

# MyTherapyJOURNAL.COM

## YOUR LIFE'S COMPANION

### **MyTherapyJournal.com Set to Become Your #1 Source for Online Journaling**

#### **Introduces Unique Feature in Journaling: Personal Progress Graph<sup>SM</sup> - allows you to measure your own progress**

SAN FRANCISCO, August 13, 2007 – MyTherapyJournal.com, an innovative online journaling experience, was officially launched today (from its beta version) with a category-defining feature — a personal Progress Graph<sup>SM</sup>. Dedicated to facilitating positive change, [www.MyTherapyJournal.com](http://www.MyTherapyJournal.com) enables members to measure their own progress by responding to pre-set or customized questions.

MyTherapyJournal.com also unveiled their upcoming participation at the 115<sup>th</sup> American Psychological Association (APA) Convention in San Francisco from August 17-20, 2007.

“We decided to embrace the power of personal journaling and create a completely safe, private and secure online space for our members,” said Alexis Saccoman, Co-founder & User of MyTherapyJournal.com. “There are many ways to write down your daily feelings, thoughts, dreams and hopes, but nobody has enabled users to express themselves online like we have.”

This easy-to-use tool is designed for people who want to improve their lives — at any stage. Every group in society can benefit from MyTherapyJournal.com — from those experiencing anxiety or depression to those who want to stop smoking. Its broad appeal extends to over-stressed parents, to adolescents seeking privacy, as well as to military officers and their families.

MyTherapyJournal.com gives members control of their path on a journey of self-discovery and self-fulfillment. Members can create their personal journal online as an alternative to their traditional diary. They can select their writing mood and express themselves in a secure online space with password protection and encryption. Members have the option to selectively share their information by e-mailing or printing it. They can also search for previous journal entries by using keywords and can also upload photos with each new entry.

In a first for online journals, MyTherapyJournal allows members to visualize their progress with the help of a user-friendly, personal Progress Graph<sup>SM</sup>. Members select questions from journaling-inspired categories or diagnosis-inspired categories. Based on their responses, the Progress Graph<sup>SM</sup> charts their progress. They also can customize it by creating their own self-inspired categories and corresponding questions that meet their own specific needs and goals. “Members are in full control of their online experience,” said Alexis Saccoman. “We provide members with the ability to choose to use this tool independently or incorporate it with professional therapy, this is a tool for everyone trying to improve the quality of their daily lives.”

MyTherapyJournal.com also seeks to establish a community of people who are striving to achieve a personal goal. Rodolfo Saccoman, Member of the Board of Directors, believes in an adapted version of Web 2.0, where members of MyTherapyJournal.com are able to unanimously see how many other members are on online, their geographic locations and how many journals have been created. However, privacy is paramount; members will never be identified nor will they be able to contact other members.

Members are encouraged to provide their feedback. In keeping with its mission to make decisions based only on its members' well-being, MyTherapyJournal.com will not sell or accept advertising on its website. Additionally, to provide members with utmost protection and security, MyTherapyJournal.com has partnered with leading security and protection products from: VeriSign®, ScanAlert™ HackerSafe, TRUSTe®, and PayPal®.

MyTherapyJournal.com is available on a membership basis. Membership fees start at \$7.95 a month, based on an annual membership. A 14-day free comfort trial membership (credit card not required) is offered. Three-months and month-by-month memberships are also available.

MyTherapyJournal.com reflects the passion and union of its founders, Alexis and Rodolfo Saccoman, two brothers who fervently believe in the benefits and power of writing. Joined by Noel Elman, the group devoted all its resources to making their dream a reality. They undertook intensive and extensive research to create a tool that can help everyone.

The personal Progress Graph™ — unique in online journaling — includes questions relating to distinctive categories:

- **Journaling-Inspired Categories:** gratitude, insecurity, grief, joy, family time, forgiveness, and anger  
  
and
- **Diagnosis-Inspired Categories:** depression, anxiety, substance abuse, attention deficit disorder, panic disorder, mania, and obsessive-compulsive disorder

Members also have the option of customizing MyTherapyJournal.com by creating **Self-Inspired Categories** and creating up to seven of their own categories – each containing up to seven questions. The personal Progress Graph<sup>SM</sup> will map out your responses to all questions over time and display your progress in an easy-to-read graph.

**For media inquiries and more information on MyTherapyJournal.com, please contact:**

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#### **About MyTherapyJournal.com, LLC**

MyTherapyJournal.com, LLC was founded in November 2006 by a common dream and three close friends: **Alexis Saccoman**, a graduate of Brown University and clinical

psychology trainee pursuing a doctorate in clinical psychology (Psy.D.) at the California Institute of Integral Studies in San Francisco; **Rodolfo Saccoman**, a graduate of the Cornell University School of Hotel Administration; an award-winning hospitality online marketer, with an MBA degree from University of Miami; **Noel Elman**, currently pursuing post-doctoral studies at MIT (Massachusetts Institute of Technology), also earned a Bachelor of Science and Master's of Science in electrical engineering at Cornell University and has a Ph.D. from Tel Aviv University. Their mission is to make MyTherapyJournal.com the #1 source for online journaling and help members navigate through their daily feelings, thoughts, dreams, hopes, and struggles and the turns in the road that are part of every journey.

The benefits of MyTherapyJournal.com can be applied to a wide range of people with diverse needs at many different points in their lives. It offers complete privacy so anyone can write without the fear of their journal being discovered and their innermost feelings revealed to the world.

An effective tool for both men and women —single, married, divorced or widowed — MyTherapyJournal is designed for people:

- Undergoing a transition—from college to career, single to married, work to retirement
- Experiencing a great deal of tension as a result of a job loss or a move to a new city
- Working in a very stressful environment — from a salesperson to a nurse in the ER
- Grieving the loss of a loved one

MyTherapyJournal.com is a perfect companion to capture the emotions at a particular stage in life including:

- Falling in love
- Pregnant women writing about their feelings or wanting a keepsake to give to their child
- Couples seeking to work through their problems
- Adolescents experiencing a range of thoughts and feelings
- Celebrating a special birthday or occasion
- Undergoing medical or psychological treatment

For those who want to improve the quality of their lives, MyTherapyJournal.com will help them along the path to self-fulfillment.

MyTherapyJournal.com is not a substitute for medical or health advice, therapy, counseling, diagnosis, or treatment (for such conditions as depression, anxiety, substance abuse, attention deficit disorder, panic disorder, mania, obsessive-compulsive disorder, among other therapeutic conditions), provided by a qualified health care provider.

