



### HelpPRO Blog Call for Submissions!

Have you heard the news? HelpPRO launched a blog called *The Therapeutic Relationship and You*. It is our hope that we can make this blog, and therefore the HelpPRO site, a valuable resource for clients seeking or already in therapy.

We believe strongly that hearing from the therapists in our network is the best way to create a meaningful resource for clients. So we need you! We would like to invite you to write a post article on one of the following topics (or any topic that covers advice on the therapeutic relationship):

*What happens when I feel I've reached a plateau in therapy?*

*What personality style should I look for in a therapist?*

*What do I do if I feel like my therapist isn't a good match?*

*I think I'm romantically attracted to my therapist. Now what?*

*My general practitioner can prescribe anti-depressants...why bother with therapy?*

*Come on, there is no "relationship" with a therapist. They are paid to listen. Do you think my therapist actually cares about ME?*

*I feel like my therapist doesn't like me. Am I being paranoid? Should I bring it up?*

*What is the proper etiquette in switching therapists?*

*What are the warning signs that the therapeutic relationship is in trouble?*

*What are the essential qualities of good therapy?*

*Does the power imbalance prevent clients from leaving therapy when it's not working?*

Your name and links go on every post, expanding

### Will She Find YOU?



Lots of people tell us they have gotten multiple referrals from HelpPRO while others tell us they have not gotten any referrals. What is the difference?

**VISIBILITY VISIBILITY VISIBILITY!** Like Location in real estate, to build a mental health practice, VISIBILITY is key. Marketers say the magic number is three - you need at *least* three impressions to make an impression.

HelpPRO helps get you that visibility. Mental health professionals, physicians, hospitals, support groups, hot lines, and professional organizations use HelpPRO to make referrals. These professionals, however, most often do not mention HelpPRO when making a referral.

So, how do you improve your visibility? There is no one simple way. You build your business and your client base impression by impression:

- Word of Mouth is Key!
- Do list with HelpPRO. A Basic Listing is good, but the Premium with your photo and personal practice statement will get your more listing views and better visibility through Google. ([Click here](#) to login.)
- Contribute to our blog. (Get [blog information](#) here.)
- Offer a free telephone consultation.
- Join Give An Hour to offer a free therapy hour per week to returning soldiers.
- Join a professional organization. Speak at local events. Present a workshop.
- Word of Mouth is Key!

### Customer Service Corner

#### Question:

I am a social worker using the HelpPRO to find a clinician who specializes in PTSD in young adults. How is the results list ordered?

#### Answer:

The search results list is ordered first by best match on the criteria selected, second by closest distance to the zip code selected and third by the most current dated listings. (It is to the advantage of both listed providers and those seeking help that therapist information is frequently updated.)

Lisa Guglietta  
HelpPRO Customer Service

PS. Reminder to QCSWs who have not renewed. Just days left before your listing is inactive! [Renew Now](#).

your own marketing efforts through increased visibility, as well as offering you a space to voice your thoughts, and writing or publishing experience.

Remember to review our writing tips at our [blog information page](#) as well as blog writing tips from the [copyblogger.com](#), the best in the business.

Finally, please [email me](#) with any questions.

### Your login information:

Email: «LoginEmail»

Password: «password»

(3 digits are hidden for security)

### QUICK LINKS

[HelpPRO Home Page](#)

[Log into your Listing](#)

(see your personal login info)

[Sample Premium Listing](#)



### A Blog from Bill Blout

William L. Blout, LICSW  
President, HelpPRO

Dear Colleagues,

#### True Confessions...

We founded HelpPRO 15 years ago to help people find therapists like yourself. Back then our focus was on making HelpPRO both powerful and easy to use. As a therapist myself, I made sure to respect user confidentiality. I saw no reason to track referrals or retain any user information.

HelpPRO was designed to live in the background, as a tool, used by professionals and consumers, to find the right mental health resource. It was the first of its kind.

Admittedly, it has only been in the last few years that we shifted our focus to you, our listed therapists, so that you could know that HelpPRO is working for you.

Before then, we really failed to make sure you knew how well HelpPRO was doing in making your service visible to the public.

Now, we are working hard to change this.

#### Some News Items...

1. Some people have had trouble navigating their listing and account pages. We have begun to make major improvements to these pages, and soon they will be more friendly and intuitive. Please let us know how you like the changes and give us any suggestions.

2. If you know anyone who specializes in trauma or PTSD and has never listed in HelpPRO. Please tell them they can get a free Basic Listing for one year until Feb. 28th. Here's the link to the [Special Offer](#).

3. We are happy to announce that we just renewed our Partnership Agreement with Give An Hour.

Welcome new GAH providers!

Best Regards,

Bill