



# Focus

on **NDCA**

## what's inside

Leading, Hopefully, by Example	Making a Difference in a Mental Health Career	Silent Auction
ND Mental Health Division Updates	NDCA Graduate Scholarship	Why is Body Confidence & Self Esteem Important for Students
Updating the ND Counseling Association Constitution	2018 ACA Conference and Expo	ACA School Counselor Advisory Group
ND Conseling Association Constitution	Submit a Proposal for Midwinter Conference	Is Your Email Marketing HIPAA Compliant

## Leading, Hopefully, by Example

*Kelly Pierce, NDCA President*

"You see, my passion in life is growing and equipping others to do remarkable things and lead significant and fulfilled lives." – John C. Maxwell

Know anyone else who has that passion? I would guess most counselors in North Dakota feel this way as well. Let me tell you a little more about John C. Maxwell. He was born and raised in Michigan, became a pastor, and is currently recognized as an authority on leadership.

If John C. Maxwell believes this is leadership, then we are all leaders every day

in some way or another, whether it be leading our clients through grief or our students through career exploration. So, why is it that when filling a leadership role for NDCA or its divisions is discussed, we duck and cover? Is it because we lack the confidence? We do not want to take on that responsibility? There are not enough minutes in the day?

Let's reframe leadership. I believe when we first think of taking on a leadership role, we automatically think North Dakota Counseling Association officer. That is a daunting commitment. However, what are some other

ways to get involved in leadership for the good of the association? You could begin by helping with tasks within the divisions. Committee membership at any level is leadership. Service within a division is leadership. Serving on the NDCA Governing Board is leadership.

"A leader is one who knows the way, goes the way, and shows the way." – John C. Maxwell

As I begin my term as president of NDCA, this will be my mantra and I challenge each of you to think about it as well.

## North Dakota Mental Health Division Updates

The North Dakota Mental Health Counselors Association sent two of our board members to the American Mental Health Counselors Association (AMHCA) Leadership Summit in Orlando, Florida in August. President Stephanie Pritchard and President Elect Lory Hellman enjoyed networking with and learning from other state chapter leaders from around the country. This training continues to be valuable for our organization and we came away with several

ideas on how we can improve the operation of our organization and be a value to the counselors in our state. Thank you to the North Dakota Counseling Association for providing a \$500 grant to NDMHCA in support of our attendance at AMHCA Leadership Summit.

The NDMHCA board held a face to face meeting in Bismarck on July 19th to plan for the upcoming year. We are planning to host a preconference prior to Midwinter Conference on February 9, 2019. More details on that will

be announced soon. Additional professional development offerings throughout the year are also in the works and we are eager to share more information on that in the coming months.

If you or someone you know is interested in joining our membership or becoming involved in the leadership of NDMHCA, please reach out to an officer or email [contactndmhca@gmail.com](mailto:contactndmhca@gmail.com).

*Stephanie Pritchard,  
NDMHCA President*

## Updating the North Dakota Counseling Association Constitution

**Constitution:** The act, or process of setting something up, or establishing something; the composition or structure of such a thing: its makeup.

**Policy:** A principle of behavior, conduct etc. thought to be desirable or necessary, especially as formally expressed by a government or other authoritative body.

When looking at these definitions of NDCA's two important documents, it became evident that some of the language in the Constitution should really be housed in the Policies and Procedures documents, because they were statements about how to run the

organization, rather than describing what the organization is based on.

On July 19, 2018, the Governing Board approved the revisions be made. However, before changes to the Constitution can formally be adopted, the general membership needs to have the opportunity to read the changes and in February 2019, vote to accept the recommendations.

As you read through the proposed revisions, I encourage you to provide feedback via my email ([ckpierce@midco.net](mailto:ckpierce@midco.net)).

*Kelly Pierce, NDCA President*

# North Dakota Counseling Association Constitution

(February 2017)

## ARTICLE I

### NAME

Section 1: The name of the Association shall be North Dakota Counseling Association.

Section 2: The Association is a branch of the American Counseling Association.

