GET READY TO BLOG

LIKE THE *pro* THAT YOU ARE

———

ENGAGE READERS
& keep them coming back

drive traffic

TIPS FOR BLOGGING
effectively

GROWING THERAPISTS

WEB AND LOGO DESIGN | CONTENT CREATION | NICHE CONSULTING

WELCOME

TIRED OF BLOGGING WITH NO RESULTS?

I am too.

Does the idea of blogging make you cringe? Do you draw a blank when coming up with topics? Or perhaps you have diligently spent precious time and energy writing great blog posts only to have your mom be the only one who faithfully reads them.

IT DOESN'T HAVE TO BE THAT WAY.

My simple 7-step guide will teach you how to harness the marketing power of blogging to drive traffic to your website, engage your ideal client, and keep them coming back for more.

Let's get to it.

INSIDE THE GUIDE

MAKE IT ABOUT THEM

not you

Your ideal client wants to feel seen and connected. Through your blog articles, show that you understand them and that you will listen to their experience.

Which of the following blog titles would you be more likely to open and read?

"I Specialize in Helping Families Reduce Conflict"
or
"7 Strategies for Families to Fight Less and Hug More Starting Today"

Boom. Creating good content that focuses on the needs of your ideal client captures their attention, offers value, and builds trust. Stay away from clinical jargon or your credentials. Speak to the pain of your target audience and how they can feel better. Bring hope.

**TO BE UNDERSTOOD IS TO BE SEEN.
TO BE SEEN IS TO BE CONNECTED.**
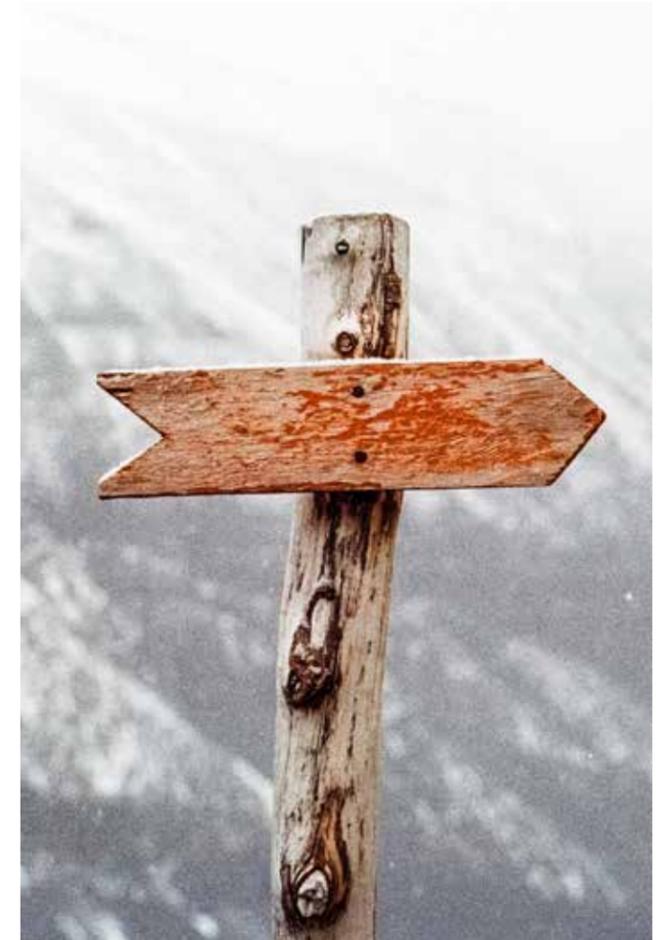
YOU THOUGHT
YOU COULD
SO YOU DID

◇

SHARE
valuable CONTENT

The goal of your blog content is to get new clients. Effective blog content increases your visibility, builds your credibility, speaks to your ideal client, adds value, and keeps them coming back.

Your blog articles are a chance to provide a snapshot of who you are, how you work, and how you'd be in the room with a client.

You have a small window of time to capture the attention of your ideal client. Make it count.

Know your ideal client. What is his primary pain point? What are her hopes and fears?

If your ideal client is a young mom with anxiety, consider if a blog article titled "3 Reasons You Shouldn't Feel Guilty for Getting a Babysitter" would be helpful.

