

Launch Your Expert Blog

*Tips for therapists on how to start
a profitable blog*



For Psychologists, Therapists and
Health Professionals in
private practice who want to
grow their business.



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Launch your expert blog today!

How many of us have thought about writing down what we know but have been worried about whether it will be any good?

Who will read it? Will it be any good?

The hardest part about launching a blog is just getting started. Trust me, I've been there. I've blogged for over a decade but I started writing about books because I didn't feel confident early in my career to share my psychology expertise. Instead I did 'ghostwriting' for other professionals.

Now I help professionals launch (and maintain) a blog that helps them grow their business, like it has grown mine.

We all have unique clinical knowledge and expertise that compliments are own unique personal life experiences.

Everyone has something worthy to say, and when it comes to public health information- let's make sure people are getting credible information, from health practitioners and therapists, like ourselves.

In this free ebook, I have listed the 10 steps to launch your blog from coming up with ideas, finding the right angle for a post and putting your work out there to be read.

The only way to know whether your blog posts will be any good is to get started.

So, let's do it together.



How does blogging grow your practice?



I truly believe, blogging is an essential marketing tool for any psychologist, therapist or health practitioner in private practice.

Writing in my area of expertise has opened up so many professional opportunities for me including: networking, speaking engagements, podcast invites, successful workshop launches and increased referrals.

This is how it can help you:

- Establishes you as an expert in the field which leads to speaking engagements, media requests and being known as the 'go-to' person in your field.
- Increases traffic to your website which means more awareness of your business and increased leads/ enquiries.
- Builds trust with your audience so they are more willing to book an appointment with you or register at your events.
- Creates opportunities to diversify your business. Ever wanted to run an online course, start a podcast or write a book? Longform content like blogging can help you grow your audience so that you can sell digital products such as books and courses.

When you have more clients, more workshop attendees and you are invited to events, you make more money. Your business becomes more profitable. Share your expertise, help more people and grow your business.

10 steps to launch your expert blog

1. **Planning.**

As much as I want to say just dive in, a little planning can eliminate headaches down the track. When you make the commitment to launch your blog, think about how many posts you can realistically post on a regular basis? One blog a week or fortnight is far better than posting daily for a week and then nothing for months. Decide on the day or date you want to publish a post each month and mark it in your calendar. Schedule time to research, write and publish your post, too.

2. **Strategy.**

You have a plan and now it's time to strategise. What is your content goal? Is it to increase referrals for a particular presenting issue or is it to sell tickets to a workshop? Consider the niche you want to be known for. You don't have to niche your business but niching your content is sensible because it positions you as an expert. It also helps Google make sense of what your website is about - a bundle of related topics will be clearer to search engines than lots of random topics. If Google knows what you're about, it will push up your rankings, making it easier for people to find you.

3. **Brainstorm content ideas.**

Rather than focus on all mental health issues, focus on just one. For example, anxiety. Niche down further to topics such as social anxiety in teenagers or separation anxiety in preschoolers. Write down 10-20 ideas related to your chosen topic.

Tip: Download my 101 blog prompts ebook for inspiration available in my online store.

4 Find your angle.

- Okay, so you've narrowed down your niche and you've come up with a list of topic ideas. Now it's time to find the right angle. Rather than writing "separation anxiety in toddlers," try: "five signs your child is experiencing separation anxiety (and what you can do about it) or "3 mistakes parents make when separating from their child at child care." See how these headlines are more specific?

5 Structure your blog post.

- Before you start writing, structure your blog post. This ensures you cover all of the necessary elements and will prevent you from going off on tangents.

Blog posts typically have a header, a sub-header, introductory text, followed by several more sub-headings and text paragraphs, a recap and a call to action. Mark out all the headings in your document first (even if you don't know what they'll be yet). When you have the structure, it won't feel so daunting to get started.

Tip: For more help with structuring your blog post, download my [blog template and ebook](#) from my online store.

6 Write your draft.

- Start writing! Okay this is easier said than done but we can often make things more complicated than they need to be. Write your first draft, know that it can be edited and improved later. Write down what comes to mind about the topic. Try not to censor or edit it too much as you go.

7. Edit.

Okay, this is the fun part. This is where you take your draft and all of your wonderful ideas and you refine them. You ensure your paragraphs are readable, that you've chosen the right words for your audience, and you haven't gone off on tangents. Add more detail where needed. Once you've edited the content, proofread for any grammatical errors.

8. Format your blog post.

Upload your blog post into your website blogging platform. Add 1-2 images to your post for readability (you can find royalty-free images at Pixabay and Unsplash). Don't forget to include any internal or external links to other blog posts or pages on your website.

9. Publish.

Don't overthink it! Publish your post on to your website and give yourself a pat on the back. It's done. Try not to obsess over every detail. Good enough is good enough.

10. Share your content

Time to share your content. Share it with friends, share it on social media and in private facebook groups you're a member of. Don't worry too much about whether they get any traction. Blogging is a long-game. Repurpose your blog posts by pulling out quotes and including them in instagram carousels or facebook posts with a link back to the full blog post on your website.

Time to start writing...

Good luck!



Thank you!

You'll find more blog writing tips and prompts on my website and in my weekly newsletter. [Subscribe here.](#)

Need support to keep your blog on track? Book a coaching strategy session [with me here.](#)

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