## ARTICLE II

### MISSION

North Dakota Counseling Association will provide quality professional development opportunities, facilitate networking, advocate for the counseling profession, and promote leadership activities and encourage active involvement in the organization

## ARTICLE III

### PURPOSES

Section 1: The organization advances its mission by:

- (a) Promoting public confidence and trust in the professional counseling and human development profession.
- (b) Uniting people engaged in any phase of professional counseling and human development.
- (c) Maintaining and improving professional standards in the field of counseling and human development in North Dakota.
- (d) Encouraging the development of creative programs and activities, professional development and leadership opportunities.
- (e) Serving as a central clearing agency for information pertinent to professional counseling and human development activities in North Dakota.
- (f) Disseminating information and focusing public attention on legislation in any way affecting professional counseling and human development in North Dakota.

## ARTICLE IV

### MEMBERSHIP

Section 1. Any person who is engaged in or has an interest in counseling or human development in North Dakota is eligible to become a member.

Section 2. Members shall be encouraged to apply for membership in the American Counseling Association and one or more other national professional counseling organizations.

Section 3. Membership in NDCA is required prior to membership in any branch organization for annual conference attendance.

Section 4: Severance of Membership.

- a. A member may be dropped from membership for any conduct that tends to injure NDCA or to affect adversely, its reputation, or that is contrary to or destructive of its mission according to the ACA By laws and the ACA Code of Ethics.
- b. A member shall be dropped from membership for the non payment of dues.

## ARTICLE V

### OFFICERS

Section 1. The officers of the Association shall be President, President-Elect, President-Elect-Elect, and the Past President. Each office is for a one year term and is successive to the next position.

Section 2. The North Dakota Counseling Association President and President-Elect and **President-Elect-Elect** must be active members of the Association and must be members in good standing of the American Counseling Association.

Section 3. The President shall:

- a. Serve as chief executive officer of the Association.
- b. Preside at all regular and special meetings of the Association.
- c. Preside at Executive **Board**, ~~Council~~ and **Governing** Board of ~~Director~~ meetings.
- d. Appoint members of Standing committees subject to approval of the **Governing** Board of ~~Directors~~.
- e. Serve as an ex-officio member on all Standing Committees.
- f. Appoint special committees when deemed necessary.
- g. Attend regional and national conferences as a representative of NDCA.

*Constitution...Cont. from page 4*

Section 4. The President-Elect shall:

- a. Assume responsibilities of the President in that person's absence.
- b. Serve as Chair of the Conference Committee.

Section 5. The President-Elect-Elect shall:

- a. Assume the responsibilities of the President in the absence of both the President and the President-Elect.
- b. Serve as Chair of the Membership Committee.
- c. Serve as a member of the Conference Committee.
- d. If a vacancy occurs, the position will be appointed by president and approved by the executive **board** ~~council~~.

Section 6. The Past-President shall:

- a. Serve as Chair of the Nominating Committee.
- b. ~~Solicit advertising for the annual Conference program booklet.~~
- c. ~~Solicit conference exhibitors.~~
- d. ~~Assist with the exhibit area during the conference.~~
- c. **Facilitate the annual review of the Executive Director.**

Section 7. The elected officers will begin to exercise the power of the office the first day of the fiscal year (July 1).

## ARTICLE VI

### **GOVERNING** BOARD OF DIRECTORS

Section 1. The **Governing** Board of Directors of the Association shall consist of:

- a. The officers of the Association.
- b. The Executive Director (**ex officio**)
- c. The ~~directors~~ **representatives** selected by each division.  
**One representative per 50 paid members**  
**Two representatives per 51-73 paid members**  
**Three representatives per 74-96 paid members**  
**Four representatives per 97+ paid members**
- d. **The Chairs of Committees (as listed in Policies and Guidelines – Sec. II-8)**

Section 2. The **Governing** Board of Directors of the Association shall:

- a. Establish policies to govern the affairs of the Association.
- b. Formulate operational policies appropriate for executive action and direct the execution thereof.
- c. Grant and revoke Division charters.
- d. Develop, promote, and execute plans that have the approval of the Association for promoting cooperation and affiliation with the other organizations having interests similar to those of the Association while remaining autonomous.
- e. **Serve as voting members.**

## ARTICLE VII

### EXECUTIVE BOARD

Section 1. The officers shall constitute the Executive Board of the Association.

Section 2. The Executive Board shall have the power to hire and terminate the Executive Director.

Section 3. The Executive Board shall act for the **Governing** Board of Directors within policies as established by the **Governing** Board of Directors. The Executive Board shall function primarily to address those issues which are necessary for efficient operation of the North Dakota Counseling Association where the time requirement necessitates immediate action.

