

Services Guide

Marriage, Family, & Individual Counsellors

**NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

**NOTE 2: For MCP websites, stick to general information and avoid specifics.*

Table of Contents

Contents

- 1. **General Information** 1
 - 1.1 General Information 1
 - 1.2 SEO 1
- 2. **Marriage and Family Counselling**..... 1
 - 2.1 General: 1
 - 2.2 Reasons to seek marriage counselling 2
- 3. **Individual Counselling** 3
 - 3.1 Counselling vs Psychotherapy 3
 - 3.2 Reasons to go to Counselling 4

1. GENERAL INFORMATION

1.1 GENERAL INFORMATION

<http://www.jerichocounselling.com/counselling-services/>

- If you need help with personal development, or you are having parenting or relationship concerns, going to a counsellors can be a big help
- You don't need to have a serious problem to benefit from a counsellor's services
- Many people get stuck from time to time and need a place of understanding and clarity
- When criticized, many people get defensive and agitated, depending on gender

1.2 SEO

Keywords (First Row – BEST, Last Row – LEAST)			
○ Marriage counsellor	○ Family counsellor	○ Counselling	○ Relationship advice
○ Marriage counselling	○ Family counselling	○ Counsellor	○ Couples therapy
○ Relationship counselling	○ Relationship therapy	○ Couples counselling	○ Marriage guidance
○ Couples counsellor	○ Relationship advice	○ Therapy	○ Counselling services

2. MARRIAGE AND FAMILY COUNSELLING

<http://www.jerichocounselling.com/couples-marriage-counselling/>

<http://www.steadfastcounselling.com/couples-therapy/>

2.1 GENERAL:

- Being in a relationship can be both rewarding and challenging
- Often, feeling challenged in a relationship can lead to turning away from a partner
- Counsellors can show you how to address issues from the past and build trust and connections for the future
- Both parties need to play a role in building and implementing solutions

Services Guide: Marriage, Family, & Individual Counsellors

- Counsellors have extensive training in providing a solution that both parties can agree on
- Counsellors will work with children as well

Marriage Counselling:

<http://www.steadfastcounselling.com/couples-therapy/>

Service/Product	Benefits
Emotionally-Focused Therapy	<ul style="list-style-type: none">○ Many couples find themselves stuck, trying unsuccessfully to deal with ongoing negative emotions and communication patterns dominated by conflict○ Emotionally-focused therapy for couples rebuilds a loving connection between two people○ This was developed in the mid-80s as a short-term strategy for helping couples get back on track quickly
Couples & Marriage Counselling	<ul style="list-style-type: none">○ Counselling helps couples navigate their way through relationship struggles and impasses○ Create a more fulfilling, passionate, and sustainable relationship
Separation and Divorce Counselling	<ul style="list-style-type: none">○ For couples that have made the hard decision to split up, counselling can make the process less confrontational and hurtful○ For couples with children, a respectful, amicable break-up is even more important○ Counsellors with you and your ex together or individually so that you can make it through this painful and upsetting stage of your life in as positive a manner as possible

2.2 REASONS TO SEEK MARRIAGE COUNSELLING

<http://psychcentral.com/lib/7-reasons-to-seek-marriage-counseling/>

1. Communication has become negative

Once communication has deteriorated, often it is hard to get it going back in the right direction. Negative communication can include anything that leaves one partner feeling depressed, insecure, disregarded, or wanting to withdraw from the conversation. This can also include the tone of the conversation. It is important to remember that it's not always what you say, but how you say it.

Negative communication can also include any communication that not only leads to hurt feelings, but emotional or physical abuse, as well as nonverbal communication.

2. When one or both partners consider having an affair or one partner has had an affair

Recovering from an affair is not impossible, but it takes a lot of work. It takes commitment and a willingness to forgive and move forward. There is no magic formula for recovering from an affair. But if both individuals are committed to the therapy process and are being honest, the marriage may be salvaged. At the very least, it may be determined that it is healthier for both individuals to move on.

3. When the couple seems to be “just occupying the same space.”

When couples become more like roommates than a married couple, this may indicate a need for counseling. This does not mean if the couple isn't doing everything together they are in trouble. If there is a lack of communication, conversation and intimacy or any other elements the couple feels are important and they feel they just “co-exist,” this may be an indication that a skilled clinician can help sort out what is missing and how to get it back.

