



PractisePlus

Update your skills

Write your blog

Lesson Four





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 4 Getting your personality into your posts 1

I hope you are finding these lessons and beginning to change what I am giving you to build your own posts and develop your own style.

I am going to give you some pointers as to how you can get your personality (or your brand if you prefer) into your posts.

A) One talk about yourself

You are writing a blog and people expect it to have your voice. You are not writing an essay or a corporate report so say what you think! So start your posts with phrases such as “I was thinking,” “My favourite is . . .” “I was talking about . . .”

B) Tell your readers what you have been doing

It doesn't even have to be that exciting. Start off a post - “I spent this morning doing my admin. I hate this but it did get me thinking about - (then go wherever this is taking you) . . .”

C) Tell your readers about your history

How did you become a hypnotherapist? I bet your story is interesting. Tell it, it will make it more likely that clients will come and see you if they feel they know you so tell them all about what happened to you.



Lesson 4 Getting your personality into your posts 2

1) Use your own therapies and report on how it's going.

Be careful here that you don't over-share. Don't write anything you might regret later. But, for example, if you do the 3 blessings exercise then tell your readers. Using this as an example, write about

What it is you are doing

Why you are doing it

Every day, for the next 2 weeks you will be sharing with your readers

What your 3 blessings are

2) Talk about what you are reading

Especially your professional reading. You do not need to go into huge amounts of detail unless you want. You can just say title and author of what you read, briefly what it was about or just mention a couple of interesting facts, then give a reference or link if your readers want more.

3) Say what you are up to on social media

You can quote yourself. Or quote an online friend if they have said something interesting which you want to share.



Lesson 4 Getting your personality into your posts 3

(2 and 3 can be good places to be a bit controversial. Don't be afraid of your own opinions. You might say I like (author's name)'s work but I think she's got it wrong this time. (Quote what you think is wrong) I find (your preferred idea or approach) works better.

Get a quirk and get noticed

Here is an example. This was such a good idea it was made into a Hollywood film . Julie Powell reported on her attempts to make a recipe every day from the famous (and notoriously difficult) *Mastering the Art of French Cooking* by Julia Child.

What do you do in business that you could feature?



Lesson 4 Getting your personality into your posts 4

Here are a few ideas

- The perils and pleasures of networking
- Use one new technique a week and report how it goes
- Decide to reach a goal and report on how you do (anything from losing weight to learning Japanese) learn the lessons of getting out of your comfort zone and tell your readers what they are.
- Take something dull and make it interesting by writing about what people never notice.
 - ✓ How people sit on the bus
 - ✓ Can you identify personality traits from what is in a person's shopping trolley?
 - ✓ What does your workmates choice of lunch food say about them?
 - ✓ Who is last in the office in the morning and why?



Lesson 4 The Template

TEMPLATE 3 WRITING ABOUT YOURSELF

I thought I would spend this week telling you a bit more about myself.

I am (age, partner, children - whatever you feel comfortable with) and I spent a lot of my life (previous career, in a rut? Happy but limited - whatever best describes you. The good things and the bad things)

I decided it was time for a change (say why) and so I (how you decided to do, who you trained with, why you picked them)

I learned (what the main skills and knowledge you have gained. And some softer stuff - who you met, stories about your fellow students). And now I (describe what you do and why you like it; talk about your successes)

One thing I notice is (add something from the lists in this lesson.)

Do you notice anything like that? I would love to help you or hear more about it.



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This week's assignment

Pick *just one way* to get your personality into your posts and plan out how you are going to use that. Set yourself a timetable and begin posting.



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Next time

Using what others are up to

Getting a debate going



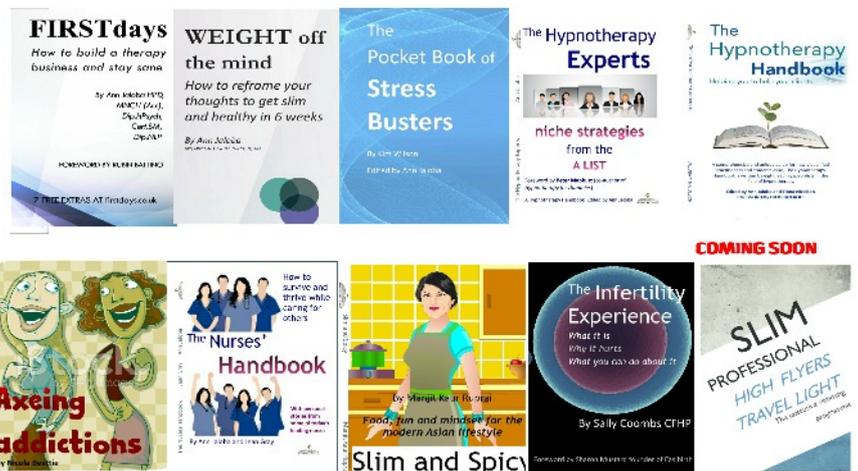
About the course creator

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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