



THERAPY

BLOGGING 101

POWER PACK

This free resource helps you use your
healthcare experience to build, grow,
and monetize a blog...
with purpose and integrity!

TABLE OF CONTENTS

- 5 Keys to a Successful Blog
- Breaking It Down
- Branding Basics
- Site Setup
- Content Creation
- Monetization
- Affiliate Marketing

WELCOME!!

Thanks for signing up for the Therapy Blogging 101 Power Pack. We are Chanda and Meredith, and we're both physical therapists-turned bloggers. We LOVE what we do for a living, and we want to help other therapists do it, too.

This free Power Pack will help you explore the possibilities that the online world has to offer. Reach out to us with any questions!

admin@therapyblogging101.com

Happy Blogging!

Chanda and Meredith

5 KEYS TO A SUCCESSFUL BLOG

1. Choose The Right Platform

Picking the right website platform from the beginning can save you lots of time and effort down the road. Select a platform that is customizable, lightweight, great for search engine optimization (SEO), and allows you to grow over time. We highly recommend setting up your website on WordPress from day one. Be sure you are using WordPress.org and not WordPress.com.

2. Create Great Content

If you produce quality content that your audience needs, you will have people who keep coming back and spreading the word about your blog. The content is the heart of your blog and creating actionable and helpful content is key to keeping your readers happy. We'll delve into this topic more a bit later in the Power Pack.

5 KEYS TO A SUCCESSFUL BLOG

3. Understand Your Readers

To create great content, you need to understand the wants and needs of your audience (readers). What are they searching for? What problems do they need solved? Understand what is missing and differentiate yourself by serving an unmet need.

4. Build Your Email List

All roads lead back to email marketing, and that is where you will make the vast majority of your sales. Build your email list early and with purpose. This goes for any website, blog, or social media account. Start collecting emails from day one.

5. Understand Disclaimers

Make sure you have appropriate disclaimers (talk to a lawyer if you are unsure) in place on your website, especially if you are discussing something related to healthcare or therapy. If you have a cooking blog, you'll also need disclaimers, but they will look a bit different.

BREAKING IT DOWN

We'll start with the basics of how a blog operates in the online world. We use lots of unfamiliar words like hosting, domains, platforms, pages, plugins, posts, etc.

Here's our favorite metaphor: (*thanks to Will Crane, PT, DPT, of [PT Final Exam](#)**)

A blog is like real estate.

Blog hosting: The land your home is built on

Domain name: The address of your house

Platform: The foundation or framework of your house

Theme: The general aesthetic of your house

Plugins: The decorations, furniture, and appliances

Content (pages and posts): The people who live in your home

**This is an affiliate link. We'll tell you more about affiliate links later in the Power Pack!*

BRANDING BASICS

Your brand is what makes your blog uniquely YOU. Here are some basics on branding from day 1.

Picking Your Blog Name

Picking your blog name is important, as it influences your domain name, email address, logo aesthetic, and beyond. Don't let yourself get stuck here. What matters most is that you know your target audience (readers) and choose something that speaks to their needs.

Let's discuss our brand names.

Pink Oatmeal?! – Pink Oatmeal is about physical activity and motor development ideas. It provides printables for teachers, parents, and therapists. So, why “Pink Oatmeal??” The name has nothing to do with any of that. Chanda’s website has evolved to become what it is today and didn’t start off with the same goals in mind. But because the name was always unique and memorable, it has always just *worked*.

BRANDING BASICS

The Non-Clinical PT – On the other hand, with Meredith’s site, you know what you are going to get right from the start: non-clinical career content from a rehab perspective. The difference is that Meredith knew on day one that she wanted to provide this exact type of content. That’s why she chose the name. And by including “The,” she positioned herself as *the* expert in that niche.

If you know where you are going with your niche, try to stick to a name that makes sense for your brand, but don’t be afraid to pick a name that isn’t 100% obvious. All sorts of brands have less straightforward names, but they still work.

Don’t stress.

Brand names can change. We’re sure you’ve seen plenty of company names change as they grow, so if you find yourself in that boat, it’s not the end of the world!

BRANDING BASICS

Fonts and Colors

When creating a brand, think about the “look” and “feel” of your brand. This involves selecting colors and fonts, and will also help when you are ready to create your logo.

Fonts

Pick one to two fonts and stick to those. Make them easy to read, and ensure they’re appropriate for commercial use. If you have a font you love, read the terms of use of the font. Be sure that you have commercial rights to use the font(s).

Colors

Pick two to three colors to use in your branding and stick to those. This will be what you use to create your logo and approach color design on your website. Write down the color codes when you choose them, so you can always match the exact colors for all your content. Note the hex codes of your colors so you don’t forget them.

BRANDING BASICS

Logos

A logo can be made by hiring someone or by creating it yourself. Don't let yourself get so caught up on this step that you can't move forward. Logos can be changed over time.

