



NEW PARTNERS PROGRAM

HelpPRO announces a new [Partners Program](#) starting September 10th.

Over the years we developed partnerships with professional associations including NASW, Crisis Care Network, state mental health and marriage and family therapists associations. In the past, terms of our relationship have varied. Now we are standardizing the program.

Starting in September all members of partner organizations will receive a **discounted price of \$50 per year (regular \$75) for the Basic Listing and \$100 per year (regular \$150) for the Premium.** Also, partner members will get a Premium Listing free for the first three months when they first join HelpPRO.

One major exception: Members of Give An Hour, in recognition of their service to our veterans, will continue to receive a free Basic Listing in HelpPRO but with the regular \$75 upgrade rate for the Premium Listing.

Building Our Partner Program

If you a member of a professional association with whom you would like us to partner, please [email Jeanne](#).

Did you know that about 30% of all search engine searches are local?

It's a good bet that when people use search engines or online maps or smart phones' maps and apps to search for a therapist, they want to find local help. You can help Google and your practice by telling Google, the other search engines, and other databases all about your practice and specialties.

HelpPRO gives you plenty of local coverage in the search engines, yet no single website ranks well for more than a small fraction of relevant searches. In partnership with a search marketing firm, DISC Inc., that has a fifteen year track record of success, HelpPRO offers you more top positions in local search.

Click here to [learn more](#), or [email Bill](#) if you are interested.

Your login information:

Email: ««Missing merge field»»
Password: ««Missing merge field»»
(3 digits are hidden for security)

QUICK LINKS

[HelpPRO Home Page](#)

[Log into your Listing](#)
(see personal login info above)

[Sample Premium Listing](#)

NASW Members New Pricing

We try hard to keep our rates as low as possible to encourage providers to list. In particular, we struggle to keep NASW member pricing low, given our long term relationship with NASW.

Faced with the need for a price increase to keep HelpPRO state of the art with the newest technology and SEO, however, we considered the best way to do this. The NASW \$30 basic listing price has been way underpriced for years as a carry over from when NASW was able subsidize HelpPRO. This needed to be adjusted in line with the regular HelpPRO \$75 listing price and our costs.

At the same time the Premium Listing has become the standard with HelpPRO younger users, in particular, expecting the more "touchy feely" personal touch and our NASW listed providers getting better results (more clicks). As such, to encourage the Premium Listing, we are offering the low \$100 price after September 10th.

Customer Service Corner:

Question: Is our subscription automatically renewed, or will we receive a renewal notice?

Answer: Listing fees are due annually. You will receive a renewal notice by email one month prior to your renewal date, and then again on your renewal date. We do not automatically bill credit cards nor do we keep any credit card information.

Lisa Guglietta, *Customer Service Director*

Please [email Lisa](#) with any questions.



A Blog
from
Bill Blout

William L. Blout, LICSW
President, HelpPRO

You're Good. ...Really Good

Dear Colleagues,

Recently I have had the occasion to recommend to a two friends and a couple of close family members that they use HelpPRO to find a therapist.

As you can imagine, I felt some anxiety that our service might not perform well and this would reflect on me personally and professionally.

Happily, the results were universally stunning. Everyone has thanked me for being able to find a great therapist. Each person remarked on how caring and responsive the therapist had been in quickly returning their call and fully understanding the problem.

I realize that their success in finding the right therapist reflected not so much on the smooth operation of our database technology, but on **the quality of our listed providers!**

We can provide the best computer technology but it is you, the HelpPRO therapists, who impress people with your compassion and professional expertise.

You're good, really good.

Thank you for being there for all those who need you.

Regards,

Bill

PS. Please [email me](#) with any feedback.

You are receiving this newsletter because of your relationship with the HelpPRO Therapist and/or Social Worker Finders.

You may [unsubscribe](#) if you no longer wish to receive our quarterly newsletter.