

Leaving Comments on Other People’s Websites and Blogs – A Great Way to Promote Your Book – Column 2

By Julia Schopick, PR Professional and bestselling author, *HONEST MEDICINE: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases*

This is the second in a series of three columns, written exclusively for ACAM members by bestselling author and public relations consultant Julia Schopick. In these columns, Ms. Schopick shares one very underutilized online promotional method designed to help authors and practitioners sell books and build their practices.

As I wrote last week in my first ACAM column, very few authors understand that leaving comments on other people’s websites and blogs is a wonderful way to promote one’s expertise. Used effectively, this promotional method gives readers an opportunity to get to know you and your message, and by extension, your book. And they get to know you as an expert and just as important, get introduced to your book as a “must read.”

In this column, I’ll show you how to leave comments that highlight your expertise and, at the same time, help people with their health problems. Many of these people, in turn, will want to buy your book; others may decide to become your patients.

While other forms of social networking and marketing limit your ability to express yourself—for instance, Twitter demands that you limit your remarks to 140 characters—there are usually no such length limits with writing comments. So, you can be creative—and truly informative. The more informative you are, the more likely you will become known as an expert who has valuable information to share, and the more likely you will be to inspire people to buy your book and/or become your patients.

How Do You Decide When and Where to Leave Comments?

There are some opportunities that just cry out for you to leave comments, specifically high profile and time-sensitive news stories in areas in which you are an expert. Scan online newspapers, magazines and blogs to find ideal opportunities for educating the

public. The more you do this, the better you will become at it. (Please refer back to my [first ACAM column](#) to learn how to find these opportunities.)

Here's an example from my own experience: In April 2013, there were many stories in the news about Annette Funicello's death from Multiple Sclerosis (MS). Since my book, *Honest Medicine*, features several cases of MS that have been very successfully treated with a little-known treatment called Low Dose Naltrexone (LDN), I left comments on some high-ranking websites and blogs, including the *New York Times* and *Huffington Post*. (You may check a website's ranking by going to <http://www.alexa.com/>.) In my comments, which I customized to each publication, I bemoaned the fact that Ms. Funicello was most likely not given the opportunity to try LDN. In so doing, I educated the public about LDN as a treatment for MS.

One example:

I was so sad to hear about Annette Funicello's death, although those of us who knew about her long battle with MS were not at all surprised. We read that she lost the ability to walk years ago, followed by the ability to talk. MS is such an ugly disease. Many times, when I would read about her, I wanted to contact her, but feared that she would be impossible to reach. Most famous people are. My reason for wanting to contact her was to tell her that I knew about a treatment that has helped many people with her disease for over twenty-five years. It's called Low Dose Naltrexone (LDN), and it's an off-label drug, a very low dose of the LDN-approved drug naltrexone. I learned about LDN while writing my book "HONEST MEDICINE: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases." LDN is one of the four treatments I feature in my book. Three of the chapters were contributed by patients (in one case, a patient's wife) whose MS was stopped in its tracks (not cured, but stopped) by LDN. How I wish I had been able to reach Ms. Funicello to tell her about LDN. It might have helped her. Julia Schopick, HonestMedicine.com

You may find two variations of my comment [here](#) and [here](#).

It's not enough to post your comment once. So, look for more places to leave your comment about a particular story in the news. That way, more people will be likely to see them, and you will thus have a better opportunity for educating the public about a treatment on which you are an expert.

In addition to the high profile and time-sensitive news stories you will want to watch out for, you will also want to notice other stories that don't get as much attention. Since they are also germane to your area of expertise, they will still be highly relevant to you. You will learn about these news stories by signing up for Google Alerts. I described the process of signing up for these alerts [in my previous column](#).

As you read these next example, pay attention to how I put together my comments. I start out by exhibiting knowledge of the topics: MS, Crohn's disease, etc. Then I segue into talking about my book, never losing sight of my purpose of educating people about LDN. Whenever possible, I also include a reference to actual studies backing up my claims about my topic.

When I found out, via several Google Alerts, that actor Ken Baumann had been diagnosed with Crohn's disease, I left variations of the following comment on a few websites and blogs. This example is especially fruitful, since there have been studies showing LDN to be effective for treating Crohn's. In my comments, I told about these studies and cited the studies as they appeared in PubMed. Please scroll down. [One of my comments](#) appears directly following the article:

I was sad to learn that Ken Baumann has been diagnosed with Crohn's disease. It is such a painful condition, and he is so young. But I have some information that could help him.