Whether you are creating your own or hiring out, you will want to know which fonts and colors you like, so try to have those picked out before you create your logo.

Creating Your Own Logo (DIY)

You can use the following programs to create your logos:

- [Canva](#)*
- Adobe Illustrator
- Adobe Photoshop
- PowerPoint

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BRANDING BASICS

Hiring a Logo Designer

If you don't feel savvy enough, or you don't have the time to create your own logo, you can hire a designer to create one for a reasonable price.

Here are some places to look:

- [99 Designs*](#) (that's who we used for Therapy Blogging 101)
- Fiverr
- Upwork
- An independent graphic designer

The nice thing about hiring someone is that you can keep working with them if you like their work. And using your logo designer means they'll always adhere to your existing brand for future design work.

A blog does require some ongoing design work, and some folks enjoy taking on that task themselves. However, others prefer to outsource that to a trusted designer.

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SITE SETUP

Claiming Your Site

Starting your blog begins with setting up the foundation of your website. If we go back to Will's real estate metaphor, here is what we are talking about.

Location

First, we need to figure out the space (plot of land, or neighborhood) we are going to use to build your blog/website. This is the web host.

Address

We will also need to have an address (or URL) for the house so people can find you. This is the domain name.

Foundation

We then want to start building the foundation of the house.

We can actually get this all done in under 20 minutes!

SITE SETUP

We are going to start with picking your hosting (location) to get your corner of the internet secured.

What is hosting?

A web host is a business that provides the services needed for your website to be viewed on the internet. Websites are hosted on special computers called servers. Again, think of this as the neighborhood or plot of land where you choose to build your home.

When internet users want to view your website, all they need to do is type your domain name (your website address) into their browser. Their computer will then connect to your server (where your website is hosted/your location) and the pages on your website will be delivered to them through the browser.

SITE SETUP

Hosting Recommendations

When starting out, it's all about making life easy and saving money. We recommend getting hosting through [SiteGround*](#) or [BigScoots*](#).

Reasons we recommend SiteGround or BigScoots:

- **They are affordable.** This is always good when starting out. It can cost less per month than your favorite coffee-shop drink.
- **They include 1-click WordPress install.** This makes setting up your website so much easier!
- **They include a free SSL certificate.** This is the little lock thing that you see in the address bar of websites. Google now dings sites that don't have this security measure. It's important, and you want this on your website.
- **24/7 support.** This is always a good thing.
- **They have backup.** This means if something were to go wrong, your site would be backed up. This is VERY helpful for any online business!

**This is an affiliate link. We'll tell you more about affiliate links later in the Power Pack!*

CONTENT CREATION

Now it's time for the fun stuff!

You can start setting up pages, designing your website, and creating content.

Your website will consist of pages and posts.

Pages

Pages stand alone (think main pages and what's in the navigation bar), and don't fall in the blog posts. Common pages when getting started with your therapy website:

- **About Page** - [See an example from Pink Oatmeal](#)
- **Privacy Policy** - [See an example from Pink Oatmeal](#)
- **Contact Page** - [See an example from Pink Oatmeal](#)
- **Disclaimer** - [See an example from Pink Oatmeal](#)

CONTENT CREATION

As your site matures, you will eventually create special “landing pages” for various sales and promotions.

Posts

Posts are what make up your blog. They’re the main content and true heart of your website. Google rewards sites that publish frequent, high-quality blog posts, so you’ll want to really focus on creating excellent content in your posts.

The following section is good to revisit to when you are writing your first official blog post, but for now, explore:

- [Blog Posts From Pink Oatmeal](#)
- [Blog Posts From The Non-Clinical PT](#)

We will dive way deeper into the design aspect of creating beautiful blog posts in Therapy Blogging 101

CONTENT CREATION

Creating great content is vital to you as a blogger. Your content is what draws people to your site, fosters trust with your readers, and proves that you know what you're talking about.

Here are our top recommendations...

Good Content is:

1. Usable and Actionable

Above all, your content should help readers quickly and easily solve some form of problem. Whether it's helping therapists learn how to treat a certain type of injury or teaching teenage runners how to stretch their calves before a run, great content must *help people* in some way.

If your free content isn't helpful, it will be much harder to monetize your site. After all, if people don't like your free materials, why would they pay for your premium offers?

CONTENT CREATION

We Recommend:

- Lists of tips or tricks (or “hacks”)
- Step-by-step guides
- Interviews of real people, where they share their own tips/tricks

Good Content is:

2. Easy to Read

Gone are the days of using 50-cent words to sound smart, or using florid language to impress your readers :) You want to make your content as easy as possible to understand. This isn't a term paper! People should be engaged and interested, not confused or overwhelmed.

We Recommend:

- Short paragraphs and digestible sentences
- Bullet points and graphics/pictures
- Direct quote highlights

CONTENT CREATION

Good Content is:

3. Shareable

Part of your blog's success will hinge on people finding out about it. You want to write the type of articles that make people eager to share, whether it's by forwarding in emails, posting on social media, or simply printing out and hanging at work.

