



5 TIPS FOR A BETTER HEALTH BLOG

#1 KNOW YOUR AUDIENCE

WHO ARE YOU WRITING FOR?



Successful bloggers and copywriters envision one specific client and write just for them. Remember, "If you are writing for everybody, you are writing for nobody."

#2 WRITE IN PLAIN LANGUAGE

DID YOU USE SCIENTIFIC JARGON?

Imagine the least-scientific or medically-savvy person in your family trying to read your blog. Would they understand what you wrote?



#3 FIND THEIR PAIN POINT

SOLVE YOUR CLIENT'S PROBLEM



Build trust and loyalty by including helpful information that makes their life easier. Give practical tips. Help them to feel better and they will come back to you for more!

#4 SHOWCASE YOUR EXPERTISE

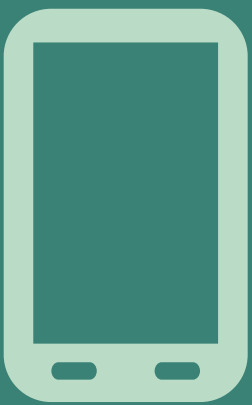
DO YOUR RESEARCH

Citations help build your authority. Links to helpful resources and websites make your blog a valuable source of information. Show your readers that you care about them and their health.



#5 FORMAT FOR MOBILE USERS

MOBILE READERS ONLY SCAN



Help mobile readers find the information they are looking for quickly. Use short, catchy headlines, bold images, and bulleted lists.

SO, GET BLOGGING!

YOU CAN WRITE BETTER WORDS, FOR BETTER HEALTH

Still feel overwhelmed? I can help. I craft wellness-inspiring blogs that turn readers into your clients. Let's help your business and clients thrive.



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