

# A Patient Leader's Guide to Better Blogging

RONNY ALLAN | 2018 WEGO HEALTH AWARDS BEST IN SHOW: BLOG WINNER

START  
HERE!

## 1. Choose a Blogging Platform

It turns out that step one is probably the most overwhelming step in this whole process. Make sure to do your research, ask your friends for their recommendations, and don't be afraid to sign up for 3 or 4 sites to check them out before to launch your blog.

Here are a few different options you can choose from:

### PRO

### CON



- User-friendly
- Supports video, image & text
- Ability to purchase domain
- Mobile App

- Limited Customization
- Hosting Package Required for Custom Designs



- Connected to Gmail
- User-friendly
- Follow Feature
- Easy but limited customization

- Not 100% customizable



- Microblogging site
- Follow other bloggers
- Supports various content types
- Reposting feature
- Customizable

- Difficult search for users
- Limited customization
- Focused on sharing other's content

## 2. Define Your Audience

Most health advocates will have a condition in mind, but you may choose to refine your audience. Consider targeting a specific geographical location or a niche market, like focusing a blog on yoga with RA

## 3. Brainstorm Your Brand

Create an online presence by establishing a unified look across your blog and social channels. Don't get too hung up on this, as your journey continues, your brand is bound to change and transform. The important thing is to start! Try using one of the applications below for easy branding:



## 4. Understand Your Audience

Keeping track of engagement on your posts can help refine what your readers are looking for. By tracking the views or shares, you'll be able to determine what kind of content resonate most with your audience.

## 5. Introduce Yourself

One of the most important parts of your future blog is your About page. It is so incredibly important to include an About page on your site to tell people who you are, your background and why you're telling your story!



### 6. Learn from Your Audience

Don't be afraid to ASK your community what they want. Utilize forums/surveys and questions on social media posts to see what your audience wants to see more of.



### 7. Grow

Once you've got the hang of things, you'll want to start focusing on growth. This could include spreading to new social platforms or groups, writing for third party publishing sites, or even bringing your insights to healthcare through patient collaboration.



### 8. Knowledge is NOT Power

Remember to share any resources you come across that may be helpful or may have influenced one of your posts. It's important to also share fellow leaders' posts. As a Patient Leader in your community, it's important to circulate this information for all to see!



### 9. Be Consistent

You'll want to remain consistent when posting. Take time to think through how frequently you plan to post. Be sure to take into account your own health, you won't be too helpful if you spread yourself too thin! Try using the following apps to help you with scheduling and planning posts:



### 10. Be YOU

Authenticity is number one. Stay honest, be transparent, and show the good and the bad. Sharing your story can be scary, but with vulnerability comes connection!



### Expert Sound Off:

“What is the secret of my apparent success in setting up a blog and attracting so many followers? Actually, there is no secret; I'm not even sure how I managed it other than hard work. I just plowed on doing what I thought was right. There's a saying along the lines of "doing things right" and "doing the right things". Some will say that the latter is more strategic thinking and the former is more tactical thinking. Using this analogy, I guess I started off tactically by trying to do things right and then gradually (without realizing I was doing it), I became more strategic in my approach by 'doing the right things'. Having now written my 10 tips, I can see that change developing.”



**Ronny Allan**

2018 WEGO Health Awards Best in Show: Blog Winner



Our Patient Leader Network includes more than 100k patients and caregivers, across virtually all health conditions and topics. It's comprised of health advocates, influencers and experts ready to transform healthcare by sharing their insights and expertise.

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