

# The “Non-Writers” Template for the Perfect Psychotherapy Blog Post

There is no single “best” way to write a blog post, and there is really no “wrong” way to write. But there are times when you sit down in front of that blank screen and it can seem pretty overwhelming.

This template is for those times!

There are three sections here, and you can use them separately or together.

1. **Fill-in-the-blank Blog Post.** Think of this as the “mad libs” version of blogging. You’ll find it particularly helpful if you are new to blogging, and want help with your first few posts.
2. **Five resources for inspiration.** Here are my five “secret weapons”. You’ll get lots of ideas and inspiration here, for whenever you need to write the creative juices aren’t flowing.
3. **Thirteen blog post templates.** This is a great way to spice up your writing, so you don’t feel as though you are repeating yourself week after week.

## FILL-IN-THE-BLANK BLOG POST

Blog posts work best when you keep it simple, one idea per post. Don't try to share everything all at once. The template will show you how to expand on that one idea in an engaging and informative way.

1. **Post Title:** Let your readers know how a post will be useful to them. The more specific you can be, the better. Some ideas are:
  - a. Secrets of \_\_\_\_\_
  - b. How to \_\_\_\_\_
  - c. Nine ways to \_\_\_\_\_
  - d. Why you should never \_\_\_\_\_
  - e. What you should know about \_\_\_\_\_
  - f. The Funniest \_\_\_\_\_ I ever had
  
2. **First sentence:** The first sentence has only one goal: interest your reader so they read the rest of your article. You can ask a question, state something controversial, and tease something interesting.
  - a. Have you ever wondered what it would be like to \_\_\_\_\_?
  - b. Would you like to \_\_\_\_\_?
  
3. **Second paragraph.** Here you answer the question you asked your reader. Share why you asked the question, and how you got to your answer. This gives the reader context, particularly if you stated something controversial earlier.

4. **Bullet list.** Bullets are a great way to keep your reader moving through your article without being overwhelmed with a lot of text. Because bullets are easy to read, readers can take them in even if they are skimming the rest of the article. Keep the list to points that support the topic of your post.
  
5. **Add an image.** This adds interest to your readers, and gives you great value if you want people to share your post on social media. Make sure that you are adhering to licensing requirements for any photographs you buy or download.
  
6. **Close with a call to action.** This is sometimes called an “author resource box”, and will be pretty standard for most of your posts. This is where you tell them a bit about you, and how to get in touch if they are interested in therapy.

## SOURCES OF INSPIRATION

These websites can almost write your blog posts for you! You'll find great stories that you can share, comment on, and see what people are reading. Of course, you won't want to take the stories directly. Instead, get ideas and perspectives, and make them your own.

1. <http://www.eonline.com/>

One of the keys to a well-read, highly-shared blog post is that it connects with conversations your clients are already having (with others or in their own heads). Eonline is a great source of topics that your clients are already talking about. *(This is also a great way to position yourself to get interviewed in the media, if that is one of your goals.)*

2. <http://www.mindbodygreen.com/>

MindBodyGreen is a popular source of articles on mind-body wellness. I really recommend this website to give you ideas about the topics your potential clients are interested in. It's also a source of articles you can reference and refer back to on your site. Of course, you wouldn't copy content directly onto your site.

3. <https://www.psychologytoday.com/>

PsychologyToday does an excellent job of providing information and resources about mental health issues in a way that is of interest to your potential clients. You can get ideas for clinical topics you want to write about, and you can also see what topics are the most popular.

4. <http://www.huffingtonpost.com/news/positive-news/>

Huffington Post is a great resource in general, but I really like the Positive News because that will provide you with stories that aren't available in the general news. You could easily find a story here, and then provide your “expert opinion” on the content of that story.

5. <http://www.dailygood.org/>

As therapists, we often have the voice of hope and optimism for our clients. DailyGood is filled with stories of interest for your clients. I've seen this used quite successfully for both blog posts and social media.

## BLOG POST TEMPLATE IDEAS

With these 13 blog post ideas, you'll never feel stuck or repetitive with your writing again. In fact, if you just wrote four posts for each of these 13 items, you've have **an entire year** of weekly blog posts written!

1. Tell a personal story.
2. Describe an historical event or person from your expert perspective.
3. Review a book or a movie.
4. Comment on a powerful quote.
5. Tell the story of a photograph.
6. Comment on a news item.
7. Report something you've recently learned.
8. Provide a step-by-step explanation of a skill.
9. Provide a list of resources.
10. Answer your clients' most-asked questions.
11. Make a complex process look simple.
12. Explain the rationale behind one of your decisions.
13. Write a beginners guide to something of interest to your clients.