Section 4: Removal of Officers

- a. Any elected officer may be removed from office, with or without cause, upon a vote of a majority of the current members of the **Governing** Board of Directors when it is determined that the best interest of the Association would be served thereby, provided that all the **Governing** Board of Directors members have ~~at least ten days~~ notice of the proposed removal **at least ten days prior to removal** and the officer at issue has an opportunity to personally address the **Governing** Board of Directors prior to the removal vote. Any officer appointed by the President may be removed with or without cause by the President.

## ARTICLE VIII

### EXECUTIVE DIRECTOR

Section 1. The Executive Director shall be hired by the Executive Board. The term of employment shall be at the discretion of the Executive Board.

Section 2. The Executive Director shall:

- a. Be the Secretary of the Association and perform the duties customary to the office of Secretary;
- b. Be the Treasurer of the Association and perform the duties customary to the office of Treasurer;
- c. Be responsible to transact the Association's day-to-day business activities and operations;
- d. Be an Ex-Officio member of the Executive Board.

## ARTICLE IX

*Constitution...Cont. from page 6*

### MEETINGS

Section 1. There shall be an annual business meeting of the Association ~~which.~~ The Board of Directors shall determine the time and place of the meeting. The meeting shall be part of the annual conference of the Association. The business meeting will be for the purposes of election of officers, voting on ~~By-law~~ Constitution changes, hearing reports of divisions/agencies, and transacting other items presented by the members as new business. Vote shall be passed by a simple majority of the members present. ~~If two or more candidates,~~ the elections shall be by secret ballot and with the highest number of votes of members present deciding the election.

## ARTICLE X

### NOMINATIONS AND ELECTION PROCESS

Section 1. Nominations and Election Process

Section 2. The Past-President shall serve as the Nominating Committee Chair. The Past-President shall secure a slate of nominees for the office (President-Elect- Elect) or offices to be filled by election of the members at the annual business meeting. The Past-President shall present the nomination report at the annual meeting. Nominations from the floor shall be called for by the NDCA President. The election shall follow. Unless a candidate is unopposed, all elections shall be by secret ballot.

## ARTICLE XI

### DUES AND FISCAL YEAR

Section 1. The fiscal year shall be from July 1 through June 30.

Section 2. The membership year shall be from January 1 through December 31.

Section 3. Dues of the Association for the membership year shall be established by a simple majority of the membership present and voting at the annual business meeting.

## ARTICLE XII

### AMENDMENTS

Section 1. The ~~Constitution~~ By-laws may be amended at the annual business meeting by a simple majority vote of those present and voting.

Section 2. All proposed amendments of the ~~Constitution~~ By-laws must be submitted in writing to the ~~Governing~~ Board of Directors at least 60 days prior to the annual meeting for its study and recommendations.

Section 3. The ~~Governing~~ Board of Directors shall submit proposed amendments to the Constitution ~~and By-laws~~ in writing to the membership along with the recommendation of the majority of the board and any dissent thereto at the annual meeting.

## STATEMENT OF INDEMNIFICATION

Section 1. The Association (NDCA) will indemnify the officers and directors to the extent permitted by state law.

Adopted:	December 15, 1956	New Revision Finalized:	February 11, 1998
Amended:	November 13, 1958	Name Change:	February 11, 1998
New Revision Finalized:	February 15, 1985	New Revision Finalized:	July 20, 1999
Name Change:	February 15, 1985	Revision/Update:	February ??, 2002
New Revision Finalized:	February 14, 1989	Revised:	February 2, 2004
Amended:	February 11, 1992	Updated:	February 7, 2012
Amended:	April 30, 1995	Updated:	February 14, 2017

## Making a Difference In a Mental Health Career: Why More Professionals are Needed & Paths to Get Started

Learn How to Become, designed the guide, "Making a Difference in a Mental Health Career", to encourage others to seriously consider working in mental health care. There is a lot of information about some of the most popular careers, a useful chart comparing different aspects of the roles and additional resources people can check out. A separate section deals with the urgent need for more people to get involved. Different types of mental health disorders are highlighted, in simple terms to help raise awareness, together with the warning signs of each and related volunteering opportunities for people who want to help. The importance of detecting and treating mental illness and 10 helpful apps round it all up. The link to this guide is: <https://www.learnhowtobecome.org/make-a-difference-careers/mental-health/>.

