

# Price Increase Email Template



**Subject:** Important Update: Fee Adjustment Notification

Dear **[Client's First Name]**,

I hope this message finds you well. I wanted to reach out personally to inform you of an upcoming change to my practice's session fees.

After careful consideration, I have decided to adjust my rates to ensure I can continue to provide the best possible care and support. Effective **[Effective Date]**, my session fee will change from **[Current Rate]** to **[New Rate]**. This adjustment allows me to keep pace with rising operational costs and to continue investing in high-quality resources and professional development that benefit your care.

Please know that this decision wasn't made lightly, and I remain committed to offering you the same level of support and dedication you've come to expect. If you have any questions or would like to discuss this change further, please feel free to reach out — I'd be happy to chat and answer any questions.

Thank you for your understanding and for the trust you place in me as your therapist. I look forward to continuing our work together.

Warm regards,

[Your Name]

[Your Contact Information]



# Price Increase Follow-Up Template



**Subject:** Friendly Reminder: Upcoming Fee Adjustment

Dear **[Client's First Name]**,

I hope you're doing well. I wanted to send a quick reminder about the upcoming change to my session fee, which will take effect on **[Effective Date]**.

Starting on that date, the session rate will increase from **[Current Rate]** to **[New Rate]**. I understand that any change to regular expenses can be an adjustment, and I appreciate your understanding as I work to ensure the highest quality of care and support.

If you have any questions about this change or would like to discuss options, please don't hesitate to reach out. I'm here to help in any way I can and am more than happy to answer any questions.

Thank you again for your trust and for allowing me to be part of your journey.

Warmly,

**[Your Name]**

**[Your Contact Information]**