



PractisePlus

Update your skills

Write your blog

Lesson Two





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Update your skills

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 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 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 2 keeping within the law

As you are going to be using information from a wide range of sources to write your blog, it's important that you keep within the law and do not unethically or illegally use anyone else's information. Otherwise you could find your reputation damaged and you could even find yourself on the wrong side of the law.

So read the following carefully and keep it somewhere. Remember your blog is going to be in the public domain. It's not complicated, most of it is what not to do to avoid trouble.

Here are some basic rules

1) Do not plagiarise. (Plagiarism is using someone else's ideas, concepts words or structures without acknowledging the original creator. It does not matter whether the work is published or not or whether it is in print or electronic form. So do not copy someone else's work without acknowledging it. To do so is unethical and could well be illegal. You could end up being sued for breach of copyright and your reputation will be ruined.

You can, provided you acknowledge it, use other people's work as long as that use is reasonable. To be on the safe side, keep it short and in context, After all this is your blog and should be about your ideas.



Lesson 2 keeping within the law

But it can be useful to point out useful information from others to your readers, so do not be afraid to quote other's books, article or websites. But do acknowledge them and where possible tell your readers where to go to get more from your source. (Anyone you acknowledge in this way will thank you. After all you are pointing potential readers and customers to them. Your readers will thank you as well, as they are getting even more good quality information and advice.

2) Do not libel anyone, so do not say anything which is untrue or derogatory. Remember you cannot afford to fight a libel case in the UK even if you are in the right and what you say is true, so err on the side of caution.

3) Do not write anything which encourages others to break the law. This is obviously unethical but it's surprising how many bloggers veer into this territory because they make a joke or want to appear light-hearted and edgy. Remember, legally a blog is published material it is in the public domain and subject to just the same laws as a book, newspaper or television programme.



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Lesson 2 protecting yourself

You will want to offer the best quality information that you can, but e however careful you are things can go wrong so you want to be sure that you are protected should you inadvertently give misleading information.

You can do this simply by

Making clear you are not giving advice, your blogs are for information only

That you are not responsible for any damage of any type which arises from the use of this information.



Lesson 2 let's get blogging

There are a whole number of ways of finding copy for your blog. You will have great resources yourself and we will be using these later. But for today let's aim for a topical blog post.

You will come from a variety of backgrounds and specialise in different areas and disciplines. So I am going to keep this as generic as I can and you can adapt it to suit your work.

So I am going to write a post about anxiety. I'll take you through the process and you can make it unique to you by putting in what you do about this common issue (and I bet you all deal with anxiety in some form of another).

First I want to find a good news source with some information which I can be pretty sure is reliable. I'll start at Anxiety UK. I'll go to their twitter feed which is likely to have bang up-to-date information

I scroll down and find they have an 'understanding anxiety' self help booklet on sale for £3.99

This covers a lot of ground and you might decide to buy it and quote it in a blog post



Lesson 2 your next template

If you decide to do this then the process would be something like that below. If you don't want to use the Anxiety UK material then this template can be adapted for use with any reliable source.

TEMPLATE 1 WHEN QUOTING SOURCES

I am very pleased to (Anxiety UK) have brought out a self help guide on understanding anxiety. I specialise in treating (add the anxiety type or symptoms you treat) so I was interested to read what they said: (quote an interesting fact or couple of paragraphs from the guide). I see so much of this these days (talk about what you see - what sort of things are your clients coming to you with). To know this is being recognised by such an important organisation is fantastic. (Put in another quote from the guide which illustrates this)

I also find that (mention something you do and do well) really helps a lot of people with this. (Expand on what you do if you want)

If you want to know more or book a session then (your contact details)

Or if you would like to buy (or get) the guide (whatever you have used - give a web link or contact details)

I will be writing more about anxiety soon so do come back



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This week's assignment

Write your post and post it

If you have time, from the source you are using write some more posts for use later. Save them to your computer.



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Next time

Using search friendly terms in a natural way

Telling stories, using what your clients tell you



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

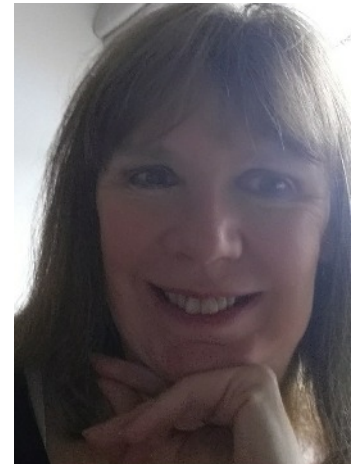
nurses. Ann is an accredited

(NCFE recognised) supervisor

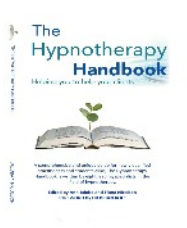
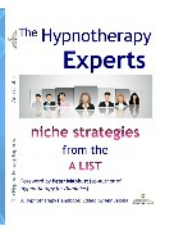
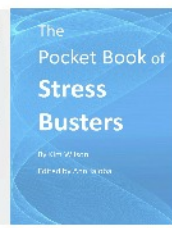
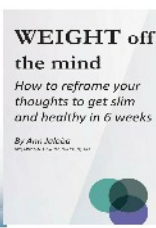
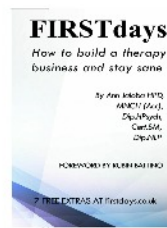
and supervises and coaches

many therapists from beginners

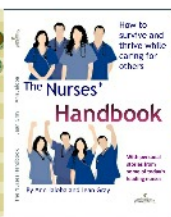
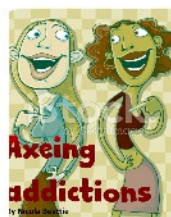
to Harley Street experts.



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