

STAND FOR THE AND EDUCATION CO.

Maximizing your organization's impact + accessibility
through e-learning & group education solutions



Solutions & Services for Mental Health & Wellness Practices

Research-backed, evidence-based learning
solutions to increase accessibility for clients
and profitability for practices

2026

Your work is needed now more than ever...

A Kaiser Family Foundation analysis shows an overall 20-25% increase in US adults receiving mental health care over the last three years. Young adults ages 18-25 saw the biggest jump with a staggering increase of 45%.

...and yet your time and resources are continually depleted.

Practitioners are burning out trying to meet demand one client at a time with client demands ever increasing. A recent study published by BusinessWire finds that 52% of mental health practitioners reported experiencing burnout.





The challenges too many practices are facing...

The Caseload Trap

No matter how skilled you are, your time is finite. Traditional therapy and coaching models cap your income and impact at the number of sessions you can fit on your calendar.

The Accessibility Gap

In this economy, too many people are priced out of care, and insurance is covering less and less. One-to-one rates create a barrier. Access stays limited to only those who can pay top dollar.

The Uncaptured IP

Your methods, frameworks, and insights are valuable intellectual property—but without structure, they stay locked inside your head (or your client notes).

The Fragile Business Model

Relying solely on 1:1 sessions leaves practices vulnerable—cancellations, inconsistent demand, or personal life changes can instantly disrupt revenue. Scalable offers like group programs, certifications, and licensing create financial resilience.

Our Approach

Scalable, accessible models.

By developing group-based e-learning or hybrid offerings, you create:

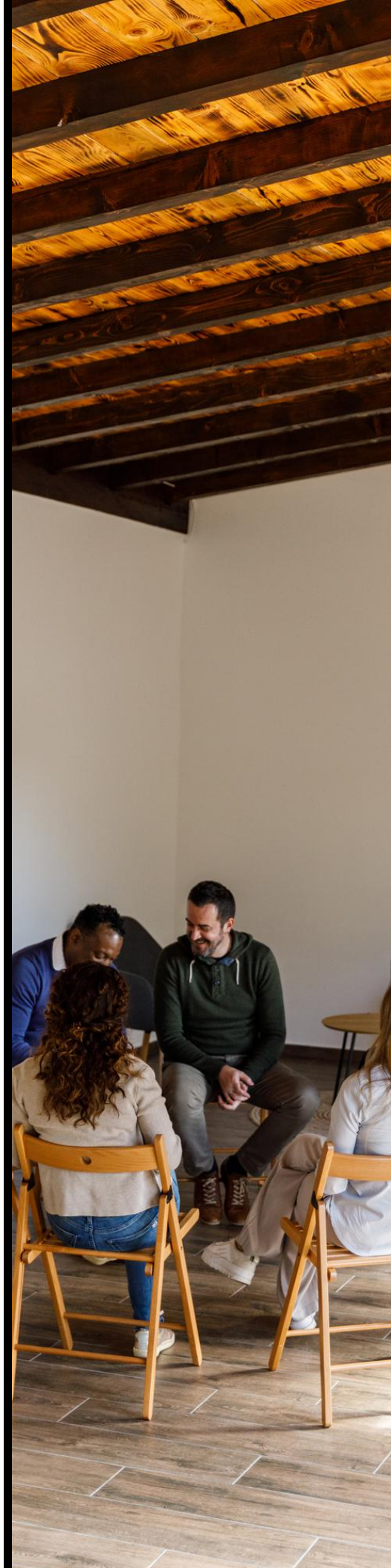
- Lower-cost entry points for clients who can't afford 1:1 therapy.
- Expanded reach for your expertise, serving 5, 10, or even 50 clients in the time it takes to see one, even those outside your geographic proximity.
- Sustainable revenue streams that buffer your practice against cancellations, seasonality, and economic shifts.

It's the future of mental health, psychoeducation, personal/professional development and coaching: accessible, sustainable, and impactful.

At Stand For the And Education Co., we help mental health professionals, coaches, and practitioners move beyond the limits of 1:1 work and build models that are:

- Scalable → So your impact multiplies far beyond your caseload.
- Teachable → So your methods live on through certifications, licensing, and thought leadership.
- Accessible → So more people can benefit from your work at a lower out-of-pocket cost.
- Resilient → So your practice thrives no matter what the economy throws your way.

