



PractisePlus

Update your skills

Write your blog

Lesson Seven





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 7 Using your experience with clients 1

You work in a client facing business.

- Every week you see clients and help them.
- You will listen to their stories and work out what to do to help them.
- You probably offer a whole range of things which will get your clients to achieve their goals.
- You will also take detailed notes and keep records about your clients, noting what you did with them, what worked and what didn't and where you are going next with them.
- You have an extensive knowledge of what works well for different sorts of people.
- and I bet you have a good few funny stories and 'light bulb moments' when you realised that THAT was what you needed to do and some heartwarming tales of how you have transformed lives.

So you have all this at your fingertips just itching to be written down. In this lesson I am going to show you how you can use it ethically and well.



Lesson 7 Using your experience with clients 2

Some of the best social proof you can have comes from your clients' success stories. You can use your blog to take these success stories to a much wider audience.

So how can you write about your clients?

The general post

This is the easiest one. You may notice that certain patterns emerge in your practice. So, for example, if you specialise in weight loss you may notice that your clients have a problem sticking to healthy eating in mid-January; you can write a post speculating on why. Or if you work as a business coach perhaps you notice how your clients' moods differ according to the weather. And those sports people whose performance you are improving are always better on a Thursday - now why could that be?



Lesson 7 Using your experience with clients 3

You get the idea. You can often talk about patterns, general trends and observations without impinging upon any individuals well being or privacy.

Try to pick a trend or pattern which will make your readers sit up and take notice. To look at our earlier example, it is interesting if your weight loss clients go all over the place in January, less of a story if they stuff themselves silly on Christmas day.

Featuring individual clients: getting informed consent

Featuring your individual clients is the best way to attract new clients. It is the best social proofing that you can have. You will need your judgement here and your ethical hat on firmly in order that you help everyone, including your clients.

I would advise discussing with your supervisor once you have a plan in place.

Obviously, some areas where you help clients are less sensitive than others. Often clients who have lost weight or given up smoking will be much happier to go public than, say a client who you have helped with IBS.



Lesson 7 Using your experience with clients 4

Ask your client if you can feature their story. Explain that if they feature on your blog this will be public. Their relatives friends workmates and boss will see it and these people might talk about it. Some people will love this and find it motivational. Others will be uncomfortable so they are not suitable.

Start with a mindset that your primary aim is to protect your client. Do not take a 'yes' until you have fully set out the downsides.

Here is an example, I had a client who was a barrister and was in line to become a circuit court judge. *They* asked *me* if they could feature in a blog to which I was contributing at the time. I said 'yes' but went on to ask them to remember that the blog would be there forever. "Are you sure that when you are on the bench you will not mind someone you are sentencing seeing this?" I asked. They thought about it and changed their mind.

So give your client all the information. If they agree get their signed consent.



Lesson 7 Using your experience with clients 5

Disguising your client's identity

Case studies in medical and legal journals will often disguise the identity of the subjects and there is no reason why you cannot do the same

So as you are writing your post

- Change the gender
- Change the age
- Change the name
- Change the occupation
- Change the family circumstances
- Change the geographical location

Then ask if any of these factors are key to the story of your client. (Some may well be, for example, if your story is about teachers under stress and you are writing about a teacher then you will not want to change the occupation). But if you start



Lesson 7 Using your experience with clients 6

with this list, you will almost always find you can change enough to ensure that the client you are writing about is not identifiable.

Writing the client's story after they have finished with you

Once a client has completed a programme with you then it can be a good time to tell their story. Keep it simple short and structured.

Here is a good basic structure is to tell their story

- What was the problem or issue
- What did you do (your plan)
- What worked
- What didn't
- Any other stories you want to tell about the sessions you had together
- How did you know you had succeeded
- What was the best thing for your client
- What is your client doing now



Lesson 7 Using your experience with clients 7

Split up the story and make teasers

This gives your posts a nice story arc. You don't have to tell the whole story at once, make a teaser at the end of the post to get your readers coming back.

And finally you can introduce an 'old friends' feature.

Old friends

It can be great to return to them after they have finished with you. So you might introduce an 'old friends' feature where you update your readers on how life is for your former clients as now slim people. This is also a great way to keep in contact with former clients who may want to come back to you or recommend you to others.



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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

Making your blog news. How to get new and exciting stories.



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

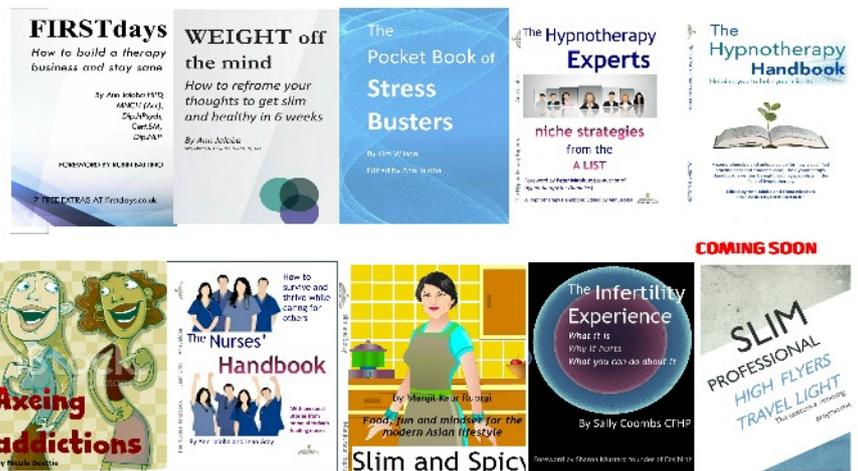
and published *The Hypnotherapy Experts, niche*

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

BOOKS TO INSPIRE YOU





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