



# PractisePlus

Update your skills

## Write your blog

Lesson Three





## 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..

### **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](mailto: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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**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**

**for just £50 a month**

**to a limited number of people.**

**Contact me here if you want to know more**



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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 3 using search terms

This is a short lesson but a very important one. You want your blog to come up well in search engines and this means using search terms well.

Firstly, think about why you are writing your blog.

If you want to build a local client base then you will want to attract people from your neighbourhood, post code, town, and region.

Write down what they are. For me it would be

Tapton (the few streets around me)

Broomhill (the district of Sheffield where I live)

Crosspool, Ranmoor Fulwood (nearby areas)

S10 (my postcode- this also has the advantage of being a 'good' postcode - if your's is not add a good nearby one as well)

Sheffield

South Yorkshire, Peak District (outside of South Yorkshire but near enough for clients to travel)

Do this for yourself.



## Lesson 3 using search terms

From now on get at least one of these terms into every blog post you make.

Here are some ways you can do this

As my neighbour from Tapton said about my programme:

The weather in the Peak District is sparkling and I want to get out when I've finished this post (this one is true of me today by the way)

Eating on a diet in the local restaurants in Broomhill

(We will do some more of this in this week's posts)

Your subject. If you are not sure what search terms and categories are best in your area then go to Amazon and look at the books available in your field, note down the categories they appear in.

That is a good start.

Then go to Google and work by trial and error. Google what you think you do ( a word or short phrase) and see what comes up. Keep doing this with as many descriptions of your business as you can think of. Then select the 6 top ones. That is the 6 which match what you do most closely.



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## Lesson 3 Using search terms

We are going to be using these to get our posts up high when someone searches for our business. If you want to see an example of where this is done well go to the blog at the Association of Weightloss Hypnotherapists.



## Lesson 3 let's get blogging

You work with clients every day and you know all about them and what works for different people. Sit down with your case notes and pick out some clients who seem you to illustrate general pointers which it would be worth telling a wider audience about.

Of course you need to be ultra careful to protect all your client's identities. I would suggest that a good and ethical way to do this is to create a 'composite client or clients' for your blogs.

So start with the issue you would like to blog about. Let's say getting the confidence to go for a promotion at work. Find all the clients you have with whom you have touched on this issue.

So perhaps you have 5 clients like this.

Client 1 an underconfident woman who has recently got divorced

Client 2 a man who stutters

Client 3 a high flying woman who is overweight

Client 4 a woman returning to work after a break to bring up a family

Client 5 A young man on his second job who is wondering if he is in the right career.



## Lesson 3 Your duty of care

So say you want to blog about confidence and career change. There will be lots to take client 5 but perhaps you can take some of this but make him a her who is the returner and perhaps this person needs to lose weight or even overcome a stutter. You see you are building a composite character which you can use to tell a story to illustrate what you do.

Another, and possibly easier, way to use you clients' experience is to interview them and the post parts of the interview.

REMEMBER YOU HAVE A DUTY OF CARE TO YOUR CLIENTS. SO EXPLAIN TO THEM THAT IF THEY AGREE THEN THEIR EXPERIENCE WILL BE ON THE WEB AND AVAILABLE FOR EVERYONE TO SEE FOREVER. (It is important to spell this out, not everyone is really aware of this even though they may think they know all about the web). Get written permission and change the client/interviewees name.

Keep the interview short and to the point.

What is the problem/issue?

What did I do which helped you?

How has this changed your life?

Those three questions are enough for a blog post



# Lesson 3 The Template

## TEMPLATE 2 USING CLIENT'S EXPERIENCE

I see lots of people with (the issue) and although everyone is different there are certain patterns which I see and certain things which really work.

(Client name) came to see when (when) with this. She was kind enough to agree to be interviewed for this blog, so thanks to (client name).

(Client) had (this issue) for (duration) and it was (how did it affect her). She had tried (mention some things she had done) but with (any success or no success) so she decided to come to me for (briefly describe your programme).

(Client's name) says that (an aspect of your treatment) was especially valuable. It helped her (describe something she did) and she has gone on to (describe how her life has changed).

It was great to see how well (client name) got on. I feel so confident offering (your treatment) as I know it works so well.



## Lesson 3 The Template

If you have (the problem) and want to make the sort of changes (client name) has made then contact me today.

See you soon for more great stories

\*I changed (client's name) to protect her privacy but everything else is EXACTLY how it was.



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## This week's assignment

**Interview a client write a post and post it**

**Use your case notes to make some composite clients and save those posts for later.**



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## Next time

**Getting your personality into your posts**

**Writing a controversial post**



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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

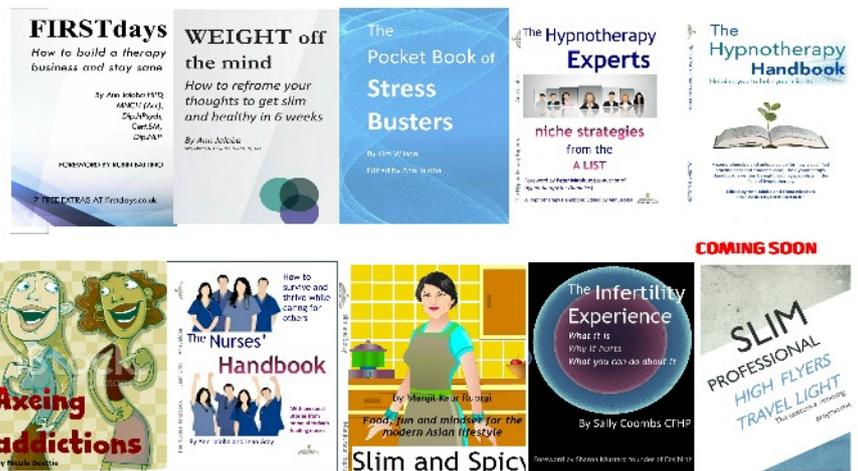
and published *The Hypnotherapy Experts, niche*

*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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