This is about transforming your expertise into products, frameworks, and ecosystems of care that ripple out into communities you may never meet.



Our solutions are designed for mental health professionals, coaches, and practitioners who are ready to:

- Move beyond the limits of 1:1 work, and create new offerings that allow more people to access support at a lower out-of-pocket cost
- Build ecosystems of impact—where clients, peers, and communities all benefit
- Serve more people without sacrificing quality or outcomes
- Turn intellectual property into teachable, certifiable, and licensable programs
- Build revenue streams that are sustainable in today's economy and that are aligned with your values

We offer a suite of pathways to help you get there...





Core Offerings

The Impact Incubator™

A 12-month business development incubator with a 3xROI GUARANTEE where your practice will learn and implement the essential elements of our proven, scalable business model. You'll design, test, and launch scalable programs—group learning, e-learning, memberships, etc—with mentorship, an individualized success path, milestone markers, and feedback every step of the way. Enrollment includes complete access for you and your team.

Certification Program Design

Our certification program design lets you create a scaleable, repeatable curriculum that teaches other professionals your proven methods and frameworks. Certification programs will often include creating licensing fees & agreements that allow other practices to pay use your proprietary methods and materials on an ongoing basis.

Full-Service Curriculum & Course Creation

We offer complete done-for-you course and curriculum creation. From instructional design to marketing and sales, we can handle as much or as little of the process of creating and selling courses, programs, live events, and other scalable offers. This solution is perfect for busy practices ready to outsource to the experts, so they can stay focused on the day-to-day.

Growth & Thought Leadership Strategy

Support in positioning yourself as a leader in your practice and in your field—through speaking, partnerships, publishing, and visibility strategies that amplify your influence and grow your practice sustainably. Suggested for in-demand practitioners and/or founders who have a point of view or unique approach to their work and desires to speak on stages, has written a book, hosts or guests on podcasts, and create an eco-system of offers and systems to maximize their impact on the world.



*The Impact Incubator*TM

Scale your expertise. Serve more clients.
Build resilient revenue.

As a mental health professional navigating today's economy, you already know:

Length

One year- or until you make your 3xROI

Structure

- Self-paced, individualized development path
- Milestone pre and post assessments
- Monthly Progress Reports to ensure implementation is on track
- On-demand curriculum support
- 3x weekly Implementation Clinics with 1:1 support- come to as many as you want/need
- Once weekly coaching call

Who Would Benefit

- Therapists, counselors, psychologists, and social workers looking to expand beyond session-by-session billing.
- Coaches and mental health practitioners ready to integrate impactful group offers.
- Practice owners seeking predictable, diversified income streams.
- Clinicians and coaches who want to serve more people without sacrificing ethics, client outcomes, or their own well-being.

Expected Outcomes

- 3x Return on Investment – Guaranteed - We guarantee that you'll make back 3x your investment within 12 months.
- If not, we continue supporting you—at no extra cost—until you do.
- Build Resilient Revenue Streams
- Move beyond the 1:1 model that limits your reach and income.
- Create scalable, ethically aligned offers—support groups, psychoeducation programs, hybrid memberships—that meet demand at different price points.

Cost

\$10,000 Pay in Full or
\$1000/12 months
Additional, cash-flow friendly financing options available

*cohorts capped at 25/quarter

- Clients are more cost-sensitive than ever. Out-of-pocket rates feel like a barrier.
- Your caseload is maxed out. The demand is endless, but your time isn't.
- The need for accessible mental health care is growing.

The Impact Incubator is here to help you meet this moment—by creating group programs, workshops, memberships, and scalable offers that serve more people at a lower per-person cost, while also increasing your practice revenue and resilience.

Mental Health Professionals Invest in the Incubator for Our Triple Win Approach

- **For your clients:** Group programs lower the per-person cost, making quality mental health support more accessible.
- **For you:** Your time and expertise go further—less burnout, more financial sustainability- all with a 3xROI Guarantee
- **For the community:** More people get the care they need, in formats that are both clinically sound and cost-conscious.

