



Manhattan Marriage & Family Therapy

How to Create a Great Therapist Blog

The purpose of blogging is to offer your audience information and inspiration, provide therapeutic value, and connect with your audience on a deeper personal level. Here are some tips for creating a blog that your audience will love and appreciate:

- Think of a title or headline that will make you curious to learn more; (E.G. “Do this 1 thing daily to have a happy marriage” vs. “Communication is key in marriage”.)
- Intro paragraph (or two) that sets up the problem. Speak from the INSIDE, not as clinician. Stand shoulder-to-shoulder with your audience. Relate;
- Set-up/present solution in general form, a sentence or two;
- Expand on solution by presenting concrete solutions and using examples to illustrate your point;
- 1-2 Tweetables—take-away pearls of wisdom to be shared by your audience on Twitter and elsewhere on social media;
- Actionable take-away: homework assignment for your audience that can easily be done on their own.

Once you have the first draft, check to see:

- Are you communicating ONE core thought, idea or principle?
- Is your blog informative? Validating? Compassionate?
- Is it a uni-tasker or multi-tasker. Example of multi-tasker would be a post titled “Valentine’s Day”, which is likely to get skipped over at any other time DESPITE being a great list of ideas for nurturing your relationship year-around.
- Are there any additional resources on the subject you could share? Links? Podcasts? News stories? YouTube video?

Ideas and topic finder:

- Information, tips, goals that are relevant to your niche;
- Client story (with permission or omitting identifying personal information);
- Seasonal (end of school year, holidays, season’s change, breast cancer awareness month, etc.);
- Recurring client complaint;
- Overview of a therapeutic approach/technique;
- What I wish I could say to my patient(s);
- Discuss and validate a common problem (stress, holiday overwhelm, etc.). Offer compassion and simple solution;
- New vs. Old me (how the patients’ thinking and relating to the problems changes as they get better);
- Lists of solutions;
- Questions and answers.