



PractisePlus

Update your skills

Write your blog

Lesson Five





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 5 Using what others are saying 1

You know you are not the only person blogging or posting on your subject. The world of communication now is all about sharing, so rather than seeing this as competition, see it as an advantage.

Start by spending some time finding the very best that is out there on your subject.

Different bloggers, or Facebook posters, or writers will have different approaches and talents so be prepared to look at different things from different sources.

Here are some types of content which your readers might like

- Good, serious evidenced research with links and references
- A good news source with all the latest developments in your area.
- A lively community, with robust but respectful debate and exchange of ideas.

You are unlikely to find all these in one place, but on the other hand you have limited time and cannot spend your whole life on blogs and social media.

So carve out a few hours and aim to select three or four blogs, sites or groups. Join a group if that seems appropriate, that is if it has the sort of content which you think your readers would like.

Bookmark or save these places and make some time (you don't need long, a couple of hours should do it) to visit every week.



Lesson 5 Using what others are saying 2

You may find it helpful to choose what type of content you want to use most on your blog and focus your attention on the places that feature this type of content.

The mindset: You as an intrepid explorer

Keep in mind that you are working as an explorer on behalf of the people who read you. If you do this well you will build up a reputation as a 'go-to' person who keeps up with the latest news, research gossip and goings on in your area.

So that's how to find content which you want to share with your readers, Now I am going to help you use it well.

How to use other people's content ethically

Remember ALWAYS ACKNOWLEDGE YOUR SOURCE AND NEVER PASS ANYTHING YOU POST OFF AS YOUR OWN IF YOU DIDN'T WRITE IT.

I'd never do that, I bet you are saying, but it is easier than you think to steal (and that is what it is) someone else's work without even realising it.



Lesson 5 Using what others are saying 3

So I am going to give you a foolproof way to keep your ethical standards as high as you want them to be.

How to organise and track content you are collecting

First of all, set up a folder on your computer called, “content from other sources”.

Then make a set of sub folders, these can be type of content (informative, funny, research etc) or subject-based (therapy, practical advice etc)

For each piece of content make a separate word document

Give this a title

Copy and paste the content you want

THEN (this is the most important)

Copy the web link where you found it and the date on which you accessed it

Copy any other identifying information (if it is a published research piece for example, it will have a journal name volume and issue and page. If it is a magazine article it will have a name and month or week of publication).

If you do this you will always be able to trace back the source of your content.



How to use other people's content legally and ethically

Here is the key advice from the copyright service

"Criticism or review

Quoting parts of a work for the purpose of criticism or review is permitted provided that:

The work has been made available to the public.

The source of the material is acknowledged.

The material quoted must be accompanied by some actual discussion or assessment (to warrant the criticism or review classification).

The amount of the material quoted is no more than is necessary for the purpose of the review.

News reporting

Using material for the purpose of reporting current events is permitted provided that:

The work is not a photograph.

The source of the material is acknowledged.

The amount of the material quoted is no more than is necessary for the purpose."

(Here is the link if you want to read more

https://www.copyrightservice.co.uk/copyright/p27_work_of_others)

So, acknowledge your source, use other people's content reasonably and comment on it, don't just paste it, thank the other person or organisation for their work and provide a link if appropriate.



Lesson 5 Getting a debate going 1

As we have already seen it is important to get your personality across to your readers. If you are using content from other people it is easy to do this. Say what you think, it is as simple as that. Here are some examples

Say

- This is good
- This is good and I can add something to it
- This is partly good but I disagree on this point
- This is good and you can find out more (give a link)
- This is good, this is what I do and if you come to me I can help you.

Next comes a template to help you do this.



Lesson 5 The Template

TEMPLATE 4 USING WHAT OTHERS ARE SAYING

“I was browsing the web the other day and came across this excellent post (by Andie Mitchell she says if you’ve been on a binge then you can get depressed and end up have ‘do nothing’ days she says getting back to ‘do something’ days can sometimes mean starting with just a little thing, even just taking a shower might be the most you can manage but at least you will have accomplished something.)

That can be good advice, and I know I have seen clients who feel like this, But it misses something (or I would add in something). Often you just have to get on with things. So I would say (add your advice)

You can read more from (Andie on this subject at

<http://www.andiemitchell.com/2015/08/13/help-for-binge-eating-eliminate-nothing-days/>). Thanks for raising this (Andie) we all know how days like that can feel



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This week's assignment

Find three content sources and set up your files. Make a blog post using this content and the template.



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Next time

Following the famous: how to use celebrity blogs, sites and comments



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

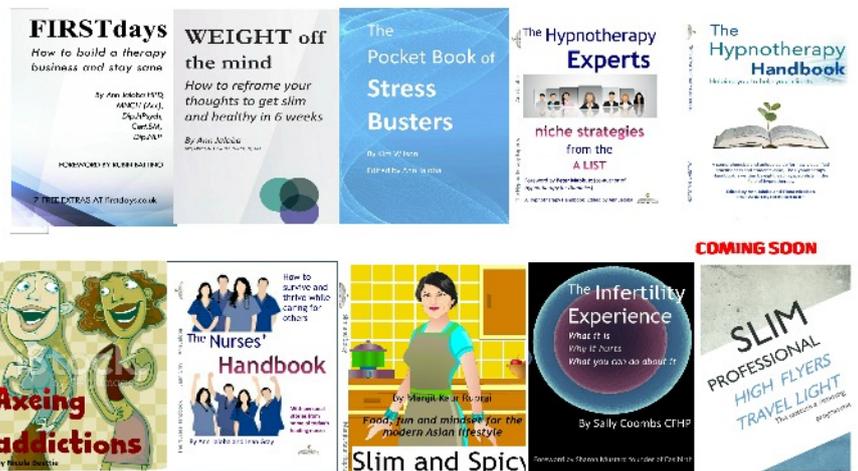
and published *The Hypnotherapy Experts, niche strategies for A list*

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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