



MARKETING TOOLBOX

Clinton Power

I wrote the title of this article a little 'tongue in cheek' because I think so many therapists and coaches are yet to tap into the amazing potential that blogging can offer for your business.

Many therapists and coaches I speak to give a variety of reasons as to why they are not blogging, such as

I don't have a blog

I don't have time

I don't know what to write about

I'm worried my peers will judge me

to name a few...

I'd like to address these objections one by one.

#1

I don't have a blog.

Well really, this is no excuse anymore because the installation of a blogging platform such as WordPress is so easy and cheap. If you're not sure how to get started, either outsource the installation of the blog to a savvy teenager, or someone on oDesk.com or elance.com.

I recommend you use the WordPress self-hosted platform (NOT WordPress.com) and host it on your own domain. I also recommend you check out the impressive website themes at StudioPress.com. For under \$120 you can have a professional looking website up in no time.

The good news is you can make WordPress look like a regular static website, and then have one area on your site which is your blog where you can regularly update your content with new, fresh and engaging posts for your readers.

ABOUT THE AUTHOR

Clinton Power is a Sydney-based Gestalt therapist and practice dedicated to helping singles and couples more. [Australia Counselling Directory](#), a free directory for find also a passionate coach and [consultant for healthcare](#).

Are You...

BLOGGING FOR YOUR BUSINESS YET?

#2

I don't have time.

I think this objection is an interesting one. You mean you don't have time to invest in a proven long-term marketing strategy for your business that can bring you work and clients for years to come? If you're serious about running your own practice and not working for someone else, it's essential that you make time.

What works for me is to have a regular writing time each week where I turn off all my distractions. My two favorite tools for writing are the timer on my iPhone- I use the Pomodoro technique for working in time chunks of 25 minutes, and iA Writer, which blanks out the entire screen except for the text I'm writing. These tools help me focus and write quality content on a regular basis.

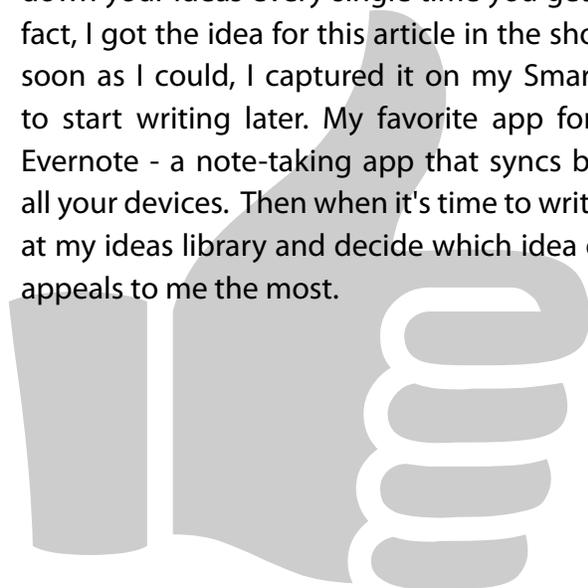
#3

I don't know what to write about.

If you haven't blogged before, it can feel difficult to generate ideas to begin with. But what happens over time is it gets easier and easier once you adopt a writing mindset. First of all, you need to start thinking about the most common problems that your clients are grappling with. I love to use a mind map and write down the big themes of my practice, and then start to create blog titles and ideas from these big themes. Mind maps help me think outside the box with their visual appeal and creativity.

Next, you need to start to develop a habit of writing down your ideas every single time you get one. In fact, I got the idea for this article in the shower, so soon as I could, I captured it on my Smartphone to start writing later. My favorite app for this is Evernote - a note-taking app that syncs between all your devices. Then when it's time to write, I look at my ideas library and decide which idea or topic appeals to me the most.

and the owner of [Clinton Power + Associates](#) - a private
 out of relationship pain. He is also the founder of
 and counsellors and psychologists in Australia. Clinton is
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#4 I'm worried my peers will judge me.

This was a big concern of mine when I first started my writing journey, but I soon learned that I had to get over it and develop my voice so I could start broadcasting my message. One of the things that helped me was to write like I was speaking to my ideal client. When I write like it's a one-to-one conversation, I find that my writing is much more intimate and tends to be more readable.

The fact is, there will always be people who will have some sort of judgement about you and what you do, but when it comes to your business, it's up to you to develop a mindset for success. And part of the success of your business is your writing.

The funny thing is, I never considered myself a writer, or thought I would be writing for my business as much as I do. But I now realise that writing is an integral part of my business and I wouldn't have built the business I have today without it.

The benefits of blogging for your business are numerous, but some of the ones I've seen include:

- you establish yourself as an authority in your chosen niche and field
- your readers perceive you as an expert because they are consuming your valuable and helpful content
- the search engines love you because you are providing fresh content for your blog on an ongoing basis
- more opportunities open up for you, such as speaking engagements, based on the expertise you share on your blog
- you can build valuable relationships with potential clients that can become your client after reading your content for weeks, months or years
- you can build a database of subscribers who want to receive your blogs in their inbox, which then allows you to send them marketing messages over time

Are you starting to get the benefits of blogging for your business?

So no more excuses. It's time to start blogging so you can share your voice and perspective with the world, and attract clients while doing so. ■