*Kim Johnson*

*Director of Communications, Learn How to Become*

## Attention Graduate Students NDCA Graduate Scholarship

The NDCA Graduate Scholarship Application will be sent to counseling program advisors at NDSU, UND, MSU-M, and University of Jamestown, and University of Mary to make available to students by the beginning of October. The updated application will also be available at our website: <http://www.ndcounseling.org/>. The deadline for application submission will be November 7, 2018. Questions about the scholarship may be directed to Melissa Mickelson, Graduate Scholarship Chairperson at 701-746-2429 or [MMickelson280@mygfschools.org](mailto:MMickelson280@mygfschools.org). Best wishes to all of our graduate students in their educational pursuits.



## 2018 ACA Conference and Expo

Thank you so much for sending me to Atlanta to attend the 2018 ACA Conference. It was an outstanding learning opportunity for me.

Social justice was a theme during the conference, and the two keynotes, Dolores Huerta and Dr. Johnnetta Betsch Cole spoke to that topic well.

The rest of the conference was divided into Education Sessions, Roundtable Sessions, and Poster Sessions. The topics were as diverse as the attendees. Personally, I attended the following Education Sessions:

"Nobody's Perfect: Understanding Perfectionism and Empowering Clients to Overcome It;"

"The Role of Transformative Leadership in Comprehensive School Counseling Programs;"

"The Ethic, Legal and Practical Implications of Distance Counseling;"

"Are You NCDA Certifiable?"

"Incorporating Geek Culture into Individual and Group Therapy: Vol 1. Comic Books;"

"Job Readiness for Youth with Disabilities: Macro-Level Barriers and Interventions;"

"Global Compassion Fatigue: Protecting Our Empathy in Today's World;" and

"Human Trafficking Typologies: A Global Epidemic and Implications for Counselors."

If any of those pique your interest, let me know, and I can send a summary of what I learned.

Meetings were also a part of the conference.

Midwest Region was held Saturday, April 28th, and ACA General Business meeting

on Sunday. Our current Midwest Region Chair is Melanie Popiolek, Michigan. Victoria Sepulveda, Wisconsin, was elected as the next chair-elect for the region. The Midwest also submitted two names for governing council representation, Dr. Matthew Mims, Nebraska and Jason Marotzke, Illinois. Those names will be forwarded on to general membership vote. Speaking of membership voting, ACA leadership was a little disappointed in the voting for ACA offices, only 4% of membership voted. Just as voting is important for democracy in the United States, it is important to exercise this right in your professional organization.

By the end of the four days, my mind was spent. I have many notes and ideas to help me in my leadership role for NDCA. Thank you again for sending me to the national ACA conference.

*Kelly Pierce*  
NDCA President

## Submit a Proposal for Midwinter Conference

**February 10-12, 2019**  
**"Moving Forward...Together"**

All members are encouraged to share their expertise with other professionals in our state.

All NDCA Board members have been asked to either present or find an expert to present a breakout session at conference as part of the strategic plan which is in place.

Forms can be found on the website or by contacting a board member. Proposals are due October 1st.

**Share your gifts of knowledge!**

## Silent Auction!

**Invitation to use your creativity!!! Let's make this the best silent auction to date!!**

**Who:** All NDCA members

**What:** Silent Auction

**When:** Midwinter Counseling Conference February 10-12, 2019

**Where:** Radisson Hotel Bismarck, ND

**Why:** To support our graduate students as money raised goes into scholarship funds that we award

If you have any questions or to confirm your support in providing to the silent auction, please contact Melissa Mickelson, Grad Scholarship Chair at [mmickelson280@mygfschools.org](mailto:mmickelson280@mygfschools.org)

**Thank you in advance!**

## Why is Body Confidence & Self Esteem Important for Students?

The early teen years are one of the most dynamic in terms of development- physically, emotionally and socially. Fitting in and being accepted by peers is central. In fact, brain science tells us that during early adolescence social acceptance by peers may be processed by the brain similarly to other pleasurable rewards, such as receiving money or eating ice cream.

There is growing acknowledgement that social/emotional and mental health of students is a vital ingredient to success in school and beyond the classroom. Self-esteem works in concert with other personality traits, like openness, conscientiousness and belief in one's ability to overcome obstacles (self-efficacy). Research has found that self-esteem positively impacts academic self-efficacy and belief that school is important, which in turn impacts academic success (like grades).

