



Writing and Wellness Waltz

As a writer first, I was often tapped as an armchair psychologist in the San Francisco ad agency where I worked. A couple decades later, things have flipped. Today, I'm a Licensed Marriage and Family Therapist, with various writing projects in the works. Over time, writing and psychology have remained a consistent complementary combo in my career mix.

Writing ads was thrilling, especially in the conceptual stage. An initial creative brief outlined the psychology of a customer. What was their personality? What was the underlying need to be addressed? What motivated them? Ultimately, I realized that understanding and helping people was more meaningful than promoting products, so I went back to school for psychology. As I investigated various counseling careers, I learned that writing is very common among therapists.

During graduate school at The Institute of Transpersonal Psychology in Palo Alto, CA, I wrote plenty of introspective process papers. Among them was an exploration of psychology and spirituality, which laid the foundation for my first book about do-it-yourself spirituality. [*IS: Your Authentic Spirituality Unleashed*](#) (Hay House). *IS* stands for Infinite Source and points to being and all-that-is. Book number two, just released in 2020, is called [*Starting Therapy: A Guide to Getting Ready, Feeling Informed, and Gaining the Most from Your Sessions*](#). It's meant to serve would-be clients who want to be fully informed before that first visit to the therapist's couch.

Although therapists tend to write, authoring a book is a major commitment spanning years, most likely. However, there are lots of ways to incorporate writing as part of your personal and professional practice. Here are a few ideas, for your consideration:

- **Journal.** Daily journaling is therapeutic. What's written stays between you and the universe. If you find it soothing, as I do, you'll have another great tool to share with your clients. I recommend doing it the old fashioned way, pen to paper, for the full effect.
- **Post Blogs:** Maintaining a blog on your website isn't as daunting as it may seem. A good blog is short and sweet. A length of 300 words or more works. Do-able, right? Teach your clients a little something. Share your expertise. Think of the information you put out there as a free gift.
- **Contribute to professional publications:** People care about your experience and what you have to add. It helps others when you share your knowledge, experience and perspective. As you submit article ideas and such, do keep in mind that rejection is part of the process. If you can accept the *No's* on the way to *Yes*, you'll find landing pads for your pieces.

- For a jump start, read *The Artist's Way*, by Julia Cameron. If you're at all stuck with writing, or any artistic endeavor for that matter, this self-help classic will get your juices flowing.

"We've all heard that the unexamined life is not worth living, but consider too that the unlived life is not worth examining."

— **Julia Cameron, *The Artist's Way***

If there's something you love to do apart from therapy, do it. From writing to hang gliding, we get to be whole, even as we help others become whole, too. For more about my writing or therapy services, see faithfreed.com.