



PractisePlus

Update your skills

Write your blog

Lesson Eleven





Welcome

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

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

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Published by Ann Jaloba Publishing 26 Tapton Mount
Close, Sheffield S10 5DJ © 2015 All Rights Reserved. <http://writeyourweightlossblog.com>

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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



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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



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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 11 getting an audience for your blog 1

Who is your audience?

To answer this question you need to know why you are blogging or writing Facebook posts. After all it takes time and effort so you need to be sure it is paying off in increased business for you.

So what are your aims.? It could be one of the following or something else. Start by asking who you want for your audience. If you are running a local business for local clients it will be different from if you are aiming to sell a global product. Everyone will have their own idea about where their business is going, but spend some time getting clear about why you are doing all this writing:

- To get more one to one clients locally
- To get more one to one clients locally nationally or internationally
- To sell a product or series of products
- To offer a new service



Lesson 11 getting an audience for your blog 2

Start with your clients

The people who already know and trust you are your clients, so they are your best starting point for building your audience.

Tell all your clients about your blog

Have some printed material which you can give to all your client telling them about your blog.

Make this very sharp and snappy - you want one or two lines which sum up how visiting your blog can help the client. Focus on the issues you are solving for them and spell out how your blog will help them. If they like your blog they will tell others and your audience will begin to build.

Incentives

Offer your clients an incentive to keep visiting your blog. You could do this by offering

- a free giveaway every month,
- a competition every month
- a special guest session

After you have done this, give a hint of what you are going to be offering next month.



Lesson 11 getting an audience for your blog 3

Email

Offer your clients an incentive in return for their email address. This could be

- A free guide
- A free MP3
- A discount on a face to face session
- A discount on a Skype session

Then email your clients every time you put up a new post which you think will be of interest to them.

Keeping your audience coming back



Lesson 11 getting an audience for your blog 4

This is all about your content. I have given you a number of ways in this course to keep your content fresh and different and that is the key way to keep your audience. Here are a few extra ways you can ensure that audience comes back

Play the numbers game

Readers are attracted to lists and numbers. So think of what you know and put it into numbers.

Some examples could be:

- 10 reasons people stay fat
- 5 ways to deal with social anxiety
- 7 things you didn't know about hypnotherapy

It's easy once you get into the swing of it.



Lesson 11 getting an audience for your blog 5

Once you have a firm base amongst your clients you can use your growing reputation to get yourself known in your niche by working with other well-known people. You can make a feature of this part of your blog. You could call it 'expert friends'. Here are some tactics for doing this.

Invite guest bloggers

It is easier to do this than you may think. It is in both your interest and your guest blogger to work together as it will bring you both increased business if you do it well. The trick is to choose the right collaborators. If you are new and not famous yet do not despair. A good choice is local experts in fields complementary to your own. For example:

- if you are a weight loss hypnotherapist you might want to invite a local nutritionist or exercise expert to write a post for you.
- If you work with anxiety perhaps the local yoga centre will write about mind body connection?
- If you coach executive will the local chamber of commerce write about networking in your area? If you work with fear of flying would the local flying club write about how a plane flies?



Lesson 11 getting an audience for your blog 6

Interviews

If you know someone who has real influence locally in your field then see if you can interview them in depth.

Build your influence by being generous

If you come across something you think would be of interest to you collaborators be generous and let them know.

Build your influence by recommendations

Recommend people and products you like and value and then let the person or company who you are recommending know about it. You might want to ask them to return the favour. Use Twitter and tweet links to your content.



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What is the right length for a post?

Do not write at too greater length (400 words is good). BUT if you have something in which you are a real expert and you can write at length then do so occassionally. Google search engines will reward you and you will come across as a real expert. If you are going to do this then signpost it well to your readers. Call it 'in depth' or 'the long read'.

Post consistently at least once a week and twice is better.



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This week's assignment

Get a guest blogger for your blog

Write a post for someone else's blog



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Next time

How to use your blog to be even more successful

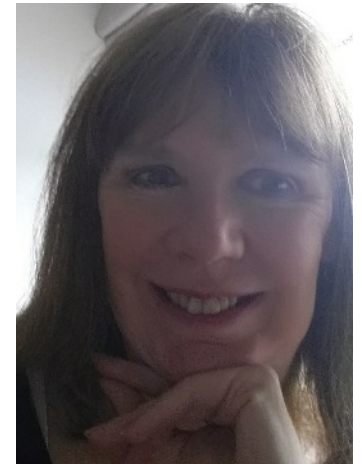


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About the course creator

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

BOOKS TO INSPIRE YOU





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