



PractisePlus

Update your skills

Write your blog

Lesson One





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Welcome

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

- ***Ann Jaloba HPD AccHypSupp***

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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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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 have a book of your own.

URGENT: Your Email Address ... Potential Delivery Problems

There are a couple of ISPs that are spam trigger happy and unfortunately yours may be one of them. Whitelisting annjaloba@btinternet.com will normally remedy this. However, in some cases it is necessary to use a different email address. Please check your email and if you do not receive the "welcome" email within 24 hours then we recommend you get a free Gmail email address (not Yahoo or Hotmail as they are trigger happy too!) to use for these lessons. You can get a free Gmail email address in just a few short minutes at <http://mail.google.com/mail/signup> . Once you have done so, please email us back and we'll manually reconcile the new email address to your account so you'll properly receive the lessons.



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What you can expect to achieve

You will have a set of blog posts supplied as part of your membership. This means you can start blogging today. You can use these 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.



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Lesson 1 gathering your Information

You are here because you are a professional with experience and knowledge. And you can use that better to let people know what you need.

Perhaps you think you do not know enough. In this lesson you are going to see that you DO

So let's go hunting information and knowledge.

So, back to basics. You are doing this to build your business and you know your business very well don't you?

Look around your office, practice, or workspace. I bet you have all sorts of information which you use in your day-to-day business.

- Do you give your clients handouts and information sheets?
- Do you read books and visit websites in your field?
- Do you have scripts or prompts for yourself?
- Do you keep a notebook of interesting tidbits?
- Have you attended any good courses lately and kept your notes?
- Youtube videos you have watched
- Audio downloads

Are you getting the idea? All around you, you have expert information and a large base of knowledge which you use everyday.

You can use some of this information for your blog.



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Lesson 1 gathering your information

This information may look overwhelming and disorganised to you at the moment so to make it more manageable choose one area you know you want to write blog posts about (it is probably best to choose a specialist area for you), I am going to use 'stress and anxiety' as an example.

(I am going to describe how to store this information on your computer, but you can use the same principles for print as well)

Go through the information you have and jot down the broad areas which it covers. For example you could break it down into:

- Stress at work
- Stress and relationships
- Stress and health
- Tips for dealing with stress
- News on damage stress does
- Sources of help for stress

Don't get worried if your divisions seem a bit rough around the edges at the moment, you can refine it as you go along. At any time you can add areas, or drop an area if you find you have nothing to say about it.

Once you have a few (between four and six) different areas then make a storage area on your computer. (You can replicate this on paper if you work a lot with printed documents)



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Lesson 1 storing your Information

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On your computer

Set up on **master folder** called Blog

Set up **sub folders** to divide your information.

(In our example this would be stress at work; stress and relationships etc)

Over the next few lessons I will be showing you where you can find more information to fill these folders, for now I take your information and make separate **word documents** for each piece of information.)

Name each word document using a standard naming convention

Here is an example:

Say you have information from a CPD you did on stress and health

Pick out some facts on stress and its effects on weight which you think would interest your readers

Write them out in a separate document and reference them so you can find the original source of the information easily and credit the creators of the information in your blog posts.

Save the document giving it a name

CPD(name date) info on (stress weight)created(today's date)

Put the document into its correct sub folder.

On paper

If you have physical information on paper put these into clearly marked paper folders using the same system.



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Lesson 1 storing your Information

As you do this you will realise how much information you have at your fingertips. You will be using this for writing your posts over the next weeks.

Source references

You will also have another rich source of information which it will take you a bit more effort to get, but which you should build into your system now. This will be things you have read or heard which you need time to digest and understand before you can pass them on to your readers. But you want to know where this information is. I would suggest you set up a word document in each of your sub folders and call it source references.

This will be a list which contains sources of information which may make future blog posts.

Note the information in a way you can find it again easily. Do this by making a

Headline

Explanation

Web address or other place where you accessed the information.

Here is an example

I found this interesting video [on mindfulness at work](#)
So I list it in my source references (in tips for dealing with stress) calling it

Mindfulness reduces stress at home and work
British Columbia Uni offers workplace mindfulness
(1.32 minute video)

<http://www.vancouver.sun.com/health/diet-fitness/mindfulness+reduces+stress+anxiety+home+work/11743766/story.html>

That way I can always find it, I know what it is, and when I am ready I can write about it.



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Lesson 1 get time in your diary

One last thing for this week, you are going to get much faster at writing as you learn. And remember you can use the blog posts I am sending you to get started and populate your blog.

But you are going to need to set aside a bit of time while you learn. So for the time being set aside between one and two hours every week as you learn to write your posts.

Block that time out in your diary for next week.

This week's assignment

Set up the folders on your computer

Block out time in your diary for next week

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Next time

Keeping within the
law

Writing your unique
blog posts.



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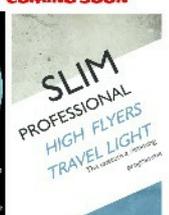
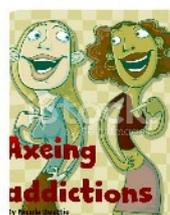
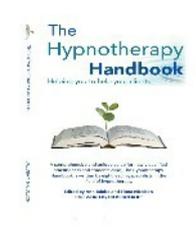
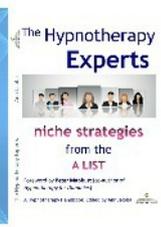
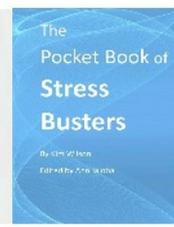
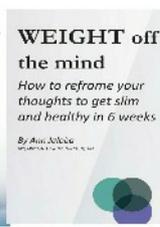
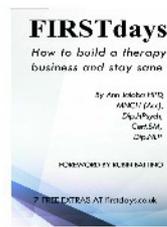
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About the course creator

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 many therapists from beginners to Harley Street experts.



BOOKS TO INSPIRE YOU



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COMING SOON



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