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## The Heroes Among Us: Jessica Horness LLC Helps People Transform their Lives

**TRAVERSE CITY, MICHIGAN** -- The circumstances of the world are changing who we identify as heroes.

Increasingly, and rightfully so, our heroes are people in our community who run into the flames to help others. They are often nurses, teachers, first responders or mothers and fathers. Typically, they share a sense of duty to their calling of choice. They are normally humble and feel awkward with the hero mantle. They frequently have an uphill economic battle because most are underpaid.

Jessica Horness incorporated her business in late 2022. Less than six months later, all bills are being paid and Jessica has cash at the end of the month to pay herself. When she adds four new clients to her current load, she will be at full capacity.

A great beginning but Jessica says success is defined by her clients.

**Jessica Horness LLC** offers mental health and substance abuse counseling to adults and older adolescents. She is a hero at a time when the demand for services like those she provides is crushing the supply of people who can respond. She describes herself as a “Counseling Geek.”

She offers therapy and counseling for people needing help coping with daily life, the impact of trauma, medical illness or loss, like the death of a loved one. The challenges range according to the client, including overwhelming fear and mental disorders like depression or anxiety and addictions.

She has expertise in supporting LGBTQ+ populations as well as multicultural counseling. Her services include advocacy and case management and her therapy is supported by her experience with the court system and child protective services. It can involve helping people change behavior, increase happiness, overcome problems or making their life more meaningful.



Jessica Horness at her office in Traverse City.

“In this field, you quickly learn that you need to help clients get at what is under the what of their troubles,” she says. “Creating a conversation to elicit change is more of an art form than a science. And that conversation can only be constructive if there is honesty and mutual trust between client and practitioner.”

“The obstacles people face who are seeking mental health care are daunting,” Horness said. “They include barriers to insurance coverage, scheduling challenges, stigma and simply finding someone who has the capacity to provide therapy. We strive to build scheduling options and fee scales to address these barriers and network with wellness professionals to address barriers.”

The National Alliance on Mental Health reports that over half of Michigan’s population, about 4.2 million people, live in communities that do not have enough mental health professionals and that 38.4 percent of the 421,000 Michigan adults which need but did not receive mental health care in the last year did not because of cost. They also report that 1,469,000 adults in Michigan have a mental health condition. The grim and very real symptom of mental health in Michigan is reflected by their the statistic that 1,548 lives that were tragically lost to suicide in Michigan and 319,000 adults who had thoughts of suicide in the last year.

“Whether my business succeeds is redefined every day based on how my clients feel,” said Horness. “It’s my job to go where my clients take me to help them with a variety of mental illnesses and emotional difficulties. We want to see that people are able to eliminate or control troubling symptoms so they can function better and increase well-being and healing.”

Day in, day out, this work is a very tall order and the feelings, needs and well-being of the psychotherapist are subordinate to those of the client.

Jessica’s therapy is designed around the needs of the person.

“We are fortunate to have Jessica and her new business in our community,” said Laura Galbraith, President of [Venture North Funding and Development](#) that provided Jessica’s business with a \$5,000 microloan to help cover startup expenses and a \$1,200 Mini Grant for accounting and web services. “The compassion, expertise and service of Jessica and her practice are instrumental to the well-being of our communities and the resilience of all of us. She manages her practice so people of all backgrounds and economic status can have access. We are proud to provide a helping hand to support Jessica and her practice.”

“Venture North’s support provided an important measure of financial security for my new business,” says Horness. “It gave me and clients the ability to not engage with insurance companies where they do not exist for someone needing therapy and counseling. It’s been of help in providing access to mental health services that would otherwise have been difficult or impossible to offer.

“Who knows,” she says. “Perhaps someday, Jessica Horness LLC will evolve into a hub of disciplines and practices that can provide counseling, therapy, wellness and fitness. Wouldn’t it be wonderful to have a community of elders with the experience, ability and will to open all doors for helping people manage their lives and aspire to do great things.”



## Jessica Horness, LLC

Mental Health and  
Substance Abuse Counseling

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**Serving adults and older adolescents**

**Experience Includes...**

**Interlochen School for the Arts**, Bachelor of Fine Arts

**Ashtanga Yoga**, Instructor

**Western Michigan University**, Master of Clinical Mental Health Counseling

**Catholic Human Services**, Professional Counselor