# 10 Content Ideas for Therapists



Choose a relevant Awareness Day and write a blog/make a video a month relating the Day's theme to your client issues.

# <u>Issues Raised in TV Programmes/Soaps</u>

Write a blog or video on the issue raised in the soap if relevant to your work and client issues e.g. Bereavement, Suicide, Parenting, etc.

# <u>A Local News Story (Happy or Sad)</u>

You could comment on a local event or news item and talk about your response to it. Or what the effects might be on people and tips on how to manage reactions, if a negative event.

## <u>Ted Talks</u>

They can be useful for finding ideas to write about. And you can reference talks in a blog, bringing in different perspectives on a subject

## <u>A Magazine article</u>

Your 'Take' on an article relevant to your client group e.g. Psychologies Magazine or any magazine your client-base might read

# Celebrity 'News'

4

Use a court case, or issue they have revealed and link it to your client group and describe how you might work with someone experiencing

#### that issue

## <u>A Case study</u>

You can outline the issue, any blocks and then how you helped them resolve it. It could be based on an amalgamation of different clients and you can say this in the item.

## A Book Review

Choose a relevant book fo your client group. These can be a good way of helping people find resources and showcase your knowledge of a subject too. You could even sell the book from your site and have another source of income.

## Your Reflections On Some Research

Reviewing and referencing research can be a great way to prove your expertise. You might have views on it Or give your own thoughts and alternative ways of working.

## Reviews of Relevant Apps

You might have clients who have found apps that worked for them or do a bit of research and compare and contrast. Again you might be able to have an affiliate link to the apps and if someone buys it through your link you generate some income.



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