
Stand and Deliver: Writing on Point

The Written Word as a Tool for
Practice Building and Advocacy for
Our Profession

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Why we write

- Writing plans for patients
 - Writing patient reports for other providers/insurance companies
 - Writing for practice-promotion
 - Writing for promoting the profession
 - Writing as a form of self-reflection, self-improvement, self-expression
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Just do it

- Practice helps
 - Make outlines
 - Save ideas
 - Find a good editor
 - Don't publish everything you write
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Know your audience

- Pitch appropriately
 - Not too technical
 - Do not dumb it down

Establish yourself as an expert in the field

- Work it into the opening paragraph
 - And/or have an appropriate brief bio at the end
 - Many outlets predetermine this part
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Learn or recall basic rules of good writing

- ▣ Grab with the first sentence
- ▣ Preview your material
- ▣ Tell stories
- ▣ Offer your material
- ▣ Summarize briefly
- ▣ Leave people with something to think about

Learn or recall basic rules of good writing

- Write what you know, write what you love
 - Use verbs
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Learn or recall basic rules of good writing

- Size of words does not matter
 - That said, there should be nothing *great, good, nice, or very* in your writing. See other words and phrases to side-step these low impact words here:
 - <http://grammar.ccc.commnet.edu/grammar/plague.htm>
 - Avoid clichés
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Style, structure & voice

- Know what you want in these categories before you begin
 - Depends entirely on your desire, your audience and your goal
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What to write about

- ▣ Ideas come from many places
 - ▣ If your posture is to write, you will find plenty to write about
 - ▣ Informational pieces
 - ▣ Inspirational pieces
 - ▣ Political pieces
 - ▣ Pieces demanded by news events &/or research
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What to write about

- Clinical experiences and reflections
 - Research
 - Ideas related to healthy lifestyle: cooking, exercise, parenting, meditation, time in nature
 - Foundational aspects of naturopathic medicine
 - A clinical pearl
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Include terms naturopathic medicine and naturopathic doctor in your writing

- ▣ This helps with SEO
- ▣ As relevant, include links to:
 - ▣ The Institute of Natural Medicines FAQ series:
<http://naturemed.org/faqs/>
 - ▣ The INM Patient Gallery:
<http://naturemed.org/why-natural-medicine/naturopathic-patients-gallery/>
 - ▣ Your state association website
 - ▣ Find an ND feature on the AANP website:
https://www.naturopathic.org/AF_MemberDirectory.asp?version=2

Always include an image or two

- ▣ This breaks up copy & grabs attention
 - ▣ Take time looking for the right image
 - ▣ Be mindful of diversity
 - ▣ Give credit
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(Mostly) free & non-copy written image sources

- Confirm images are not copy written
 - Unsplash
 - New Old Stock
 - Picjumbo
 - IM Free

Use technology to your advantage

- Include links as relevant, especially if will be published online, imbed directly in writing unless asked otherwise
 - PubMed always good
 - Do not refer to yourself too often
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Use technology to your advantage

- Use hashtags
 - #naturopathic
 - #naturopathicmedicine
 - #Naturopathicdoctor
 - #other words someone might look up
 - By ailment is good as in #GERD or #prostatecancer
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An editor for your writing

- Be sure it's someone who understands your style and the FEEL of writing you're going for
- Don't get attached, a good editor is like a sculptor, cutting away to reveal your gem!
- Be sure to have someone proofread
- There are now online editors that can be explored. Here is a recent overview <https://writingcooperative.com/20-fantastic-free-online-tools-for-writers-36abffa293b5>

To pitch an idea to an editor

- ▣ Research the editor, make sure you have the right beat
- ▣ Suggest a title that is compelling
- ▣ Send a synopsis (or the whole piece, depending on platform)
- ▣ If *not* accepted, ask why
- ▣ Don't give up
- ▣ Cultivate the relationship

At editor on a platform or another media outlet

- Ask for the right to see your work before publication to confirm that changes made are correct
 - Be sure **correct** version is being used
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Once something is published

Spread the word!

Facebook, Twitter,

Instagram, (with the
compelling image)

Remember, no clickable links
in Instagram

Use “see link in profile,”
temporarily

Consider social media
management tools to help
coordinate posts and track
results



Once something is published

- Send a copy/link to the AANP & the INM, they will promote further
 - Keep a growing list of friends/patients & other supporters who want to read your work
 - But ask first! Do not spam people
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Once something is published

- Send a copy/link to your ND college alumni office
 - Ask others to promote
 - (And remember to return the favor, social media works best when it goes two ways)
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Once something is published

- Post on your website
- Keep track of everything you've written
- Helps when you want to access for a patient or as the base of another piece of writing

One way to organize materials

- I have mine on a spread sheet with these categories:
 - Name of platform
 - Editors name if relevant
 - Article title
 - Did I send out via social media?
 - Link
 - Other comments
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About reusing material

- Fine to republish, reinvent or repurpose material
 - Use these guidelines:
 - Change the title
 - Change roughly 20% of content
 - Most easily done by changing opening & closing paragraphs
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About rights

- Be aware of rights
 - Do you retain them or not?
 - Not that one is better than the other, but important to know
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Some online platforms to consider

- Medium
 - Thrive Global
 - Elephant Journal
 - Bustle
 - Huffington Post
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For any platform or media outlet

- Become familiar with the style and content
 - Some require pitching ideas, others you can self-publish
 - For Op-ed pieces, look online for each platform or outlet and see word length and other specifications
 - For Letters to the Editor, the same
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For creating an online platform bio have these items handy

- A good quality professional head shot
 - A brief 1-2 sentence tagline you like, include links to social media
 - A more expanded bio for those outlets that allow. Include links to social media
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When creating a bio

- Ensure your website/social media, to which you will link, is professional and within the state law where you practice
- Use the fact that your name is out there more to improve your public facing media

A selection of platforms I've used with my landing pages/sample pieces

- <https://www.huffingtonpost.com/author/amy-rothenberg-nd>
- https://medium.com/@amy_44829
- <https://www.thriveglobal.com/authors/8581-amy-rothenberg-nd>
- <https://www.elephantjournal.com/now/got-hip-facing-hip-replacement-10-natural-strategies-for-healing/>
- <https://www.homeopathycenter.org/homeopathy-today/summer-2011/sticks-stones-can-break-bone>

If you aspire to write...

- Keep reading, read authors whose work you admire
 - Aim low, aim long
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For further information & social media links

□ [Twitter: @dramybeth](#)

□ [Instagram:dramybethrothenberg](#)

□ [Linkedin: https://www.linkedin.com/in/amy-rothenberg-nd-26317213/](https://www.linkedin.com/in/amy-rothenberg-nd-26317213/)

□ [Facebook: https://tinyurl.com/ya9s6v9e](https://tinyurl.com/ya9s6v9e)

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