4. When the partners do not know how to resolve their differences

When a couple begins to experience discord and they are aware of the discord, knowing is only half the battle. Many couples say, “We know what's wrong, but we just don't know how to fix it.” This is a perfect time to get a third party involved. If a couple is stuck, a skilled clinician may be able to get them moving in the right direction.

5. When one partner begins to act out on negative feelings

Even if we are able to mask these feelings for a while, they are bound to surface. Negative feelings such as resentment or disappointment can turn into hurtful, sometimes harmful behaviors.

6. When the only resolution appears to be separation

When a couple disagrees or argues, a break often is very helpful. However, when a timeout turns into an overnight stay away from home or eventually leads to a temporary separation, this may indicate a need for counseling. Spending time away from home does not usually resolve the situation. Instead, it reinforces the thought that time away is helpful, often leading to more absences. When the absent partner returns, the problem is still there, but often avoided because time has passed.

7. When a couple is staying together for the sake of the children

If a couple feels it is wise to stay together for the sake of the children, it may help to involve an objective third party. Often couples believe that they are doing the right thing when staying together actually is detrimental to the children. On the contrary, if the couple is able to resolve issue and move toward a positive, healthy relationship, this may be the best decision for all involved.

3. INDIVIDUAL COUNSELLING

3.1 COUNSELLING VS PSYCHOTHERAPY

<https://willowtreecounselling.ca/articles/counselling-vs-psychotherapy-whats-the-diff/>

General:

- There are a lot of questions as to what the difference between **counselling** and **therapy** is

Services Guide: Marriage, Family, & Individual Counsellors

- They are very similar terms and are often used interchangeably
- Both are unregulated terms, so anyone can use them and it is more “buyer beware” than anything
- There are, however, some subtle differences in these terms that are more interpretive than definitive

Counselling vs Therapy	Description
Similarities	<ul style="list-style-type: none">○ The two terms do share some things in common in that they both have the aim of trying to help people make changes within themselves and their lives○ It is not a random process; the therapist or counsellor asks questions and gives feedback to a patient, acting to assist clients to help them find the answers within themselves
Differences	<ul style="list-style-type: none">○ The differences are more contextual rather than specifically defined and are understood as:<ul style="list-style-type: none">• Counselling is related to assisting clients in resolving specific problems, changes in life adjustment, and fostering clients’ wellbeing• Therapy is more “a journey for understanding the self” and restructuring the personality through development of insight○ It’s ultimately up to the client to decide what is better

3.2 REASONS TO GO TO COUNSELLING

<https://www.psychologytoday.com/blog/in-therapy/201403/8-more-reasons-go-therapy>
<http://www.guidetopsychology.com/reasons.htm>
<http://www.parmlaniado.com/service/individual-therapy/>

- Anxiety
- Depression
- Panic attacks
- Stress management
- Anger management
- Dating difficulties
- Relationship issues
- Relationship break-ups
- Separation/Divorce
- Family conflict/issues
- Social issues/Interpersonal difficulties
- Single-parent issues

Services Guide: Marriage, Family, & Individual Counsellors

- Balancing work & home
- Career/job transitions
- Self-esteem issues
- Parenting issues
- Life transitions
- Workplace issues
- Grief
- Cross-cultural issues
- Cultural identity issues

Why should one go to therapy? Ultimately, you should go because it will help you in the long run. There are many situations that may warrant counselling or therapy. These can include:

1. Everything you feel is intense
2. You've suffered a trauma and you can't stop thinking about it
3. You have unexplained and recurrent headaches, stomach-aches or a run-down immune system
4. You're using a substance to cope
5. You're getting bad feedback at work
6. You feel disconnected from previously beloved activities
7. Your relationships are strained
8. Your friends have told you they're concerned

Remember that someone suggesting that you go to therapy is not a condemnation. That attitude contributes to the social stigma that surrounds psychotherapy. Instead, think of psychotherapy as something that can help you fix issues, but can also help you reach a higher potential and improve an already-decent life. Here are nine other reasons to try therapy:

1. You want to love and accept yourself
2. You want to make a good marriage great
3. You want to be a fantastic parent
4. You want to thrive in your career
5. You want to understand your purpose in life
6. You want one hour each week to focus completely on yourself
7. You want to reach a fitness goal
8. You want to let go and forgive
9. You want a place to practice assertiveness, expressing emotion, or anything else

There are likely many other helpful reasons, but the point is that therapy is a helpful tool for treating serious problems and it can offer much more.