

A 10 Point Checklist For Writing A Killer Blog Post

If you are a Doctor, Plastic Surgeon, Aesthetic Beautician or a professional within the beauty industry then you are in the right place.

Writing a blog post is not hard and should certainly not be considered as a burden.

So here I'm going to show you certain strategies to bear in mind when writing your blog.

If you follow the steps your blogs will be huge 🙌

So let's get into it...

STEP 1 – Know who you are writing for

Know who you're writing for (Probably the most important of the list)

- Identify exactly who you're writing for so you can address their needs, interests and wants.
- So you can write a post that's not "dumbed down" or overly complicated (it doesn't need to be long or complicated).

Here is simplified version for you:

- What's the #1 problem they're facing that you want to address?
 - Ex. Is it dangerous and why should I go to this Clinique?
- How much do they already know about the topic?
 - Ex. Trying out hyaluronic acid injections for the first time.
 - Ex. Your patients/clients know or they don't know. (Big question around who you should target first)
 - Increase your current client spending or new client acquisition?
- What's the goal of your post? To educate, inspire, motivate...or maybe to simply remind them of some basics they already know?

STEP 2 – Do some keyword search

As I mentioned in my blog you just read.

Contrary to what you've probably always thought,

keyword research isn't just about finding high volume keywords.

I like to think of it as a tool for getting inside the minds of your prospective customers...so

What are they thinking about?

What are they searching for online?

What words do they use to describe what they're looking for?

Here is one of my [favorite tools](#).

So what do you do now? 🤔

Plug in some possible topics, and see which words and phrases jump out at you.

Compile a list of 4-5 of these phrases and use those to **start creating an outline for your post**.

This now brings us to Step 3...

Easy so far!

STEP 3 – Basic Outline

This is what Private Marketing Group team does for our beauty industry clients'...

...let's take the following theme "Hyaluronic acid injections"

So here is our outline trick:

Theme: Hyaluronic acid injections

Main Topic: Can I use hyaluronic acid injections to get bigger lips

Subtopics: What should I look out for; how to select clinic or doctor; are there different products; which products should I use; can I talk to the doctor first.

Awesome we can now cruise into step 4.

STEP 4 – The working title

You can start with a title,

Or write away and choose a title at the end.

Often my working title is simply, "How to....."

But mix it up with emotions and numerical factors to reach more readers,

Example "5 things most naturally beautiful actresses didn't know about hyaluronic acid injections"

I hope you see the difference in titles,

Try to make sure your main theme keyword(s) are in the title,
not necessarily just for Search Engine Optimization (SEO) purposes...

...but so it's really clear to my audience what my post is about.

In case you forgot SEO is Google's language.

STEP 5 – Hook your reader in the first two lines

Your first one to two lines should...

...make your readers think,

"Yes! That's me!", or "I totally agree!".

This is what will make them keep reading,

Trust me you've just read up until **here** 😊

STEP 6 – Now you got to write the thing (blog)

Most important point I will share first...

Keep the reader persona in mind as you write,

Here are a couple questions to keep,

At the corner of your page.

Ask yourself:

- What questions or objections might my ideal reader have at this point?
 - Ex. Why are clinics so expensive compared to a beauty institute?
 - Ex. Why should I see a doctor vs. beauty esthetician for my injections?
- What other information might they be looking for?
 - Ex. How do I know if my skin type is ready for hyaluronic acid?
- Is my tone appropriate for the audience I'm writing for?

If you write with these questions in mind,

Then I'm sure you will do great!

STEP 7 – Choose relevant and correctly sized images

Quickly research suggest,

One image per 75-100 words.

This translates to around 10-13 images per 1,000 words post.

Don't worry if you are not meeting this ratio 😊

STEP 8 – Optimize your beautiful blog for SEARCH

Assure you share your blog via all your communication channels,

Asking people, you know to share it for,

a -10% discount next month for example.

This one is a very easy tip I'll share with you...

Link internally to other posts on your site,

Make sure you link back to your new post on several older, high performing posts.

Wow you are nearly done...

STEP 9 – The famous Call To Action (CTA)

If you've followed the nine steps above,

Your readers will LOVE it ❤️

But wait here is a critical section...

What is the objective of this blog post?

Do you want pageviews?

Want readers to sign up for a newsletter or,

Promotion for pre-summer party package.

Perhaps it's even to buy a product...

Choose ONE action...

...that you want readers to take and make it clear,

NOT ANNOYING.

These are some of my tips:

- 1- Share any benefit the reader will get
- 2- Let the reader know what will happen after they click
- 3- Keep it short and sweet "trust me"
- 4- Form a sense of urgency ex. Only two days left for models to sign up for free facials

STEP 10 – You’ll probably have to change your headline

Once you are done writing,

You’ll most likely need to mix up that title.

One of my favorite strategies for choosing a headline is to,
spin a title from a popular blog post in another industry...

...Here's how it works.

Visit one of my favorites [Buzzfeed](#)

They are the Kings & Queens of headlines.

Trust me their titles are shocking...

...but wow does it make me want to read it.

Look at their titles and,

See if you can adapt them,

To your title which should be easy.

Example: It’s time to talk about the “growing popularity” of aesthetic beauty in Switzerland

Add some magic...

It’s scary how popular aesthetic beauty has become in Switzerland during Covid-19. Have you heard about...

Remember,

The goal is not to copy to title,

But to gain inspiration.

I’ve been rambling on way too long.



Wyndham **DAHLANDER BEVAN**
HEAD OF MARKETING

So,

Wishing all my aesthetic doctors & beauty professionals a fantastic day!

P.S

Don’t be scared to share your blog with us

I’m sure, our team would be happy to help.

If you followed the steps above it will shine like a ✨