

# **The Importance of Writing Articles**

## **for online publications or newsletters**

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Take it from me, a frequent contributor to different online Newsletters, having articles accepted and printed is an amazing experience. It's a great way for you to:

- Reach hundreds of thousands of interested readers
- Get the word out about yourself and your practice
- Attract several new clients (I'm being conservative. It could be a LOT.)
- Gain recognition and credibility in your field or specialty
- Help thousands of people who need to hear what you have to say
- Have a published article to use as reprints

More than any other single thing I've done to promote my practice, writing articles for newsletters has propelled me beyond my expectations. When I first submitted an article in 2001, I was uncertain whether what I had to say would interest anyone. But I received a great response from it, so I wrote another one a few months later about an experience in a workshop using Borrowing Benefits.

More interest and clients poured in. I went on to write an article about "Dr. Dave's" incredible grief issue, another using tapping for smoking cessation in a drug and alcohol clinic (where all eight subjects went from a 10 to a zero in one round), and one on tapping for unusual things such as flatulence, getting an annoying song out of your head, hiccups, stopping across the street from barking dog and more. That one certainly brought some interesting responses.

But it wasn't until I wrote an article in 2004 that I understood the power of being in a newsletter. This particular article was about "Why tapping Appears Not to Work" -- an article about Reversals. I received over 150 emails about it in the first two days (every one of them positive) and booked 12 appointments with new clients. I continued getting dozens of emails for weeks after it was published. Even now, I still get emails and clients from it. Because once an article is published it stays in Gary's Newsletter archives forever! So it's there for all to see, along with your contact information, for years to come, like a gift that keeps on giving.

(To read or download this article see  
[www.LifeCoachingwithLindsay.com/freestuff.html](http://www.LifeCoachingwithLindsay.com/freestuff.html).)

The bad news is that websites gets hundreds of submitted articles a month and they don't print most of them. If yours doesn't get accepted the first time, try it again or write a different one. To submit an article that's more likely to be accepted follow these simple guidelines:

- Make it interesting and unusual – An article about dealing with anxiety is not likely to capture the editor's attention. However, if it's about a family of six that all had anxiety attacks that were cured by tapping, that would be captivating. Obviously, you can't make up stories or stretch the truth, but if you've been practicing tapping for a while you should have some interesting or unusual case histories in your files. Keep an eye out for different and unusual stories and issues.
- Tell a brief history about the client, including any pertinent details about the issue. But don't tell every single detail...especially if it's not relevant to the problem.
- Be specific about how you dealt with it, using exact set-up statements (as far as you remember). Also include the client's SUDs (intensity) level at the beginning of the session and at the end. Be sure to mention how happy the client was with tapping when they left.
- Use pseudonyms and change any other identifying attributes to protect your client's identity.
- Tell about any lessons you might have learned about tapping during the session.
- Mention any variances in the basic technique that worked for you, or unusual circumstances that would make your story stand out from others. For instance, if the client was so upset he couldn't talk about the issue directly and you had to sneak up on it in some way, and you had to tap on his ankles to get tapping to work, mention that. Tell the truth, but be creative in how you deliver it.
- Wait a few weeks after a session so you can do a follow-up with your client. It's powerful to be able to say in the article "'Judy' tells me that after three weeks her phobias of canned lettuce and chicken lips are still completely gone."
- Include a tiny bio about yourself, including your website, phone number and e-mail address. Here's an example: "Suzy works with special needs children using tapping to build their confidence. She can be reached at her clinic in Toledo at xxx-xxx-xxxx, or at her website [www.cleverlady.com](http://www.cleverlady.com)." Any more than that and the publisher is likely to edit it out anyway. Most don't mind giving you a plug, but few are willing to do a commercial for you. A well-written article will speak for itself.
- Be sure to include your phone number so the editor can reach you. They often has questions about what you've written.
- Do a spell check!
- Read it out loud to yourself and to a friend.
- Have someone else read your article for clarity, grammar and congruency.
- When you're really ready, submit it to [www.MTTProNetwork.com](http://www.MTTProNetwork.com), [www.MeridianTappingTechniques.com](http://www.MeridianTappingTechniques.com), [www.TappingInternational.com](http://www.TappingInternational.com) or others.