



PractisePlus

Update your skills

Write your blog

Lesson Ten





Welcome

Writing blog posts is easier than you think. So let's start

- ***Ann Jaloba HPD Acc HypSupp***

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How the lessons work

Work through each lesson and you will soon have

A stock of information

A system to keep it on hand so you can access what you want when you need it

A way of writing smoothly and easily



Legal matters

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Why you should never cancel

There are many reasons why you should stick with your membership, it's not very long and it gives you great training. If you keep quitting one thing and going to another you'll never get anywhere) but there is an all-important reason that we have to warn you about from the beginning. Each of your lessons is sequential and delivered by autoresponder. ***That means, if you decide to cancel and rejoin at some point in the future, you'll have to start all over again with the very first lesson.*** There is no "picking up where you left off" with this programme. So I strongly encourage you to stick with this for the duration. . If you follow all the steps sequentially at the end you will write great blog posts..



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**WANT MORE HELP THEN JOIN MY "INNER CIRCLE"
COACHING PROGRAMME and get PRIVATE ACCESS TO ME
AND DAILY COMMUNICATION**

While it is impossible for us to personally interact with all the members on the Write Your Blog programme I can offer this service

**I WILL TAKE YOU BY THE HAND, ANSWER YOUR QUESTIONS,
GIVE YOU HONEST FEEDBACK AND HELP ON YOUR WRITING
YOU CAN ASK ME A QUESTION ON YOUR BLOG EVERY DAY
AND I WILL ANSWER WITHIN HOURS. AND IF YOU WANT TO
WRITE A BOOK I CAN HELP YOU WITH THAT AS WELL. YOU
CAN SIGN UP FOR AS LONG AS YOU NEED ME. FOR ONE
MONTH OR ONE YEAR. WHATEVER SUITS YOU.**

for just £50 a month



What you can expect to achieve

You will have 2 blog posts, written by me, sent to you every week as part of your membership. This means you can start blogging today. You can use these posts in any way you want.

But you will want to make your blog unique to you. So, in addition to the blogs I am introducing you to a system for writing your own unique blog posts.

Follow these lessons and you will soon be writing your own blog posts with ease and quickly.



Lesson 10 using pictures on your blog 1

Look at some examples

If you search around the web you will find plenty of blogs which are picture lead. A lot of these are in the fashion and celebrity area and so are probably not directly relevant for you, but it is an idea to spend some time taking a look. If you think that some of your stories can be told by pictures. Notice how the pictures are placed, the amount of text to pictures and how the text reflects and explains the pictures.

How you can use pictures legally

Before we start let's get the legal position clear. Just because someone else has shared an image on their website and blog does not mean you have a right to use it. To be on the safe side assume that all images are protected by copyright and are not therefore free for you to use.

Where you can get images

So where do you get images? The safest way is to go to a big online picture library such as iStock, Shutterstock or Getty Images. Always check the terms of use and if you are in any doubt then contact the library directly. The images you buy will usually be royalty free which means that once purchase you can use them repeatedly, but you do not have exclusive use. This means others can use them as well, so you may find your brilliant picture appearing elsewhere..



Lesson 10 using pictures on your blog 2

Spend your money wisely. Be prepared to spend a bit more money on a page which is frequently visited or is your home or landing page.

For free images you can go to

www.freeimages.com

www.rgbstock.com

www.morguefile.com

Getting permission to use a picture

If you see an image which you really like or feel is necessary for you to tell your story then contact the website owner to ask for permission to use it. BUT you must be sure that *they* have the rights in the first place. (So, for example, you would be okay to ask someone if you can use a picture which they created, if they got it from someone else it is not so clear).



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'Fair use'

You do have a right to use certain images under what is called 'fair use'. The law on this is rather undeveloped (there are few test cases) but it would cover things such as using another company's logo if you are writing a post or story about that company.

Complaints

If you ever receive a complaint about an image then remove it immediately. By doing this you will have some protection according to digital rights law.



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Does your picture tell a story?

Ask if you could understand what is going on by just the picture. Have a look around the web for examples of this, fashion blogs are good examples, so are before and after shots on makeover and weight loss sites.