On behalf of the Dove Self-Esteem Project National Cadre and Cairn Guidance, I would like to extend an opportunity to share a little bit about the Dove Self-Esteem Project (DSEP). I am one of the regional representatives for the

"DSEP Confident Me!" program. As an 11-year veteran of teaching middle school health and physical education, I know how challenging it is to find research-based, solid resources for improving self-esteem.

The DSEP Confident Me! program promotes body confidence among youth ages 11-14 in school settings. There are multiple curriculum options that fit nicely into my existing units. Lessons include a range of curriculum-relevant teaching resources, developed in collaboration with teachers and students. Research has shown that students who participate in the DSEP Confident Me! lessons have improved body image and self-esteem. Students also report feeling more confident to participate in social and academic activities. The core themes are tied to the national health standards and fit seamlessly into the mandates of middle level health in Iowa.

Frequently when people think of body image, self-esteem, and body confidence, they think of females. As a male, I appreciate how the program focuses on inclusion and

recognizes the struggles males endure during adolescents. I use the videos in the Confident Me lessons to engage my students in rich discussions about the challenges of middle school students. The DSEP "Confident Me!" lessons are engaging and relative to students' lives.

If you would like to learn more about this free program, please contact me at [brettdelaney@gmail.com](mailto:brettdelaney@gmail.com) I am happy to provide further details and discuss the program options. All resources and lesson are available through free downloadable materials created through grant funding. These are free to you and reusable.

For teachers that do choose to implement one of the lessons and provide feedback, Dove is providing incentives to any educator or school professional who implements the Confident Me! program by Dec. 8, 2018. Participants are entered into a drawing for a chance to win paid attendance your state conference or a national conference of their choice - all Expenses PAID!

For more information please contact: Brett Delaney – [brettdelaney@gmail.com](mailto:brettdelaney@gmail.com)



July 1, 2018 NDCA Executive Board: Jada Hofland, President-Elect-Elect, Leslie Lemke, President-Elect, Kelly Pierce, President, Jean Baird, Past President

## ACA School Counselor Advisory Group

In April, President Gerard Lawson invited 6 school counselors and 4 school counselor educators from across the nation to serve on an Advisory Group to generate input and leverage insight from these specialists to inform ACA's efforts in engaging and servicing the needs of counselors who work in school settings. The president's task force was to submit their report to the Governing Council by July 1st.

The Advisory Group was in response to the split between ACA (American Counseling Association) and ASCA (American School Counselors Association) this spring.

Advisory Group members met via conference call and worked in committees communicating by email.

After a brain storming session, group members split into small groups with these results:

### Call for Unity of the Profession:

1. Survey school counselors to ascertain the understanding and opinions of the split
2. Evaluate the roles of school counselors with a mental health component for school counselors at different grade levels and ask how ACA could support them.
3. Survey school counselors to discover the extent to which school counselors participate in mental health counseling, especially in these times of uncertainty and school violence.

### Marketing Plan for School Counselors:

Their goal was to ensure school counselors are aware of ACA's commitment to school counselors by providing resources, up-to-date information and focus on counseling skills for school counselors. This would be implemented by a letter from ACA leadership, improving

resources on the website and increasing available resources (such as lesson plans and PowerPoint presentations).

### Place for School Counselors in ACA

This committee felt that school counselors would like to feel respected as mental health professionals. Sharp clinical skills are required to deliver appropriate school counseling services in environments with large caseloads, competing demands and ambiguous job roles.

1. Improve access to school counseling resources on the ACA website, possibly an idea-share area like Teachers Pay Teachers, but free to ACA members.
2. Recognize the versatility of school counselors, empowering belief statement that focuses on the "counselor first" identity.
3. Advocacy tools, such as infographics and quick info sheets, could be available to school counselors on the website. Topics would be more mental health related possibly addressing crisis, anxiety & depression in school, understanding adverse childhood experiences and trauma impacts on student success, etc.
4. A call for divisions to ACA to promote inclusivity of school counselors within their divisions.

President Lambert and the Governing Council was pleased with the work that the group did and felt that there is more to be done. Watch for more developments in this area from ACA leadership.

I wish to thank Past-President Gerard Lawson for the opportunity to serve on this advisory group with these talented individuals from the school counseling community.

