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**10**

ways to get your  
readers to generate  
content **for** you



# Why publish content from your readers?

- Save time
- Benefit from others' expertise and talents
- Extend your reach
- Understand what your audience wants
- Make your readers feel good
- Earn income

# 1 Guest posting and its variations

- Traditional guest posts
- Interview posts
- Guest reviews

## 5 WAYS TO GET INTO MEDICAL WRITING

WITHOUT QUITTING YOUR JOB



Look for Zebras

5 ways to get into medical writing (without quitting your clinical job)

*Editor's note: Today's article is a guest post by Jordan G. Roberts, PA-C. Jordan is a neurosurgical PA, nationally-recognized speaker, published scientific author, and medical writer who serves clinicians by promoting the inclusion and advancement of healthcare professionals in all clinical and non-clinical affairs that pertain to them. Read more of his work at [Modern MedEd](#).*



Medical writing is a popular non-clinical job for healthcare professionals. And for good reason; medical writers use their knowledge and education to help industry, clinicians, and most of all, patients. If you think it sounds like a lot of what we do on a daily basis, you are right.

However, not everyone who seeks [non-clinical work](#) wants to *completely* leave clinical practice behind.



# Encourage commenting

- Standard comments
- Social-linked comments

## 6 Comments

**John Jurica** on December 17, 2018 at 6:19 am  
 Excellent topic – not something that’s generally “front of mind.” But a sabbatical will certainly help derail burnout. I’d love to hear examples from readers of “successful” sabbaticals, since I’ve never taken one.



**L4Z** on December 17, 2018 at 4:04 pm  
 Yes, some real examples would be great. Will try to get a few stories to post!

**Heather E Fork** on December 17, 2018 at 9:01 pm  
 Great article! I know the sabbatical I took after medical practice before I started my coaching business was incredibly helpful. It was self-funded, but it gave me the time and headspace I needed to carve a new path. And the interesting thing is that just giving myself time enabled me to find plan B. I’ll never know how long it would have taken me to figure it out without the sabbatical, but I’m really glad I took the time. Thank you LFZ for the excellent resources in all of your posts.



**planedoc** on December 23, 2018 at 7:11 am  
 Just a caution...depending on the specialty, there is sometimes a certain number of cases that have to be done to maintain privileges, or to get privileges again.  
 I ran into that...came close to not being able to re-enter.  
 Otherwise...I strongly recommend periodic “time away from medicine”. It keeps you mentally fresh, and prolongs (if you want) your ability to keep working...happily.



**L4Z** on December 23, 2018 at 7:13 am  
 Great point that it’s important to think about your needs /

# 3 The wisdom of crowds

- Forums
- Q & A
- Wikis

The screenshot displays a WordPress Q&A forum interface. At the top, there is a search bar with the placeholder text "What do you want to know?". Below the search bar, there are filter options: "All", "Open", "Resolved", "Closed", and "Unanswered". A "Sort by" dropdown menu is also present. The main content area lists several questions, each with a status icon (orange question mark or blue arrow), a title, a user name, a timestamp, a category, and statistics for views, answers, and votes.

Question Title	Views	Answers	Votes
DW-Focus: Remove Author Box on Posts	143	2	0
How can we disable Comment button that comes bottom of the pages of questions?	73	3	0
I Want Change User Profile Pages And Add Rel="nofollow"	15	1	0
Is it possible to remove the search box and the status box from above the list of questions?	1668	3	0
DW FOCUS – MEGA Menu not working & widgets	35	2	0
Author Area – How can we disable ?	58	2	0
Grant permissions to custom user roles	120	4	0

The sidebar on the right features a green "Ask a Question" button, a "CATEGORIES" section with links for "Anything WordPress", "General Question", "Pre-Sale Question", and "Technical Question", and a "LEADERBOARD" section listing users "Dominic" and "safeharbourship8" with their respective question and answer counts.

# 4 Marketplaces and matching

- Classifieds
- Job boards
- People-matching tools

The screenshot shows a 'Job Openings' section with a search bar and a list of job listings. The listings include company logos, job titles, location information, and dates. Some listings are marked as 'NEW'.

Company	Job Title	Location	Employment Type	Start Date
ZOLL	Clinical Field Associate <b>NEW</b>	United States	FULL-TIME	Jul, 01
OSCAR	UM Medical Director <b>NEW</b>	California and New York, United States	FULL-TIME	Jul, 01
Allscripts	Physician Consultant <b>NEW</b>	United States	FULL-TIME	Jul, 01
instED	instED Virtual Medical Control Physician	United States	PART-TIME	Jun, 26
	Principal Subject Matter Expert	Washington, D.C., United States	CONTRACT	Jun, 26
flex	Sr. Director of Quality, Medical Devices	Multiple locations, United States	FULL-TIME	Jun, 26
rbw	Safety Lead (Medical Director, Pharmacovigilance)	North Carolina, USA, United States	FULL-TIME	Jun, 24