Speak to the pain of your ideal client and how they can feel better.

To increase your blog post engagement, spend ten minutes making a list of the top 5 pain points of your ideal client and a blog title addressing each one.

USE YOUR BLOG
to network

reach out

AND CONNECT

Your blog + referral sources = success.

Imagine that you are a newly-minted therapist opening a private practice in a market highly saturated with therapists. You want to stand out among the herd.

First steps: Identify your niche and ideal client? Check. Hire a website designer to create a website that best represents your practice vision and speaks directly to your ideal client? Check.

Now what?

Imagine that your ideal client is a first-time mom in her late twenties experience postpartum depression. We have all heard about networking approaches that involve sending an introductory letter to local OB-GYN's then crossing your fingers. What if you were to approach a local OB-GYN explaining that you are writing an article about the latest treatments for postpartum depression and that you'd love to include them. Now you have a reason (excuse) to get face-time with this potential referral source, hear about their needs and how you can help them, while also letting them know about your practice. Win-win.

This doctor's office might then share your post through their own social media outlets or in their newsletter to their patient roster. Win-win-win.

GIVE IT A GO

Make a list of 5 potential referral sources your ideal client is likely to know. Then write a blog article title that addresses a pain point for each of those potential referral sources. Then pick up the phone!

THE CURRENCY OF
BLOGGING IS
AUTHENTICITY AND
TRUST

-JASON CALACANIS

RECYCLE & SHARE

no need to create new content for each blog post

What should you do if you want to post a blog article, but your muse has left the building?

Go back to your old posts and recycle your content in new and fresh ways!

Recycle the content from an old post about the importance of self-care during the holidays into a post titled "Top 8 Ways You Can Thrive This Holiday Season."

If you have an old blog post titled "3 Ways to Reduce Anxiety Right Now," take the first point and turn it into a stand-alone post. Even better, create a 3-part article series that expands on each point. Your ideal client will eagerly await each installation.

Another way to post fresh content without picking up your pen is to invite a guest blogger to write a guest post (tailored to your ideal client) on your blog.

What about reposting someone else's article on your blog? Even with permission, it's best not to repost an entire article because Google penalizes sites for duplicate content.

What you can do is paraphrase the article then cite and link back to the original article. If you want to quote part of the article, it's best to limit the quote to one paragraph.

If you must repost someone's full article, get permission first then cite and link back. Also include proof of permission such as "This article is reposted with permission from Growing Therapists."

YOU DO NOT
HAVE TO
PULL OUT
A RABBIT
EVERY TIME

◇

PROMOTE
your posts

Where does your ideal client hang out online?

It's best to promote your posts on that particular social media platform instead of automating your blog posts across multiple platforms. You don't want to earn a quick bounce by oversaturating with too much content where your ideal client's reaction goes from "Great, another helpful article" to "Oh geez, not her again."

Here are some ideas on what you should do with your blog posts per platform:

Facebook: Share your blog post on your business page.

Pinterest: Create a board specifically to pin your blog posts. You can also repin from that board to other relevant pins to reach a wider audience. Blogstomp is a useful tool for creating collages into a pinnable image.

Twitter: Send out a Tweet after you publish a blog post.

If you have an email list, be sure to send them a link to your new post which drives traffic back to your website. I recommend Mailchimp or Mailerlite for email lists.

TO BLOG =
TO SHARE
TO CONNECT
TO CREATE
TO INSPIRE

- the gingerbread gem

YOUR BLOG POST
images

Think about proper sizing and naming of images for your blog workflow.

Your blog will often be viewed from a mobile device. Therefore, it's important to get your image files as small as possible to reduce loading time. (Long load time = people bouncing off of your site.) Save all of your images at 72dpi for use in your blog posts to minimize file size. There is a handy tool called JPEG Mini which is useful for reducing image files even further without affecting dimensions.

People often search by images in addition to keywords so be sure to name your images using keywords.

For example: For a blog post titled "4 Self-Care Tips for Surviving the Sandwich Generation," it would be better to label your post image as "Aging Parents | Sandwich Generation | Cris Roskelley MFT" instead of "487293_IMG_002."

good luck

HAPPY BLOGGING

READY TO PRESENT YOUR PRACTICE LIKE THE PRO THAT YOU ARE?