*Jean Baird*

# Is Your Email Marketing HIPAA Compliant?

Have you considered email marketing for your private practice but wonder if your email marketing is HIPAA compliant? It's important that you recognize the need for compliance, but it should not deter you from moving forward with email marketing.

This is a powerful way to grow your practice and be seen as the industry expert in your specialty. Here's why it is still one of the most successful ways you can grow your practice.

- 95% of online consumers use email and of those, 91% check their email at least once per day.
- For every \$1 spent on email marketing there is a \$44.25 average return on investment.
- It's relatively inexpensive, with very little up-front cost.
- Most Email Service Providers have user friendly templates making it easy to use.
- And most importantly, it allows you to maintain relationships with people who follow you, and convert them to paying clients.

However, as a private practice owner in the mental health community, you have an obligation to ensure that your email marketing campaigns are HIPAA compliant.

## What is HIPAA?

HIPAA is defined as the Health Insurance Portability and Accountability Act of 1996. It is legislation that provides data privacy and security provisions for safeguarding medical information. This essentially means that health care professionals have a responsibility

to safe guard their client's personal and health related information and protect their right to privacy.

Why, and how, does this relate to email marketing?

The main component to an actual, or potential client receiving information from you, is their name and email address. This needs to be protected in the event that you and/or your email service provider is hacked and that information gets out in to the general public for consumption.

While this is usually enough to make many private practice owners shy away from this form of marketing, it really doesn't have to. Like anything else you do in your practice and in life, it's all about following the rules. Once you know the rules of the game, following them is relatively easy.

Here's what you need to know to ensure your email marketing is HIPAA compliant.

## HIPAA Requires Getting Permission.

To ensure you are compliant with your email marketing efforts means getting permission. And there are a few ways you can accomplish this with ease.

- Make sure your opt-in form on your website lets the client know that they are opting in to marketing materials that will be delivered to them from you.
- Make sure your sign-up sheet in your office lets the client know that they are opting in to marketing materials that will be delivered to them. This is a quick and easy one sentence add on that may look something like this.  
"By signing up for our newsletter you

agree to receive emails from our office for the purpose of marketing our practice"

- Your emails will automatically have this statement at the bottom of the emails they receive from you.

"You are receiving these emails because you have opted-in to receive emails from our office for the purposes of marketing."

- Your emails have the ability for your subscribers to Unsubscribe at any time. This is a link at the bottom of every email that looks something like this.

"If you wish to unsubscribe, please click here."

## HIPAA Requires Email Address Encryption.

Something as simple as a name and an email address can be considered Personal Health Information (PHI), so the best way is to ensure that all emails you send out for marketing purposes are encrypted. Many of the big companies like Apple Mail and Outlook offer the ability to manually encrypt emails before they go out, but keep in mind this is a pretty labor intensive approach. There are easier options which we'll get to in a moment, but know that encryption is a component to HIPAA compliance when thinking about email marketing.

## HIPAA Requires Removing PHI From Email Content

This should be the easiest part of your compliance efforts. When you think about it, you are merely marketing your practice for the sole purpose of growth. This should not include any specific information about any of your clients and their conditions or personal

## *Email Marketing...Cont. from page 11*

information. We are really talking about emails that serve a very broad subject matter.

Some topics can include:

- Upcoming events in your practice. (i.e. workshops, social events, open houses, etc.)
- Promotional text talking about your practice and its specialty services. That said, your emails should not include test results, or results of a survey you've taken.

### **HIPAA Requires A Business Associate Agreement**

There are a number of Email Service Providers out there who have some great programs that make your email marketing efforts a breeze. But, you'll want to ensure that you can receive a signed Business Associate Agreement with them to ensure that you are HIPAA compliant. This ensures that, in the event that your email

service provider is hacked, they will protect the identity of your clients as if it is their own, and will accept full responsibility on your behalf. They will also ensure that emails are encrypted for you.

You'll want to make sure they offer this before you sign up. There are many out there, but two I know of are Luxsci's Spotlight Mailer and Clinical Contact.

### **Is your email marketing HIPAA compliant?**

If not, don't let it deter you from getting started in the first place. Email marketing is an incredibly powerful way to grow your private practice. Just follow the rules like you do with everything else in life and watch the fruits of your labor show up when you look at your full docket of clients that stream in as a result.

If you're looking for additional information on Email Marketing download my FREE eBook at Woz Marketing.

*Lisa Wozniak*