



PractisePlus

Update your skills

Write your blog

Lesson Eight





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



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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 8 getting news and information on your blog 1

You keep up with the news in your area, perhaps you subscribe to a newsletter or read some expert blogs. This week I am going to help you identify more sources of news and information and use them well.

Target for your readers

Remember to keep your audience in mind. Here is what I mean, let's say you are an expert in dealing with stress at work - if you are writing for, say doctors, then you might want to go for detailed referenced material even if it is a bit dry. If you are writing for fashionistas you will not want to do that. So think about your potential readership as well as your subject.

Provide your readers with a useful service

A good blog does not have to be an original blog. You can perform an incredibly useful service by giving your readership interesting information which they do not have the time, or perhaps the skills, to sort out for themselves. There is nothing wrong with this at all as long as you acknowledge your sources.



Lesson 8 getting news and information on your blog 2

Some sources of general information to get you started

Here are some good general sources of information where you can usually find something useful whatever your subject.

<http://www.nhs.uk/livewell/pages/livewellhub.aspx>

<http://healthletter.mayoclinic.com/>

<http://www.mind.org.uk/information-support/tips-for-everyday-living/>

<https://www.psychologytoday.com/basics/happiness>

Try to get into a routine of dropping into these sites once a week and copying the links to anything which interests you.



Lesson 8 getting news and information on your blog 3

Building up your own unique list

Here are some places you can start to look

- Professional organisations
- Relevant trade unions
- Professional journals
- Specialist newsletters
- Specialist blogs
- Relevant radio and TV programmes



Lesson 8 getting news and information on your blog 4

Keeping bang up to date

Newspapers and news sources are your friend here. Go for the top quality publications as you can be more certain that the information will be factual and balanced (although not always, so make sure you always included your sources and make it clear it is what they are saying, not what you are saying. So write, for example “The BBC is reporting. . .” or “as the Huffington Post is saying this week . . .”

Here are four good news sources to get you started

<http://abcnews.go.com/Health>

<http://www.bbc.co.uk/news/health>

<http://www.theguardian.com/society/mental-health>

<http://www.huffingtonpost.co.uk/news/mental-health/>



Lesson 8 getting news and information on your blog 5

Starting an 'update' feature

Using your news sources, pull together the two or three best stories every week or every month. (Make it as frequent as you can, but it needs to be high quality material. If your field does not produce a great deal of news then do a monthly, or even a quarterly, update. That is better than a more frequent update which is filled with irrelevant or out-of-date information.

Make a headline for each item and give a short and snappy summary with a link to the longer article. Do not worry about sending people from your site. You are establishing yourself as an authority by giving links which will interest your readers. Soon you will become the 'go to' person for everyone who wants to keep up to date in your field.



Lesson 8 The template

TEMPLATE 6 USING A NEWS SOURCE

There has been a lot of talk this week about (the topic) and there is quite a bit of controversy here I see.

The BBC is saying (give a quote and link to the quote) while in the USA the story seems to be different. For example CBS news thinks there is no problem (quote CBS and a link)

I can see both sides of the story but I'm going to come down in favour of (choose which you prefer). This is because (talk about your own experience or something else you know which has influenced you).



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This week's assignment

Find

Two sources of news in your area

Two sources of general information in your area

**Two organisations which have news and/or
information which is relevant to your readers**



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Next time

Deciding whether to allow comments on 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

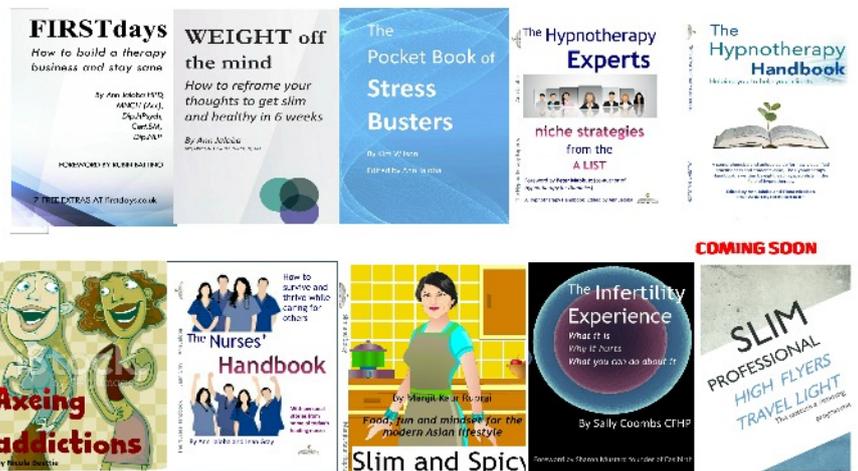
and published *The Hypnotherapy Experts, niche*

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

BOOKS TO INSPIRE YOU





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