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Business School Bootcamp Rebranded as Business School for Therapists

Name Change Inspired by Feedback from Mental Health Professionals

San Diego, CA: ZynnyMe, LLC, a company that helps therapists build and grow their practices, officially changed the name of its flagship program, Business School Bootcamp for Therapists, to the new Business School for Therapists. Content inside of the lifetime access program continues to be updated to provide the most relevant private and group practice resources; however, Private Practice Experts and Founders Kelly Higdon and Miranda Palmer and their community decided on the name change to better reflect the mission of the program.

Business School for Therapists is designed as a comprehensive program to provide therapists with everything they need to create meaningful lives and businesses with balance between their impactful work and personal lives. Its coursework is dedicated to covering all the business education mental health professionals commonly lack after completing graduate school.

Intensive pacing is a part of the two-week Live Working Sessions every spring and fall to keep therapists on track, but the overall setup of Business School allows for therapists to decide on a pace that works for them and their own needs as mental health professionals and human beings.

ZynnyMe is currently offering three pricing options to get lifetime access to the program:

- \$1,950 paid in full at checkout (\$300 in savings).
- Four monthly payments of \$550 (save over time).
- Six monthly payments of \$375 (pay the full price).

About ZynnyMe, LLC: ZynnyMe, LLC is a company based in San Diego, CA, founded by Miranda Palmer and Kelly Higdon, two licensed marriage and family therapists. Since 2010, ZynnyMe has helped more than one hundred thousand therapists build and grow a sustainable private or group practice. ZynnyMe offers almost entirely virtual services and has contributed to businesses across the United States and the world, with a goal of helping one million therapists.