My goal is to help you grow your online presence with confidence so that you can fill your practice with your ideal clients and love going to work every day.

If you have any questions or are interested in working together, head on over to [Growing Therapists](.).

You can sign up to get all my latest tips and resources to present your practice like the pro that you are... plus a free checklist of The Top Therapist Website Mistakes.

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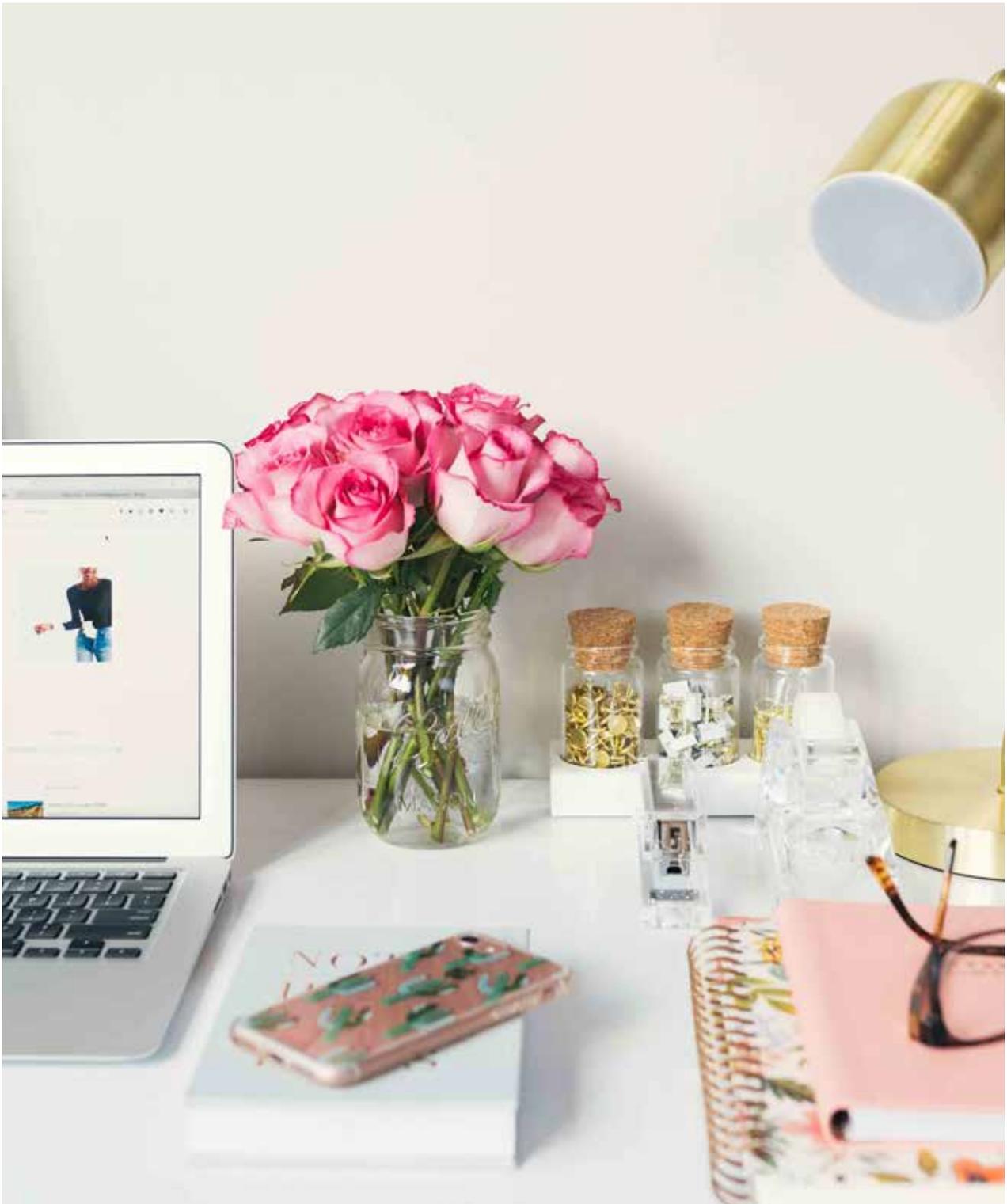
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