

## How to Write a Blog Post

As most of us have discussed, writing a blog post can be very easy. Simply consider your expertise as a behavioral health provider and the roles you play in your day-to-day relationships (friend, parent, spouse, partner, etc.).

Your experiences and expertise can be easily shared as advice, tips, stories and explanations in a blog post.

### Types of Blog Posts

- Advice (ex: How to Heal a Struggling Marriage)
- Explanation of behavioral health issue (ex: What is Depression? What is an Anxiety Disorder?)
- Advice for a behavioral health issue (ex: How to Support my Depressed Teenager)
- Self-evaluation recommendations (ex: Do I Have Too Much Anxiety? How to Choose a Good Therapist)
- Listicles (ex: Ten Quick Tips for a Healthier Life)
- Video Blog (Vlog)- any of the above shared in video form

## Standard Blog Posts

Typically, a blog post is between 400 and 800 words, often on the shorter side.

Lists also make very popular blog posts these days. “Ten Quick Tips for a Healthier Life” is something quick and easy for consumers to read. A bulleted list with a brief intro from you can be all you need to make a successful post.

You can also write short blog posts, 300-500 words, that address only one or two things. For example, why it's important to disconnect from our devices. While this popular topic has been talked about quite a lot, your quick input can be a great way to show consumers that you, as a provider, can help them with this issue.

## Writing Your Blog Post with an Inpathy Marketing Specialist

Don't worry about writing and editing yourself, simply schedule a call with an Inpathy team member. The Inpathy marketing specialist will interview you on the subject of your choice and write the blog post from their notes on the conversation. You'll have final say on all content.

It's the most convenient way to get published!

To learn more about the benefits of blogging, [Watch the Video](#).