Learn more at www.standfortheand.com/impactincubator



*The Impact Incubator*TM

Scale your expertise. Serve more clients. Build resilient revenue.

You will learn through our Impact & Income Framework

Offer Design & Optimization

- Translate your expertise into scalable programs: therapy groups, workshops, coaching cohorts, memberships, or hybrid models, rooted in research-backed Intentional Instructional Design.
- Structure your offerings so they lower cost for clients while increasing your net income.

Ethical Messaging, Marketing, & Positioning

- Communicate about your services in a way that is clear, client-centered, and compliant with your professional standards.
- Position lower-cost group psychoeducation options as both accessible and high-value.

Aligned Sales Strategy

- Develop outreach strategies that feel natural for mental health professionals.
- Learn referral-friendly, no-push enrollment methods that honor client choice and dignity.

Facilitation Mastery

- Gain evidence-based group facilitation skills that enhance psychological safety, client engagement and outcomes.
- Build confidence facilitating online/in-person marketing events, running group learning programs and workshops that truly transform participants

Impact & Outcome Measurement

- Track client outcomes and program effectiveness so your offers aren't just sustainable—they're impactful.
- Use our Intentional Inventory, our Data & DiscernmentTM methods, and feedback loops to refine programs and demonstrate measurable value to clients and referral partners.



Full-Service Curriculum & Course Creation

Productize your methods. Free up your time.

Length & Structure

The project will be broken up into 3 phases— the design phase, the build out phase, and the test/revision phase. Clients choose a regular meeting schedule (typically every other week during phases 1 and 2 and once a week during phase 3) with Stand For the AND Ed Co to keep the project moving forward.

Who Would Benefit

This is for practitioners who want to move beyond the therapy room to influence the field itself—while maintaining the ethical rigor and clinical quality that built their reputation.

Expected Outcomes

A full course/program including objectives, learner outcomes, curriculum, design (course branding / slides / workbooks), and LMS set up

Cost

Curriculum + Course Design starts at \$15,000 and depend on scope.

Cash-flow friendly payment options available during the scope of the project.

Our full-service curriculum and course creation allows you to share your goals and IP and let us turn it into a complete learning experience for your participants. We combine research-backed, evidence-based adult learning principles, user experience knowledge, and expertise in instructional design to help you productize your methods.

Mental health and wellness professionals choose full-service curriculum and course creation in order to:

- **Protect Their Time + Energy:** We translate their intellectual property into clear, engaging curriculum so they don't lose hours trying to "DIY" course design on top of seeing clients.
- **Clinically Sound, Scalable Design:** As their fractional L&D team, we ensure their methods are organized into ethical, evidence-informed frameworks that deliver real outcomes in group or e-learning formats.
- **Expand Their Impact:** Courses and programs built from their IP let them reach more clients at a lower cost per person—without sacrificing quality or burning out.
- **Sustainable Revenue Streams:** Done-for-you program design means they can diversify beyond session-based income and generate predictable, scalable revenue that supports both their practice and their mission.



Certification Program Design

Teach your methods. Multiply your impact.

You've built an approach that works. Your clients see results, your practice has a reputation for excellence—and you know your methods could ripple out further than your own caseload. Our Certification Program Design helps you translate your expertise into a teachable, certifiable framework that other practitioners can deliver with integrity and consistency. Think of it as multiplying your impact: training others to extend the reach of your work, while generating a new stream of revenue for your practice.

Mental health and wellness professionals choose to build a Certification Program in order to:

- Scale their impact through others. Instead of being the bottleneck, they empower colleagues to carry their method forward.
- Increase accessibility of care. When more practitioners can deliver their proven approach, more communities benefit.
- Build intellectual property they own. A certification becomes a professional asset, positioning them as the authority in their niche.
- Expand revenue without added hours. Certification programs create recurring income through licensing and training fees.

For inquiries, email us at hello@standfortheand.com

Length & Structure

The project will be broken up into 3 phases— the design phase, the build out phase, and the test/revision phase. Clients choose a regular meeting schedule (typically every other week during phases 1 and 2 and once a week during phase 3) with Stand For the AND Ed Co to keep the project moving forward.

Who Would Benefit

This is for practitioners who want to move beyond the therapy room to influence the field itself—while maintaining the ethical rigor and clinical quality that built their reputation.

