



# PractisePlus

Update your skills

## Write your blog

Lesson Six





## 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://writeyourweightlossbook.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*



# 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**



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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 6 Get the celebrity buzz 1

You are going to want your readers to come back time and after, week after week to read what you say. They are much more likely to keep coming back if you create that magic feeling that you are in the swing of things, that you know what is going on.

Get yourself in the mindset of what the reader wants. If you are trying to build your business by writing your blog or posting on Facebook then you will want to come across as friendly, supportive, knowledgeable, fun and current.

In this lesson we are going to concentrate on the 'current'. And nothing says 'current' like you engaging with a celebrity whose views and life is all over the media.

### **So let's take an example.**

If a mega famous person, such as Oprah Winfrey announces she has lost weight/is losing weight or plans to lose weight then it opens up a discussion about weight loss around water-coolers, in coffee shops and pubs, over the garden fence and just about anywhere else where people talk. (Think about it. Well-known weight loss organisations wouldn't pay famous people so much to endorse them unless these endorsements had a big commercial benefit).





## Lesson 6 Get the celebrity buzz 2

If you want to put yourself in the centre of this - you can become part of the Oprah narrative, the Oprah story. If you do this really well you will pick up a little bit of stardust and even a feeling of celebrity endorsement.

### **So how do you do this?**

Here is one suggestion.

If Oprah Winfrey announces she is losing weight, then start a series of Oprah updates and comment on what is going on and what others are saying about this.

Address Oprah directly in your writing, "Hi, Oprah, I'm so pleased that you . . ."

By doing this you can create an atmosphere of "we are all in this together,"

REMEMBER by reporting what your celeb is doing you are not necessarily endorsing it. Indeed, it can be a real bonus and establish your credentials to point out another way of doing things if you think this is appropriate.



## Lesson 6 Get the celebrity buzz 3

### Local experts and specialists

If you work in a niche area, then your target readership will also be specialised and will have specialist knowledge. The people they will admire and want to follow may be people known only in your niche area. (But the same applies as to the mega celebrities and you can use the same approach).

With these niche celebrities you do have an advantage though. You can get them to write guest blogs and you can engage with them online and then feature this on you blog.

Here is one way of doing this:

First select an expert who you want to feature. Choose someone who

- is closely aligned to your niche
- commands an audience which is bigger or different from yours
- Aligns with your personal values or brand. (This is important. If, for example, your brand says cuddly and friendly, you don't want to be featuring a tough, shouty person, however brilliant they are. Your readership will be allergic to them).

Then, run a small series of blog posts about the interests or expertise of your chosen expert. You might want to contact them to let them know you are going to feature their work.



## Lesson 6 Get the celebrity buzz 4

Then you can

- Ask them to write a guest post on your blog (if they agree to do this, then trail it and advertise it before you actually run it, That way you will get maximum advantage).
- Engage with them on social media and feature the discussion on your blog
- Write an article on Linked In about it all



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# **Lesson 6 Get the celebrity buzz 5**

Template for initial post following a famous person



# Lesson 6 The Template

## TEMPLATE 5 FEATURING A CELEBRITY

“I Zsa Zsa Ponsonby the well-known plus size model has decided to change her diet as she wants a more toned body with more muscle mass. “I’m too soft and cuddly,” said Zsa Zsa “I want to feel stronger and healthier”

Good on you Zsa Zsa, muscle mass is so important. (put in some facts about health and muscle mass and why it matters) and I see you are working with Xavier Slingback, the Hollywood nutritionist who recommends a tough regime of juice diets and colonic irrigation. (put some detail in)

I hope it works out for you Zsa Zsa but I can’t help thinking a slow and steady approach might be better. (detail what you would do)

I don’t know about you readers, but me and most of my clients need a regime which fits in with everyday life and that involves, going to work, eating with the family, business lunches, fitting in exercise between work and home. It’s a lot – but it can be done (describe a plan you offer or what one of your client’s does).

And here is my take on the truth. Changing your lifestyle in a way which fits in with your life is by far the best BECAUSE IT MEANS YOU WILL STICK WITH IT FOR GOOD. AND A PERMANENT HEALTHY BODY MEANS PERMANENT CHANGE



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## This week's assignment

**Pick a celebrity and report on their doings.**

**Or pick a niche specialist and feature them. Ask them to do a guest blog post.**



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## Next time

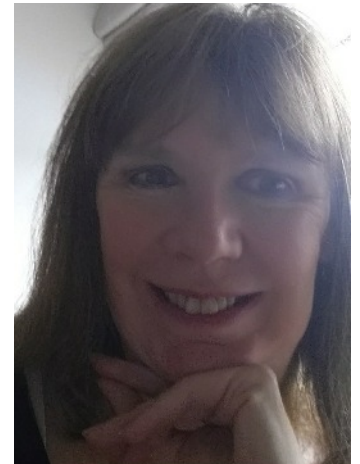
**Using your clients' experience: how to do this safely and ethically**



### 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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