **training over 39k mental health professionals and 1.7k trained in DBT alone.**
- For the past decade, we have been equipping learners around the world with the fundamentals needed to help them take the next step in specialty areas of psychology. Targeted marketing is a key factor in setting us apart from our competition.
- We curated our DBT resources into a downloadable eBook, covering everything from an overview of the tool itself to **translating a DBT certification into a successful career path.**

Target Audience.

- **Licensed or graduate-level mental health professionals.**
- **Segments.**
 - Continuous Learners: Loyal, repeat customers
 - Specializers: Early career professionals

Messaging Strategy.

- **Set yourself apart** from your colleagues with our on-demand training and certification in DBT. A certification status will help you earn additional income as a certified DBT clinician while offering continuing education credit for meaningful professional training.

PROFESSIONALS
TRAINED

1.7k

CONVERSION
RATE

22.23%

PER PAGE VIEWS
OVER 4.5 MIN

75%

AVG CLICK-THROUGH
RATE

2.76%

Web Page

CONCEPT

Palo Alto University

PROGRAMS ▾ GROUP TRAINING PARTNERS ▾ RESOURCES ▾ CONTACT ▾

Certification

DBT Certification

For professionals who want to invest in their careers while earning CEs.

Enroll in the necessary training to develop the theoretical, empirical, and practical knowledge and skills to reliably deliver Dialectical Behavior Therapy according to the model developed by Dr. Marsha Linehan and colleagues.

Total Fee: \$2,500 (includes 80 hours of coursework \$2,000; can be taken one at a time + 6 months of consultation \$500)

Evidence-Based Interventions

DIALECTICAL BEHAVIOR THERAPY (DBT)

Learn strong and widely applicable empirical basis into your practice. 80 CE HOURS/ 7 PROGRAMS

CONCEPT

What You Can Expect

This certification will provide participants with a thorough introduction to standard DBT, as well as specific adaptations and strategies useful with a variety of adult and juvenile forensic settings (e.g., jails/prisons, forensic hospitals, juvenile justice settings, probation).

Certification consists of **two parts**: 80-hours of didactic training in DBT & six-months of one-to-one consultation with a certified DBT therapist while engaged in ongoing delivery of DBT (Note: you must be a licensed mental health professional to become certified in DBT). The total cost of become certified in DBT is \$2,500: 80 hours of didactic training in DBT (\$2,000) + 6 months of one-to-one consultation (\$500).

Our 80-hour in-depth training sequence consists of readings and self-paced, video-based training in DBT. A total of seven on-demand, self-paced didactic training modules are included. These provide the requisite 80 hours of didactic training in DBT to become certified.

Social Posts

CONCEPT Professional Training

Published by HubSpot • June 27 •

To effectively treat clients, DBT has four stages of treatment. Each is defined by the severity of a client's behavior. The stages are not chronological, and there may be issues requiring repeated work through...

Before the four stage phase." During this treatment to treat...

Learn more about Th...

CONCEPT Professional Training

Published by HubSpot • June 21 •

Over the years, DBT has been quickly adapted for numerous populations. Clinicians are aware and have to remind themselves and clients that repetition, using the skill time and time again, gets clients to maintain that skill in their "toolbox" and have it work most effectively when they need it.

--It is a highly prescribed intervention, and establishing shared goals is essential to bring a person joy and help them cultivate a life worth living.

--Clarity, precision, and comp... See more

WHAT TO EXPECT IN DBT?

THE BUSINESS OF PRACTICE

Blog Posts

THE BUSINESS OF PRACTICE

What is DBT & How Does it Work?

Pros & Cons of DBT

Radical Acceptance with DBT

Getting DBT Certified

Turning Your DBT Certification into a Career

Radical Acceptance with DBT

Dialectical Behavioral Therapy (DBT) helps consumers tolerate and regulate their emotions. It comprises behavior therapy, cognitive behavior therapy

THE BUSINESS OF PRACTICE

What is DBT & How Does it Work?

Pros & Cons of DBT

Radical Acceptance with DBT

Getting DBT Certified

Turning Your DBT Certification into a Career

Pros and Cons of DBT Therapy

Dialectical behavioral therapy (DBT) helps individuals tolerate and regulate their emotions. It comprises behavior therapy, cognitive behavior

THE BUSINESS OF PRACTICE

What is DBT & How Does it Work?

Pros & Cons of DBT

Radical Acceptance with DBT

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What is DBT & How Does it Work?

Over the years, DBT has been quickly adapted for numerous populations. DBT helps motivate clients to change aspects of their lives that they can

Digital Flyer

Dialectical Behavior Therapy (DBT) for Adolescents

What is DBT?

- DBT is an effective treatment modality for use with adolescents (ages 12-18), lasting approximately 16-24 weeks
- DBT for adolescents includes the same treatment strategies and primary targets as DBT for adults, while also including parents or caregivers in treatment and targeting difficult behavior patterns common to adolescents and their families
- DBT is intended to help those who struggle with pervasive emotion dysregulation, which is demonstrated through frequent, intense emotional responses that the individual finds difficult to change or control

What is taught in DBT trainings?

The function of DBT Skills is to help enhance a client's capabilities, taught with four skills:

Mindfulness

The practice of being fully aware & present in this one moment

Emotional Regulation

How to change emotions that you want to change

Distress Tolerance

How to tolerate pain in difficult situations, not change it

Interpersonal Effectiveness

How to ask for what you want & say no while maintaining self-respect & relationships with others

Learn specialized skills through one of our psychology certificate programs.

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caps@paloaltoU.edu

After treatment has ended, suggesting DBT considering rates of recidivism, the most / and as frequently as possible to provide s from various research studies have found f depression.

the skills and concepts presented. Her depth of in any setting and with others. DBT is an important tool for equipping them, successful lives. "

Debra Garcia, LCSW

of

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Advertising

FREE! Earn 1 CE

Dialectical Behavior Therapy Foundational Overview

Develop meaningful specialty skills, taught by leading

Level-Up Your Career with DBT Skills

Deepen your DBT Knowledge