Search Jobs  
Keyword, location

Advanced Job  
Post a Job

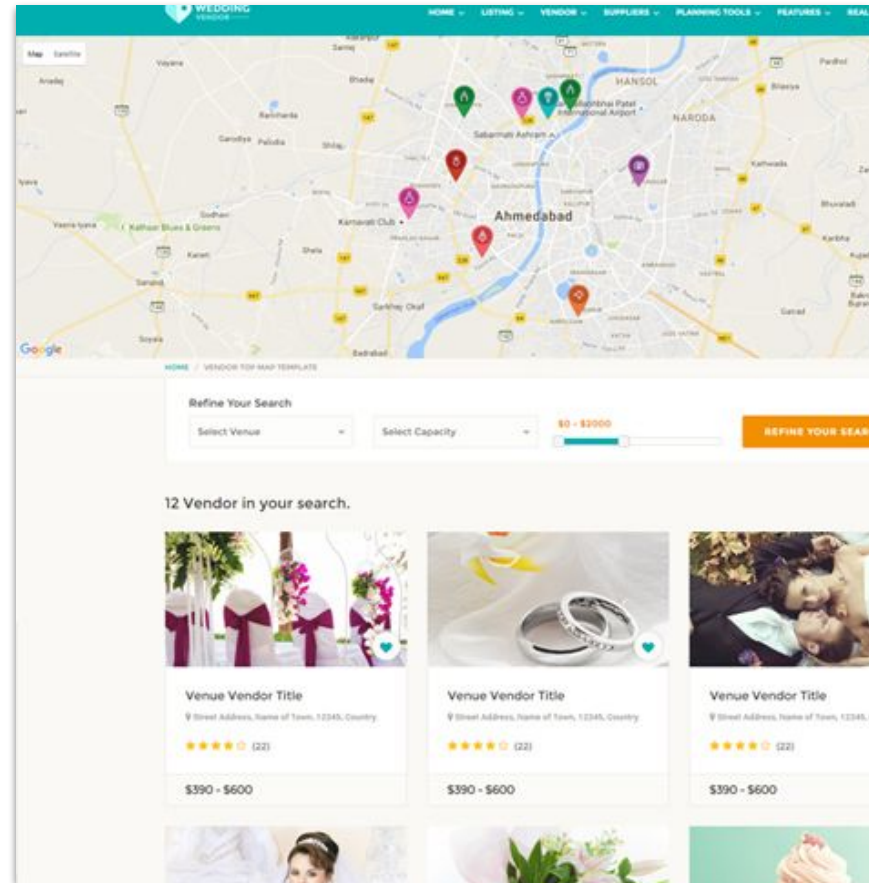
Refer an employe

Featured Jobs  
No featured jobs f

Job Categorie  
Biopharmaceutica  
Clinical informati  
Clinical work

# 5 Directories

- Business directories
- Professional / service directories



# 6 Rants, raves, and feedback

- Testimonials
- Product / service reviews
- Product ratings

## CUSTOMER REVIEWS

### WOW

By **CLEMENTS** on November 24, 2017



"After being stuck on my old chicken tickler rub i decided to trust Dizzy Pig since i love everything else they have. Mad Max didn't think i could like anything more on turkey I'll have another please!"

### SOOO WONDERFUL

By **Stacie Bodish** on November 15, 2017



"I've done mad max turkey for three years, always to the rave of guests. Last year, I used the shaker, and my guests liked it

### EXCITED FOR HOLIDAY SERIES RELEASE

By **Sean Maguire** on October 22, 2017



"My guests LOVED Mad Max Turkey held so much at 2016 Thanksgiving dinner that I ordered two more shakers at Christmas. Thanksgiving before the blend disappeared. It is nice to know that I can continue to use this amazing blend for years to co

### MAD MAX TURKEY RUB--WONDERFUL!

By **Jeff Mittelman** on November 28, 2016



"The new turkey rub was a huge hit! Not only was the aroma fantastic, the taste was even better. After the turkey was cooked the skin--that has never happened before. (As the carver, I got the best samples and had to keep the rest away wielding the carver have ever made--the rub was clearly part of that success. I used the rub on a turkey to be fried--I injected it and rubbed it with other poultry recipes. I think you said it might also be good on pork. It is clear why this new rub is selling so well. Thank



# 7

## Friendly competition

- Essay contests
- Other contests requiring entrants to submit content

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### Grit — WCI Scholarship 2018 Grand Prize Winner

October 12, 2018 MST | Category: [Blog](#), [Scholarship](#) | No Comments

*I hope you enjoyed meeting the WCI scholarship winners this week. Thank you so much to the applicants, judges, and sponsors. I hope you have been inspired this week as much as I have and that next year we have an even more impressive group of applicants and prizes!*

Our grand prize in the 2018 White Coat Investor Scholarship contest goes to [Jaclyn Mauch](#), an MSII at the [Perelman School of Medicine at the University of Pennsylvania](#), the same school as one of our 9th place winners this year.

