**An Eye-Catching Title Goes Here**

# Here is the opening header!

Greetings, APA! Welcome to your blog template.

You can use this as a template to create simple blog posts, guest articles, and *beyond*. So, since I have your attention and you graciously listened to my webinar, I might as well give you some **helpful reminders** for when you start crafting digital goodness for the world wide web to see.

Notice how your attention is drawn from the title, to the header, and then to the first few sentences. These are critical points where you need to hook the reader – otherwise, they will most certainly move on to more engaging online waters. Use your own voice and do your best to make an emotional connection to your reader. If you are writing about depression in the hopes of encouraging the reader to sign up for your individual therapy, this is perhaps your first chance to show them empathy. It also helps if you **put a word or two in bold**, as this can convey the message to low-attention readers in a succinct way.

This sentence seems important, because it gets a line all to itself.

You can use simple formatting tricks to help **keep the reader engaged** and **draw their focus** to specific ideas. Try to **avoid** **overusing** **bold** or *italic* styles in the content, **though**, as it can **confuse** the **reader** as to **what** is most *important*. You can also use bullet points to break apart larger walls of text and help organize things that are often found in lists, such as:

* Symptoms of mental health issues
* Common issues experienced by a certain population (i.e. children)
* Services that you offer
* Areas near your office that you might serve
* And more!

Each blog post typically has **three parts**: anopening, a body, and a call-to-action.

This section is part of the opening, which is responsible for introducing the topic and hooking the reader. Think of the opening as your door-to-door salesman’s pitch – one that gives them a good enough reason to keep reading. Next, the body of the article should have lots of useful information for the reader to dive into and learn more about the topic itself. Finally, the call-to-action section helps sell your service and how it can help with whatever the topic may be. If the article is on anxiety, you will want to explain how therapy can help and why your therapy is a good fit for the reader. Have you made it this far in this paragraph? Well done! Just know that you are in the minority of online readers – most will ignore longer sections of text.

The final paragraph of your opening section should **foreshadow your call-to-action**. This is the part where you make your mini sales pitch: If you struggle with online writing, if your online presence needs a boost, or if you would like extra help publishing content for your website, do not wait. Contact [MarketingForTherapists.org](http://www.marketingfortherapists.org/) today and learn how we can help! Notice how I added a hyperlink in that last sentence to direct the reader to a specific webpage, which you will want to do with your contact page to finish out a strong call-to-action.

# What is the body section all about?

The body section is your opportunity to demonstrate some knowledge (and credibility) and **provide the reader with** **useful, free information** about the topic.

I really like creating custom diagrams for blog posts, but they aren’t for everyone. If you are using Microsoft Word, you will see “Smart Art” listed under the “Insert” tab. Smart art allows you to produce handy dandy diagrams like this with ease:

Simply type in what you want as bullet points and use the buttons at the top menu to arrange the content the way you want it to appear. Keep in mind that diagrams and other visuals should help convey the message **without confusing the reader**. And, your writing should be attractive and engaging enough to help the reader feel welcome.

Avoid using language that might be read as:

* Shaming or blaming
* Psychojargon (overly technical or diagnostic)
* Unprofessional (ain’t, LOL, cursing)
* A liability risk (making claims that are not supported by your credentials)

Remember that longer articles (at least 1,000 words) do better with SEO. Make sure that you provide useful content without being repetitive or ramble-y.

At the conclusion of your body section, you will want to segue into your call to action. For example, if any of these writing tips are difficult to use, or if you simply lack the time to write out content worthy of your excellent services, **seek professional help**.

# Where can I seek help?

This is your call-to-action section.

You have helped guide them here through empathy and helpful education, and now it is time for them to start thinking about **reaching out to you and/or signing up for your services**. You might add a paragraph that explains exactly how your service can help with the topic. Emphasize the positive aspects of your work that people may not know about, such as:

* Having a safe, confidential space to work through life’s struggles
* Speaking openly with a highly-trained professional
* Learning to be curious about oneself and become more mindful
* Coping strategies for dealing with the blog post’s topic

Keep in mind that you want to be **honest in advertising** – avoid making claims that you cannot support.

You should also list your office location and some practical details about who you are and what you do. Of course, you should also have separate pages that flesh those out further on your website or business profile.

At the end of your call-to-action section, provide an empathic encouragement to contact you: I know how stressful and demanding it can be to start writing for the web – and it doesn’t have to be that way. **Contact us today** [MarketingForTherapists.org](http://marketingfortherapists.org/), or send me an email at [Kyler@KylerShumway.com](mailto:Kyler@KylerShumway.com). We’d love to hear from you!