

The North Fulton Marriage Newsletter

Volume 3 – January 2010

We need you in 2010

Happy New Year! I'm intentionally emailing this newsletter out at 12:05 AM January 1st, 2010. I want to make sure the newsletter and the Georgia Professional Counseling Center, Inc. are the first thing you think of in the new year ☺.

From a marketing perspective I have never been a "hard sell" kind of guy when it comes to promoting myself and our associates here at the counseling center. My thinking is that if we do good work and, more specifically, genuinely care about our clients, then word of mouth will take care of everything else. I still believe that holds true. I can tell you how awesome we are till I am blue in the face but if someone else, a friend, co-worker, or family member tells you how awesome we are, then I believe you will be more likely to trust us. Around here we simply want to help people. We all have skills, training, licenses, certifications and degrees, but the bottom line is: We are helpers. That's what we do. When clients come in for services, they pay us a fee. However, the service, in my mind, is not about the money. The money is merely a transaction, a transaction that allows us to support ourselves and our families. I started this business because I am passionate about being a counselor. The folks that work for me, Anne, Julie, and Airiel, were hired because they are also passionate about counseling. Please know that it is not just a job for us, it is a mission.

Counseling will always remain a tricky industry for referrals. Think about it: you go see a dentist, you appreciate the services the dentist provides, you tell a friend about the dentist, the friend calls and makes an appointment. It is pretty straightforward, no stigma attached. But folks that go to counseling are not always ready to stand on the street with a bullhorn telling the world, "JOHN PRUETT IS A WONDERFUL COUNSELOR, HE SHOULD CHARGE THREE TIMES WHAT HE CHARGES, GO SEE HIM NOW EVEN IF YOU DON'T NEED TO." Not going to happen. Heck, some folks don't even want to tell their family or friends that they have been to counseling. And I completely understand this. I've been to counseling myself (incidentally that is how I wound up becoming a counselor).

I've been writing this newsletter for 2 ½ years, and I have poured my heart into writing each issue in an effort to help other people. But today, for the first time, I am going to ask you to help us. We, being the Georgia Professional Counseling Center, Inc., need you in 2010. If you appreciate this newsletter, then forward it to someone, leave copies of it in your waiting room, post it on a bulletin board, share it with your Facebook friends, anything. If you appreciate the work we do as counselors, then find the opportunity to tell someone about myself, Anne, Julie or Airiel. We are easy to contact, just go to www.licensedtherapy.com. And, we now have offices in both Alpharetta and Peachtree City. We can't continue to grow our business without your help. Let our passion for what we do become contagious! If you know of someone having marital problems or that is going through a divorce, then tell them to call me. If you know of a young child that could benefit from play therapy, get their parents in touch with Anne. If you have a female friend that has experienced significant abuse or trauma, have them call Julie. And if you want to get an entire family in one room with a therapist, then call Airiel, she loves family therapy. We need you in 2010 and beyond!

John H. Pruett, Jr., MS, EdS, NCC, LPC
Founder & Owner
Georgia Professional Counseling Center, Inc.
[Locations in Alpharetta & Peachtree City](#)

Georgia Professional Counseling Center, Inc.
602 Abbey Court, Alpharetta, GA 30004
www.licensedtherapy.com
Phone: 770-656-9711