

Communicating with your Professional Network

Once you've built up an email list, a great use is to share big news with your extended network. For example, you can introduce your virtual practice to friends and family, existing clientele, or any existing online audience you may have built through social media, newsletter sign-ups on your website or subscribers to your blog.

Template Email to Send to Friends and Family Introducing your Virtual Practice

Dear Friends,

I am writing to you today to tell you about an exciting development in my psychotherapy practice. I am now offering services online via Inpathy, a secure HIPAA-compliant platform that connects behavioral health care providers to their clients via high-quality video conferencing. This method of connecting to my clients is a great means of expanding nation-wide access to care as well as an exciting means of expanding my personal practice.

Since you all know me, I cannot offer you behavioral health services personally. But I wanted to ask you to spread the word. I've included a link to my Inpathy profile page here: **INSERT WEB ADDRESS or HYPERLINK**

Thanks so much for supporting me,
SIGN YOUR NAME
INCLUDE YOUR NEW EMAIL SIGNATURE

10.1.1. Tips for Writing Strong Email Content

- Find a balance between being friendly and professional
- Embolden important points
- Use bullet points to make information easier to read
- Add in hyperlinks to your website and social media accounts
- Make your point quickly and explain why you are sharing this news
- Include a source for finding out more about the topic you are sharing
- Provide a way to contact you with questions or comments
- Avoid excess exclamation points
- Do not use all caps