



# PractisePlus

Update your skills

## Write your blog

### Lesson Nine





# 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..



**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 9 should you allow comments on your blog? 1

Should you allow blog comments?

Firstly, let's be clear it is perfectly possible to run a very successful blog without ever having the comments turned on. Many professional blogs concentrate on giving information and creating a professional brand without allowing comments. Let's take a look at the pros and cons

## **The case for keeping comments turned off**

Think about your reason for running your blog. It is probably about

- Giving your potential clients information
- Getting your personal philosophy and style across to potential clients
- Keeping in contact with former clients and creating a 'group feel' about your brand and services

You can do all of these without enabling comments.

If you do enable comments then you will have to

- Deal with spam
- Deal with controversy





## Lesson 9 should you allow comments on your blog 2

- Deal with people who might have their own agenda and that is not to build your brand, inform your readership or help your business

If you are developing a blog to help your professional profile and give a service to your clients, you probably will not be helped by allowing arguments or even discussion on your page. This is especially true if you work in the self-help, therapy or coaching support fields. Even people who like a good, robust discussion will not be coming to *your* blog for that.

Most people do not like online controversy. I am going to give an example from my own

On a Facebook group I set up (Get Writing) I was running a question and answer session which had 30 people actively participating. A person who runs a service quite like mine came on and kept making posts which disagreed with my advice. I replied (essentially her advice was not right for my audience although it may have



## **Lesson 9 should you allow comments on your blog 3**

been okay for her's) The important point was not who was right, however. What I noticed was that IMMEDIATELY the questions from other people, for whom I was running the session, stopped. I spoke offline to a few of them afterwards and they said things like: "I didn't want to get involved in that," "Wasn't she horrible, I went away and came back later."

Looking back, I realised I made a mistake. I lost focus on what the audience who had come to ask me questions wanted. And they were not getting what I had promised them, which was a comfortable environment in which to ask questions about how they could write better.

So make sure if you do allow comments that you keep your focus on your main audience. Running your blog is a lot of work, and you want to see results for your business.



# Lesson 9 should you allow comments on your blog 4

## **The case for allowing comments**

If you do allow comments you are

- Engaging with an audience
- Getting feedback on your services. (Your readers may ask things you do not expect and this can help you develop your products and services in a way your clients will appreciate and that will make your business more successful still).

But remember the people who comment will be a tiny proportion of the people who read your blog and they will not be representative. You will have to make a decision about whether to take what they say as reflecting the views of your target readers. Also, those who comment are very anonymous (even if you ask for their email addresses that does not tell you much about them, it just means you can contact them). This means they can say whatever comes into their head with no accountability at all.



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It's going to take your time to manage a comments section.

You should always pre moderate comments (that means they do not go live until you have okayed them)

Do this for two reasons

You want to weed out the mad, the offensive and people who do not add anything to the discussion.

You will get spam, lots of it, and you want to keep it off your blog. (Don't underestimate this problem some big sites report that over 90 percent of attempts to post to their comments section are spam).

Enabling comments is not the only way you can engage an audience. You can invite people to join you on a Facebook page or follow you on Twitter and take a debate to there.



## This week's assignment

**Develop an engagement strategy. Do one of the following:**

Ask questions

Then ask for a reply – perhaps by email many people want to engage but not go public.

Ask your readers to help you out. I am stuck about xxx, what would you do?

Have a call to action on your blog. Contact me, buy a product join me on Facebook.



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Next time

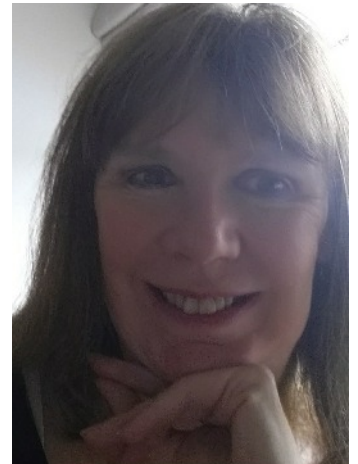
How to use pictures on your blog



## 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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