There have been two studies that show that a little-known, inexpensive, off-label medication called Low Dose Naltrexone (LDN) can be of tremendous help to sufferers of this disease. In fact, a 2007 study by Jill Smith, MD et al, titled "Low-dose naltrexone therapy improves active Crohn's disease," and published in "American Journal of Gastroenterology," concluded that "eighty-nine percent of patients [treated with Low Dose Naltrexone] exhibited a response to therapy and 67% achieved a remission." And another study four years later came to a similar conclusion, stating that there was "at least a 70-point decline in CDAI scores [in patients treated with LDN] compared to 40% of placebo-treated patients." (NOTE: CDAI scores refer to the Crohn's Disease Activity Index score.) This second study was published in the online journal "Digestive Diseases and Sciences." You may read about these two studies in Pub Med [here](#) and [here](#).

It is a shame that more doctors (and especially gastroenterologists) who treat patients with Crohn's disease don't know about Low Dose Naltrexone, since both of these studies were published in their own professional journals.

I learned about Low Dose Naltrexone when writing my book, "Honest Medicine: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases." LDN is one of the book's featured treatments.

Many patients have been helped by this very inexpensive, non-toxic treatment. I hope that Ken Baumann will read this comment and will do his own research about LDN. I would be happy to help him in any way I can.

Julia Schopick
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Whenever possible, leave comments that show your expertise in more than one area. When you do this, you're allowing more prospective readers and clients the opportunity to connect with you and buy your book. For instance, my book also profiles the Ketogenic Diet, so I often leave comments online about this treatment, as well, in an effort to educate people about this underutilized therapy for childhood seizures; and also in an effort to tell people about my book.

I'll share such a comment in my next example. As you read this comment, notice how I weave in the title of my book. Also note how I maintain my role as an expert—a friendly expert, but an expert nonetheless. Lastly, note how I use a friendly and professional tone.

In November 2012, a Google Alert made me aware of a blog posting from a mom calling herself PaleoGal, whose child was having seizures. Her neurologist wanted to put the 2-year-old on Valproic acid (Depakote), a very strong anti-seizure medication. The mom wanted to know if other moms knew of more holistic treatments she might try. [Here](#) is her blog posting.

Here was an opportunity for me to help PaleoGal—and other parents in similar situations—by telling them about the Ketogenic Diet. With this comment I was able to

be of service, show up as an expert, and promote my book at the same time. Think about how you can do the same.

I wrote [the following comment](#):

I am always astounded when I hear (or read) that so many doctors only recommend the Ketogenic Diet as a last resort -- when meds and surgery don't work.

I researched this diet extensively while writing my book, "HONEST MEDICINE: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases." One of the treatments I feature in my book is, indeed, the Ketogenic Diet.

"HONEST MEDICINE" contains contributions by THREE parents, all of whom were DIScouraged by their children's doctors from trying the diet. In each and every case, their children got worse and worse, as more medications were tried. It was only when these parents finally insisted that their children be put on the diet that they got better. I urge you to read their stories in my book.

One of the contributors to my book is Jim Abrahams, the Hollywood writer/director/producer, who is responsible for a resurgence in the diet. His son Charlie suffered intractable seizures in the early 1990s as a baby. It was only after many combinations of drugs and one ineffective surgery were tried that Jim finally insisted that Charlie be put on the Ketogenic Diet. The diet cured Charlie's epilepsy. You may learn more about his story both in my book and on Jim's website (www.CharlieFoundation.org).

I urge you to consider the diet earlier, rather than later. After all, it is FOOD--a much safer option than drugs and/or surgery.

Thanks so much. Julia Schopick www.HonestMedicine.com

Next week, in my final column, I will give you a template for leaving your own blog comments.

Now, it's your turn! It's time for you to start drafting actual comments to leave on other people's blogs and online newspapers. But I recommend that you wait to post them, until you know that you are writing them effectively. I am happy to guide you through this process, so please feel free to contact me with questions about your draft comments at Julia@HonestMedicine.com. I look forward to hearing from you!

ABOUT THE AUTHOR: PR professional, bestselling author and patient advocate, Julia Schopick runs the popular resource site, HonestMedicine.com. Her book, *HONEST MEDICINE: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases*, has remained an Amazon.com best seller since its publication in 2011, thanks to the promotional strategy she describes in this series of columns for ACAM. Feel free to contact her with your book marketing questions at Julia@HonestMedicine.com. To order her book, please [go here](#).