

5 Tips

CONTENT CREATION FOR A HEALTH
AND WELLNESS BUSINESS

TELLING YOUR STORY

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About Me

My name is Dolores Andrew-Gavin. I am a health and wellness blogger for almost 10 years now. I mostly blog about emotional health and do product reviews and site visits on all things health and wellness.

I am an energy therapist at www.celticsoulessence.com an author of two children's books at www.themythicfairy.com a soul care practitioner and I also run an online health and wellness community, www.irishhealthhour.com. I also recently ran an on line Global Emotional Health Summit and had subscribers from all the world listening to 18 expert speakers. www.globalemotionalhealthsummit.com

I used blogging to get my message out into the world about what the Summit was all about.

Starting Out with Content Creation

When it comes to our health and wellness it is important to realise that we are all unique and all have very different needs. An energy session will never be the same for 2 people as they both have different issues to deal with in their lives.

Nutritional health will vary accordingly to a person's age, activity and specific needs.

When coming up with content for your health and wellness business it is good to take a note of what your expertise is and from that find ways to let people know specifically what it is you do.

Creating a mind map is a quick and easy way to get going. Write a list of possible topics from questions you are most often asked. If you are starting out on your journey ask yourself why you started to do what you are doing? Did you have a need, a want or a desire for something better and because of this you started to study in your preferred area e.g. nutrition, mental health, childcare, yoga or whatever!

Did you start on your health and wellness career because you used a particular therapy. This happened with me, I gave up cigarettes using EFT and was so impressed with the results I became an EFT Master Practitioner!

Remember too that you are a solution provider and when you embrace this you will realise that what you have will help so many people. It will also help you break down the barriers to thinking that you are merely a salesperson, if this is something you struggle with.

People need to know what you do in order to buy from you and this is where targeted content creation comes in.

Here are my 5 top tips to creating content.

- 1 **Know what your audience wants.**

Depending on what type of health and wellness business you run, being very specific about what you do is essential. Let people know the essentials they need or they may find someone else to work with who gives them immediate transparency.

Examples

Yoga

If you run a yoga business tell people what type of yoga you do. There are so many types of yoga and someone who may be suffering with a particular problem may have been advised to only do restorative yoga for example.

So doing a blog post on the different types of yoga you do and explaining the do's and don't's and who could or not do it is an excellent idea.

Someone who is sceptical of trying something new will greatly benefit from all your information and it will put their mind at ease to know the safety behind it.

Nutrition

If you offer services around nutrition be very clear to people what you do. If you offer workshops, information on women's health or one to one nutritional plans give an example or offer a testimonial from someone who has used your service.

Give a sample explanatory leaflet or do up an Infographic. You can find a template on Canva.com for free!

Nutrition can be so many different things to different people.

For a busy person they may want easy, healthy meals that can be prepared in advance and put in the freezer.

For a very athletic person they may need lots of proteins to help them stay on top of their game. (I am not a nutritional expert so just giving broad examples

AND you don't have to be an expert in all areas of what you do. Become clear about what you do and create content about that. You can always recommend something else even if you have not tried it, letting people know that it is a recommendation only. A simple caveat like I put in explaining I was not a nutritional expert is always good. Don't ever feel compelled to say you are an expert on everything. We are all learning every day and people resonate with real people!

2 Create your Customer Profile

Not everyone is our customer, right? BUT within the ideal customers we want to attract there may be various categories.

For example, maybe your ideal customers are women who are menopausal. In this particular group, there will be a people with various levels of understanding of what you offer.

There will be

- Women who have researched a natural approach to the menopause,
- Women who are coming to you as the expert with no prior knowledge.

So, in this example there are two levels. With your expert knowledge, you can appeal to both. You can do this by blogging from the beginning for example; “What signs to look out for ...” or “5 Ways to Know You are Menopausal”.

AND you can blog about “5 Natural Ways that Really Work” And this may resonate with people who have heard about some of these ways you are mentioning.

In this way when you blog in different ways you are appealing to both those who are starting their journey from scratch AND catering to those who have already started to look at natural ways to healing.

You are positioning yourself as an expert in your area of expertise and you are sharing this knowledge with the world!

Another example

If you do energy work you may have people who have never had an energy session and you will have those who have tried one type of energy work but maybe not the one you offer.