Grand prize in the contest was good for \$28,887 in cash (60% of the cash pot after the 4th/5th place cash was paid out.) She will also receive her choice of either [Fire Your Financial Advisor](#) (\$499 value) or the [2018 Physician Wellness and Financial Literacy Conference](#) (\$299 value).

*Jaclyn's essay combines a well-written piece with an impressive story of overcoming a major obstacle to become a doctor. Her subject? Grit, in every sense*

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# 8 Niche networks

- User-submitted posts
- Member-only dialogue
- User profiles

Your Email

Post Title

Post Tags

1 + 1 =

Post Category

Post Content

Upload an Image

Please select your image(s) to upload.

 No file chosen

[Add another image](#)

**SUBMIT POST**

# 9 Generate data

- Reader survey and poll results
- Website-related metrics

QUESTIONS RESPONSES

## Untitled form

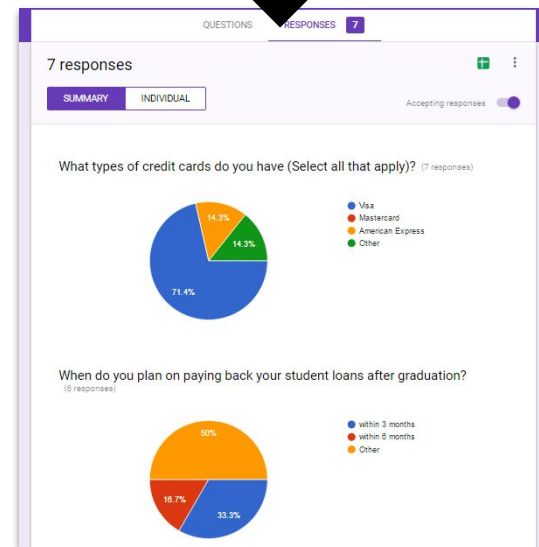
Form description

Email address\*

Valid email address

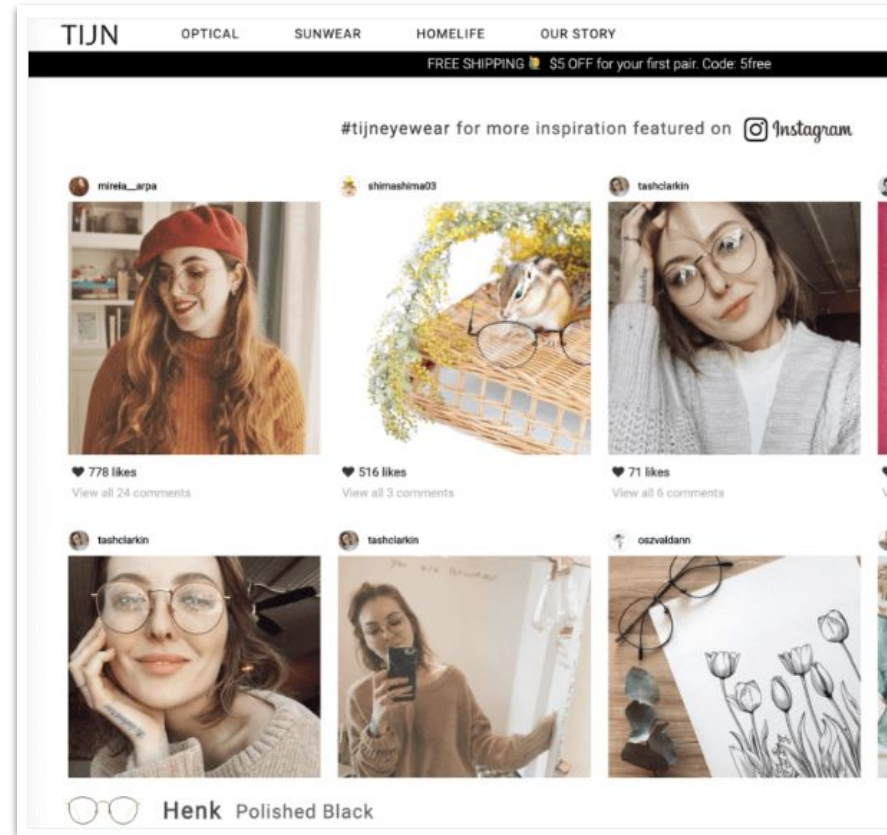
This form is collecting email addresses. [Change settings](#)

Untitled Question ⋮  Multiple choice



# 10 Social media curation

- Social follower responses to questions / prompts
- Hashtag campaigns
- Product images



# How to make it happen:

- Manually with standard WordPress posts
- Plugins
- Themes
- Combination of the above

# A few notes:

- These are only some of the possibilities
- Don't force a type of content to fit with your site
- Implement one technique at a time

Questions?