Cost

Certification Program Design starts at \$25,000. Full build-outs, depending on scope, start at \$60,000.

Cash-flow friendly payment and financing options available.

*Open to just 2 clients/year



Thought Leadership Growth Strategy

Amplify your voice. Expand your influence.

Structure

This engagement is broken up into 3 phases: 1- The Discovery Phase which lasts for approx 30 days 2- The Individualized Action Phase (which lasts approx 60 days) and 3- The Ongoing Implementation Phase- which lasts 90 days with an option to renew

Who Would Benefit

This is for the clinician, coach, or practice owner who feels the pull to go beyond practice-building and into movement-making—elevating not only their career, but also the field of mental health and wellness itself.

Expected Outcome

Framework development, personal branding development, platform development, strategic PR and media presence, speaking pitch deck, podcast guesting, and other platform development strategies

Cost

Phase 1- \$6000

Phase 2- \$5500/mo - 2 months

Phase 3- \$5000/mo- 3 months with option for ongoing

*Open to just 3 clients/year

Being excellent at your craft isn't always enough to shape the field—or the conversation. To reach more people and influence systems, you need visibility, clarity, and strategy.

Our Thought Leadership Growth Strategy helps mental health professionals step into the role of recognized expert and changemaker. Whether your vision includes speaking, podcasting, YouTube, social media, traditional publishing, media features, or partnerships, we help you design a platform that aligns with your expertise and values.

Mental health and wellness professionals choose to build their Thought Leadership platforms in order to:

- Shape the narrative. Your voice matters in how society understands and approaches mental health.
- Open doors to influence. Speaking engagements, collaborations, and media opportunities expand your professional reach.
- Create aligned opportunities. From book deals to advisory roles, thought leadership creates pathways you can't access by staying invisible.
- Attract clients and partners. Visibility builds credibility and trust, which fuels both practice growth and impact.

For inquiries, email us at hello@standfortheand.com



Additional Offerings

to expand the impact of your work in the world

Train-the-Trainer Programs

Best for professionals who want to scale their certification and training arm of their business by training others to carry their work forward. This is also a way to bring your IP into larger organizations in order to:

- Equip leaders within an organization to facilitate your methods
- Includes training, facilitator toolkits, and ongoing support

Outcome: Sustainable integration of your frameworks into organizations at scale.

Fractional Learning & Development Team

For longer-term initiatives that require sustained project management and implementation. Available for two and three-year retainer contracts.

Plug-and-Play Learning Design: Acting as your fractional L&D team, we handle curriculum design, program structure, and delivery models that are ethically aligned, clinically sound, and accessible—allowing you to serve more clients at a lower cost per person, without burning out. You get to focus on your work. We meet with you regularly to update on progress and push your learning initiatives forward when you don't have the time to invest yourself and don't want to hire on another employee.

The result: you walk away with a portfolio of scalable, revenue-generating programs that expand your impact and **strengthen your practice for the long haul.**

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Testimonials

"What is striking about working with Melissa & Angela is their ability to take complex ideas and condense them into clear, actionable steps. By doing this, they create a straightforward path with milestones to guide the learner along the journey. They expertly orient students and brings clarity to learning in a practical manner."

Dr. Amy Hoyt, Founder of Mending Trauma

www.mendingtrauma.com

"I have the privilege of working with Melissa and Angela through the Impact Incubator, and I can honestly say that their guidance has been transformational. They have an incredible ability to help practitioners articulate their unique thought leadership and build businesses that are both purpose-driven and profitable. What sets Melissa and Angela apart isn't just their strategic brilliance but also their unwavering integrity, deep compassion, and ethical approach to mentoring. They meets you exactly where you are, providing insightful feedback with genuine empathy and care. They promote a life-first business model, helping others to find success not only in business, but in life! Under their mentorship, I've gained not only business acumen but also a renewed sense of confidence in my ability to create impact and live a joyful, meaningful life."

Lee Ann Franklin, MDiv, MBA, BCC, HEC-C, Founder of Second Act Soul Coaching

www.secondactsoulcoaching.com

"I've learned so many things from Melissa and Angela through the Impact Incubator. I recently made \$17,000 in less than a week. That would have normally taken me much longer to make. I have a new sense of what's possible with my work."

