

WRITING BLOGS

Write about a presenting issue that your ideal clients need help with

This type of blog post needs to be informative and in language that your ideal client will easily be able to understand. You can bring in your own personality and writing style.

Helpful suggestions to help you write the article on a presenting issue:

a) Articles should be 700 to 1000 words in length and describe the presenting issue

b) Keep the language you use very easy to understand and suitable for your ideal clients. Bear in mind that they are not as likely to understand terminology and jargon as you are.

c) I would encourage you to write presenting issues on your specialist areas and any areas you would really like to work with.

Template for writing a blog on a presenting issue

- *Introduce the topic of your blog*
- *Describe the presenting issue and how it can typically affect your ideal clients*
- *Give a definition of the presenting issue,*
- *If statistics are available include some stats about how many people are affected by this issue*
- *Describe how the therapy you offer can benefit/ help people experiencing this issue.*