Where to place your picture so they have most impact

- Near the top of your page with a headline underneath (more people will read the headline place this way).
- Next to the paragraph in your story where it will have the most impact. (make sure the picture has a real relevance to the point you are making).
- Put a caption underneath the picture. Captions get read more than body copy.
- Align to the right not the left margin, This flows with how we read and where our eyes are naturally attracted.



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Using your own work

Pictures are brilliant social proofing. You can show how good you are in just one glance. Here are some ways you can do this.

Feature yourself

- If you speak at events get pictures of yourself taken. If you speak at networking events then you might want to show your readers, especially if it was a nice venue and a big audience. If it is a well-known event make sure you get the backdrop and name of the event in the background.
- If you have a product of which you are really proud (for example, a book, or a training product) then get a picture of yourself with the product.
- Don't miss a chance to advertise your successes or any praise or endorsements you get from well-known or well respected people in your area.



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Feature your clients

- If you feature a testimonial from a client feature a picture of them as well. It will give their words much more oomph.
- Illustrate your clients story with a picture. For example, if you have helped someone overcome a fear of flying then ask them for a picture from the holiday they took after the treatment.

Feature what you do

If you use any tools or techniques which could be represented visually, then think about featuring it. Here are some examples of things which you might use to help your clients and which would benefit from an illustration.

- Walking/exercise prescriptions
- Vision boards
- Healthy eating
- Breathing techniques



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Feature the rest of your online presence

You probably have an online presence apart from your blog. You will want to encourage your readers to visit your website, and your Facebook and Linked In pages and you can show what you are doing by making screen grabs of these pages.

Facebook provides clear step by step on how to do this

<https://www.facebook.com/help/225186287544704>



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This week's assignment

Find

A photo-library you like and download some pictures

Ask a client if you can feature their photograph



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Next time

Getting an audience for your blog



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About the course creator

This course was authored by Ann Jaloba.

Ann has been a full-time hypnotherapist for 7 years and has seen thousands of clients. Before this she was a health journalist and worked on award winning journals for the Royal

College of Nursing, including the best-selling weekly *Nursing Standard*. She is the former editor of the *The Hypnotherapy Journal*. Her books include *FirstDays: how to set up a therapy business and stay sane*, designed to help new therapists through that tricky first year in business. She co-edited *The Hypnotherapy Handbook*, a comprehensive guide to the major client issues in hypnotherapy which features chapters by many of the UK's leading hypnotherapists. She edited the *The Pocket Book of Stress Busters*, a simple and powerful set of techniques to help anyone cope. And she has just edited

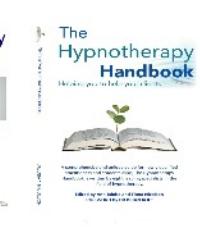
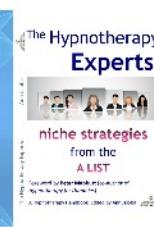
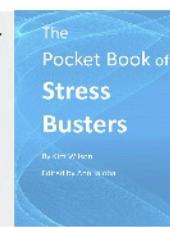
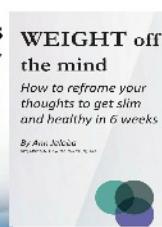
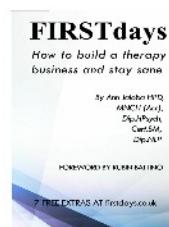
and published *The Hypnotherapy Experts, niche strategies for A list*

hypnotherapists. She is currently writing a self help book for nurses. Ann is an accredited (NCFE recognised) supervisor and supervises and coaches

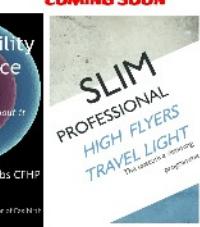
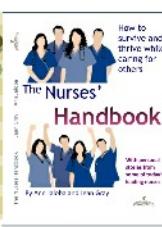
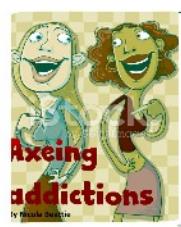


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