

Blogging Like a Boss



Phil Zeltzman, DVM, DACVS, CVJ, Fear Free

Whether you work at a practice and/or you are developing your brand, blogging is critical to showcase your skills and make Dr. Google happy (to show that your site is active).

At the end of this fabulous workshop, you will leave with a ready-to-publish blog.

As scientists, managers, leaders, we tend to want to share information we feel is vital for clients to know.

Sadly, clients don't always care about information in the forms of stats and data and studies. They tend to care about stories, entertainment and happy endings. So let's give them what they want, and want to read, while still delivering the message we feel is important.

Blogging should not be boring or painful. Your blog will tell a story clients want to read.

With that goal in mind, we will discuss:

- How to write your first blog – painlessly.
- How to edit your first blog – with a little help from a friend.
- How to post your first blog – with a little help from a friend.



This workshop will be relevant even if you don't write about a patient.

When I write a blog about a clinical case, here is the outline I use:

- Signalment
- History
- Signs
- Cause
- Differentials
- Diagnostics
- Treatments
- Post-op care
- Complications
- Outcome
- Moral of the story

As we've proven during my last workshop (GSD 2018), the true magic is in partnering with an accountability buddy. Your uncharted BFF will be your sounding board, your support system and your secret helper to stay on track during your blogging adventures.

Blogging Like a Boss Worksheet



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OBJECTIVES

1. This workshop will give you simple tools and practical strategies to help you write your first blog.
2. Blogging will help you be the voice of your practice (or your business) without the fear of staring at a blank page.
3. Working with an accountability buddy will help you stay on track and improve your skills.

By the end of the workshop, you will learn a new way to painlessly write blogs.

Writing Your First Blog

- Pick a friend (your accountability buddy)
- Ideally close to your time zone
- How to write your blog
- Correct obvious typos
- Create SHORT paragraphs

Editing Your First Blog

- Partner with your accountability buddy
- Use software to correct typos
- Edit your friend's blog
- Edit your own blog
- Make sure it truly reflects you and your voice

Posting Your First Blog

- You should not be doing this
- Where to find someone to post blogs (cheap!)
- Promoting your blog
- Allowing comments or not?
- Decide on the frequency of your posts

KEY POINTS

- You don't need to agonize in front of a blank page.
- Blogging can be fun, especially when you do it with an Uncharted friend.
- You don't have to do all the blogging yourself, so choose how frequently you will write.
- You can be the voice of your practice (or your business) on your own terms.