We Recommend:

- Social share buttons
- Clear, in-depth articles on topics many people find confusing
- Heartwarming or heartbreaking stories on occasion

CONTENT CREATION

Good Content is:

4. Accurate

A huge part of running a successful online business is earning your readers' trust. If your articles aren't accurate, you're immediately at risk of losing trust. Nobody wants to invest their money in someone who puts out haphazard, sloppy work.

We Recommend:

- Checking links before publishing
- Reviewing all content for spelling and grammar mistakes
- Ensuring names are spelled correctly

CONTENT CREATION

Good Content is:

5. SEO-Friendly

You want your content to be found by readers, and readers use search engines to find the answers to their questions. You'll need to optimize your content for it to show up prominently in search engine results.

We Recommend:

- H2 tags optimized
- Complete meta description
- Descriptive alt tags
- High-quality backlinks
- Optimized images and lightweight pages

MONETIZATION

Monetization comes in many different methods, shapes, and forms in the online world. You'll see people offering consultations, coaching, products, services, software, downloads, CEUs, courses, and so much more.

Therapy Blogging 101 covers many ways to monetize, but here's an overview of one popular method...

Affiliate Marketing

One of the fastest and easiest ways to start monetizing is with affiliate marketing. Affiliate marketing can be an effective and great way to earn money online, but you need to be ethical and know what you are doing.

We see way too many people not following rules or unethically using affiliate marketing. Don't be one of "those people." You'll quickly earn a reputation for being sleazy and untrustworthy, and nobody wants that.

We'll quickly cover how to use affiliate marketing to make money *with integrity*.

AFFILIATE MARKETING

What is affiliate marketing?

Affiliate marketing is a way of promoting another business's products or resources. You send your audience to such resources/products via affiliate links. The business records that the purchase was made through you and you get a commission (kickback).

**Affiliate marketing is great *if done ethically and legally*.
Most bloggers use affiliate sales and marketing.**

- Some bloggers are affiliates for other businesses.
- Some bloggers select affiliates to promote their own products and/or services.
- Some bloggers do both (we both do both). For example, Chanda is an affiliate for Meredith's Non-Clinical 101 course, and Meredith is an affiliate for [MedBridge](#)*.
- We have included several affiliate links in this Power Pack so you can see how it works! We only listed products and services we truly believe are top-notch.

**This is an affiliate link!*

AFFILIATE MARKETING

What is an affiliate link?

An affiliate link is a specific URL that contains a piece of code that tracks the traffic and conversions that an affiliate sends to a particular product or resource.

For example, take a look at our affiliate link for BigScoots. The piece of code at the end tracks that we sent you to BigScoots and that is our BigScoots affiliate ID.

<https://www.bigscoots.com/portal/?affid=2341>

The system would track how many people you send over and how many go through with a purchase as a result of using your code. If someone were to buy from your link, you would make a commission from the sale.

AFFILIATE MARKETING

What you need to know about affiliate marketing

You need to know the rules of affiliate marketing. These may vary depending on who you are promoting, so you need to carefully read the rules.

Amazon has different affiliate rules than websites like Pink Oatmeal or The Non-Clinical PT.

Federal Trade Commission (FTC) laws

The FTC enacted rules that must be followed when using affiliate marketing. MANY people out there abuse these rules. Again, don't be one of those people.

This is [a great summary from the FTC](#) on what you must disclose if you choose to use affiliate marketing in your blogging monetization strategy.

AFFILIATE MARKETING

Do's and Don'ts of Affiliate Marketing

- **DO** promote items that you truly love or think will benefit your readers.
- **DO** always disclose when you are sharing an affiliate link. It is the law. And it's just the right thing to do.
- **DO** look for creative ways to promote products and services. Writing reviews and working with businesses to get customized discounts are great ways to stand out.
- **DON'T** promote items/resources that you don't truly believe in or just because the affiliate commission is great.
- **DON'T** share affiliate links in Facebook groups, social media, email newsletters, or on your blog without disclosing the fact that they're affiliate links. People deserve to know that you may earn a commission if they buy through your link.
- **DON'T** assume that a simple link or recommendation is enough. People who trust you will want detailed explanations of why you support what you do.

SEE YOU SOON!

We hope you enjoyed your free Therapy Blogging 101 Power Pack!

Hope to see your new site blossoming very soon! We are PUMPED to see more therapy professionals in the blogging space! It takes work, but blogging can give you the flexibility, pay, and location independence we all crave!

Please check out our step-by-step course on blogging! [Therapy Blogging 101](#) guides you through how to build, grow, and monetize a website!

- **Please stay on our email list.** You'll be alerted about special Therapy Blogging 101 promos and sales!
- **Please reach out with questions about the course.** We are proud of the [great reviews](#) we have, and can't wait to add yours!. admin@therapyblogging101.com

Happy Blogging!!

Chanda and Meredith