Hillary Anthony, Certified Equine Guided Facilitator

"I've gained so much from the leadership of Melissa and Angela. Having people who believe in you and your work is so important when you're putting yourself out there in ways you haven't before. But what's more, is that they give you concrete ideas and steps to take in order to actually make your programming successful. The first program I launched with them brought in \$20,000 for one cohort. That allowed me the resources to offer two scholarships and gave me the time back on my calendar to prioritize the caregiving in my personal life."

Dr. Christine Coleman, Psychotherapist, Executive Coach and Founder of Women of Color Thriving

www.drchristinecoleman.com

Case Study: Designing an Executive Function Course

Client: Confidential Client, a licensed clinical psychologist and neurodevelopmental specialist with a large therapy practice and executive functioning coaching practice

Project: Course to support & educate parents around executive function coaching and support they can use at home with their children

The Challenge:

A Minnesota-based clinic wanted to transform years of clinical expertise into a structured, accessible program for parents. Their vision was to create a course that would proactively equip families with tools and strategies for navigating parenting challenges that come from executive function deficits before they escalated into crises. With a 3-year waitlist and people traveling up to four hours for their kids to receive executive function coaching, their services weren't readily accessible to all who needed them.

The challenge was clear: take the proven in-clinic frameworks and translate them into an engaging, results-driven online training experience that could serve busy parents while maintaining the warmth and expertise of the practice, minus the travel and costs associated with 1:1 support.



Case Study: Designing an Executive Function Course

Our Approach:

We partnered closely with the team to ensure every piece of the course aligned with her vision and clinical depth. Our process included:

- Framework Amplification & Program Design
 - Mapped processes to find a clear through-line.
 - Refined and amplified her existing framework into a teachable sequence.
 - Named the course to capture both its preventative approach and empowering tone.
- Content Development
 - Edited all video modules for clarity, pacing, and parent-friendly delivery.
 - Designed and developed all worksheets to reinforce learning and ensure parents could apply the material at home.
 - Provided ongoing collaboration and consistency checks with the team team.
- Learning Experience Design
 - Built the full learning management system (LMS).
 - Tested for usability and parent-friendly navigation.
 - Ensured continuity and cohesion across all modules and materials.
- Marketing & Launch Strategy
 - Developed a complete marketing plan, covering both digital campaigns and in-person events.
 - Equipped the team with tools and strategies they could independently run with for sustained success.

The Outcome:

The course launched as a comprehensive, parent-centered program that reflects the heart of their mission. Parents now have access to a resource that blends clinical expertise with practical, everyday strategies, delivered in an easy-to-use format.

The course not only expanded their reach beyond the clinic walls but also established a scalable program that supports families proactively—fulfilling their vision of strengthening parent-child relationships before challenges escalate.

Key Results:

- A branded, market-ready course with cohesive materials.
- A user-tested LMS for seamless parent access.
- A robust marketing strategy for both online and community-based outreach.
- Strengthened positioning of the practice as a trusted resource for proactive family care.



About Us

We are Angela Greaser & Melissa Camilleri, MFA and we are the co-founders of Stand for the And Education Co—our full-service education & marketing agency that supports mental health and wellness practitioners, authors, thought-leaders, and industry experts create and launch programming that allows them to build their legacy businesses.

Together, over the last six years alone, we have helped create and launch global programs that have generated over \$60 million in revenue, and counting.

Not only are we expert marketers with two decades of combined experience in online business and thought leadership growth and strategy, but we're also credentialed educators (forever teachers!) who have taught tens of thousands of learners, from preschool to 80+ years old, both in-person and online, locally in our communities, and around the globe. We combine our expertise in instructional design + curriculum development with our human-centric approach to ethical sales and marketing to create solutions that lead to more time and financial flexibility for our clients.

Our mission is to help them deliver their good work at scale to impact the most people for good, creating positive change in their communities and for the global collective. We believe education changes people and people change the world. We look forward to helping you create that kind of impact with your work.



Email us and we'll help you get started with a solution tailored for you and your practice.
hello@standfortheand.com

Angela & Melissa, Co-Founders

www.standfortheand.com