Again, you can cater to both those types of people by blogging specifically to them. Imagine your ideal client is in front of you and you are explaining to them exactly what it is you do. Tell them what they might expect to feel, tell them what you do during the session and tell them what people usually feel like afterwards.

Maybe you can tell people the difference between a Bio Energy session and a Reiki session for example, if you have experience of both of course. I don't practice Acupuncture but love to recommend it to people who I feel may benefit so am happy to create content around my experience.

People want information and people are at different stages in their journey. Catering to people at different levels is always good as we are respecting everyone where they are at.

3 Use Good Quality Graphics and Video

If you sell products it is important to let people, see them AND let people know how to use them. Creating good quality graphics and posting them to Pinterest and Instagram creates for greater customer interaction.

If you work from a cosy healing room show a picture of it.

If you create healthy food show people!

Taking quick videos making something is great. You can use the Slideshow button on Facebook to create a fantastic, effective slideshow. This is a great way to create quick visuals for people and you don't need any fancy equipment, just a phone to take both pictures and videos.

For example

Recently I shared how to make healthy fudge slices. I took a picture of the ingredients as I put them in the mixer, I shot a video of the blending process in the mixer, I took a picture of the bottom layer when it was finished, then I added more video (about 10 seconds) of me sprinkling in another ingredient and I finished with a picture of the finished product.

I literally clicked on the slideshow button which appears when you want to create a new post and I selected the pictures and video and within about a minute Facebook had done the work for me!!

It's a great way to engage people and I had several people ask me for the recipe. I am embarking on a healthy eating plan and it is nice to show people how easy it can be to create healthy snacks! I don't claim to be an expert but I don't let that stop me doing anything! It is showing me as a person who has a healthy interest in all types of wellness!

Another example

If you do yoga get someone to take a good picture of you during one of your classes or of you doing a certain yoga pose.

Tell them what this pose is good for. Does it work on a chakra? Is it best to use before or at the end of a yoga session.

Allowing people use their senses to get the experience you are selling is huge. If you can help them visualise how they will feel after they leave your workshop, use your product or after a treatment then your content is creating the experience the client is looking for and they know this because you are telling them exactly what it is you do.

4 Tell Your Story.

It is easy to set up a WordPress blog but you need to do the first step and that is take action. Your first blog post can be an About You post. In this you can tell people your story to why you do what you do.

People buy from people they resonate with and being personal and even showing your vulnerabilities can really help people to subscribe to hear more.

You don't have to tell anything you don't want to of course, maybe you can tell the story as if you were writing about someone else's journey.

For example

You can say you helped one client with her journey to facing their biggest fear. You can tell your readers what the fear was, how it was affecting them, what steps you took to help this person and any other relevant feedback you would recommend.

You can tell of how you helped someone get over their sugar addiction. You can do this by again being very clear on how the sugar addiction was affecting a person. Was it interfering with the normal functioning of their life? Was it causing embarrassment, fear, anger, resentment? These are all stories that will resonate with other people and knowing that there is help there will be hugely beneficial to your audience.

Just tell a story that is real and showcases exactly what it is can be achieve by someone working with you.

This can be tailored to any health and wellness business.

5 On that note, don't wait for everything to be perfect to start your content. Use an app like Snapseed to edit your pictures. Recently I took a picture of two bottles of essential oils and I could not get the light right. I edited my photograph in 2 seconds literally on Snapseed and brightened it!!!

You can use websites like pixabay.com to get free graphics and you can then use something like Canva to upload your pictures and add text. You can change the background, add borders and do all sorts of cool things with Canva.

Visuals work and visuals help make content look great.

Whatever you do just start with your story and bring them on a personal journey. If they have found you then they obviously are interested in what you do. Cherish this and work with people to give them the content that will benefit them and have them want to come back to you to help them with their own journey.

The first step is always the hardest .. but your content is what will put you out there in a personable way.

If you would like to network with other professionals in the health and wellness space please join my community Irishhealthhour.

Twitter @irishhealthhour Join our hashtag hour on Twitter every Sunday evening from 8 – 9 pm GMT #irishhealthhour

Facebook @irishhealthhour

Instagram @irishhealthhour

Website: www.irishhealthhour.com

If you would like to work with me on content creation for your health and wellness business please do not hesitate to contact me for a personal plan structured in accordance with your budget and with your content needs!

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