



PractisePlus

Update your skills

Write your blog

Lesson Twelve





Welcome

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

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

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Update your skills

3

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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Update your skills

6

**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 12 Using your blog to build your brand

Now you are in the swing of blog writing.

By now you should be

- Writing blog posts regularly
- Be clear about why you are writing your blog
- Connecting with your chosen audience
- Have a good stock of published blog posts

Now you can begin to use all this to build your business and build your brand.

First of all REMEMBER:

Align your blog posts to your business goals

Your blog audience should be your potential customers BUT REMEMBER

Selling is not your main goal – you can do this a bit but your main job is

- To build trust
- To get ‘fans’
- To build your reputation



Lesson 12 Using your blog to build your brand

Be consistent

People don't have infinite time keep your posts reasonable length.

(Saying something useful once a week is better than posting every day just telling people what they already know.)

REMEMBER

Statistics show the main reason people unsubscribe from blogs is too frequent posts.

Make sure your business logo is prominent so anyone coming to your blog knows that this wonderful content is coming from you.



Lesson 12 Using your blog to build your brand

Create a calendar

Draw up a list of Important dates for your business niche. This include:

- Special Days, (for example no smoking day).
- Industry events, conferences and congresses
- The news cycle so you know when your niche is likely to be in the news (for example, post Christmas for weight loss).
- Important dates to you which enable you to get your brand across. (For example, the anniversary of founding your business or a milestone such as your 100th client or your 1,000th sale.



Lesson 12 Using your blog to build your brand

Become a ‘one stop shop’

If you are on top of what is going on in your field, and if you blog regularly you should be on top of the latest developments, gossip and interesting facts. So create lists to show someone coming to your blog that you are THE expert. in your area. Examples to start with could include:

- Ten best sites
- Ten best blogs
- Where to go to get help

Include call to action on posts

(You will have seen this in some of the posts I have given you during the course). if you can include a positive review of what you are offering .

These include

- Come to see me
- Book an appointment
- Download an MP3
- Get an e-guide



Lesson 12 Using your blog to build your brand

Use your blog to build trust

Answer common questions or problems. Then refer to this post in other media, your web page or Facebook page. That way you build yourself as an authority and people are more likely to pay for your services and products.

Revisit your posts

Some posts will go out of date but many will be as relevant today as when you wrote them. So refer to them both on your blog and social media so you use everything you write to maximum effect.

Use your own statistics

Which of your blog posts are most popular? In the absence of other factors do more on the subject which gets most attention.



Update your skills

Lesson 12 Using your blog to build your brand

Use your blog for market research

If you want to offer a product or service but are not sure there is a market then ask your audience.

This will have two benefits: firstly you will get great market research for free and you will look like a go-ahead innovative professional who is responsive to the changing needs of your clients and customers.

Become a teacher

Offer to show your readers how to do things. Charge for this service if you can.

Publicise how much people like you

Don't be shy about blogging about your success. Use those interviews we talked about last week.

Get to know your audience

Offer benefits if people will join your email list. Offer good extra content. Share valuable information and YOU WILL BECOME THE EXPERT.



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14

Update your skills

This week's assignment

Make a regular slot when you will blog

Begin your email list



Now

**Get regular help with your writing
by joining my Facebook group**

Get Writing

<http://ow.ly/ZPVwu>



Update your skills

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

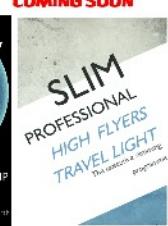
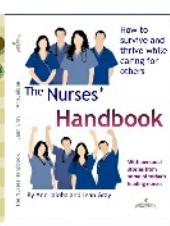
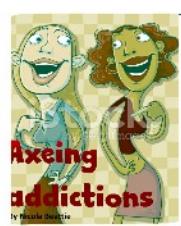
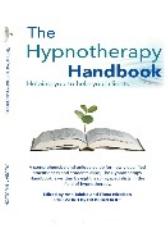
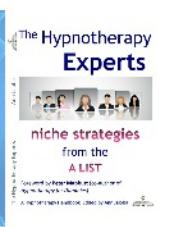
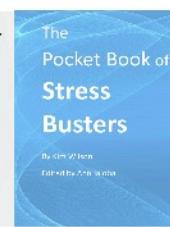
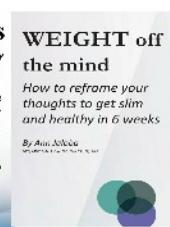
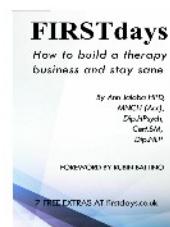
and published *The Hypnotherapy Experts, niche strategies for A list*

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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OUT NOW



COMING SOON



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17