

MONTHLY SOCIAL MEDIA



Templates



REMEMBER

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.



Blog Post



10 Tips for an Ironclad Memory

Do you ever find yourself arriving at the store and forgetting all the items you went there for? How about remembering people's names? Do you ever forget where you laid your phone or car keys? Or maybe you're writing a blog and want to include something you heard somewhere, but you can't remember where you heard it?

Memory loss or forgetfulness can be frustrating, embarrassing and even costly, but there are plenty of ways we can prevent it and even improve our memory. The first few tips focus on physical health and the remainder are more psychological and cognitive in nature.

1. **Get plenty of sleep.** Sleep deprivation significantly impairs memory. The average adult needs six to eight hours of sleep each night. If you think you can get by on three or four, you'll eventually pay handsomely for it, and loss of memory is just one of the tolls.
2. **Eat and drink healthfully.** Too much sugar, junk food, fast food, and alcohol all contribute to memory loss. Instead, drink plenty of water (dehydration also impairs memory), eat whole foods, eat and drink in moderation, and enjoy caffeine as it tends to improve the memory.

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SMART Goals Are for Sissies → pg 14

The Perils of Compartmentalizing Your Life → pg 19

- 3. Exercise regularly.** It's difficult to overemphasize the benefits of regular exercise. Exercise keeps you fit, stronger, healthier, gives you more energy and helps you sleep better. Additionally, when you exercise, your mind is free to process things that have been left undone or unresolved. While hiking or biking I often experience what I call a "mind dump" in which I can work through issues and even do some brainstorming.
- 4. Reflect and meditate.** A life crammed full of non-stop activities overloads the mind and impairs memory. Take time for meditation and reflection. Relax and slow down. Meditative prayer is another great application of this activity. Meditation is for the memory, what sleep is for the body.
- 5. Reduce stress and anxiety.** This is the flipside of the previous tip. Stress and anxiety impair one's ability to process information, create and recall things. All the above practices can help reduce stress and anxiety. One of the biggest sources of stress and anxiety is broken relationships. And one of the best ways to reduce stress and anxiety is through loving, healthy relationships. Invest in your relationships, reduce your stress, increase your joy, improve your memory.
- 6. Focus.** Think of a recent situation in which you were introduced to someone at a busy function. Chances are, your mind was elsewhere and five minutes later you couldn't remember that person's name for the life of you! Focus and practice being fully present. Give people your full attention. Employ some of the skills below to improve name-retention.
- 7. Practice cognitive skills.** The memory is like a muscle. You can exercise it and strengthen it too. Do this through thinking games of strategy: chess, sudoku, and crossword puzzles. Get into the habit of doing math in your head, remember strings of numbers, addresses, or people's names.

My wife and I play a license-plate game in which you use all the letters in order that appear on a given license plate, but you may add other letters to build words. For instance, the letters BGN could become "begin," "benign," or "obligation." The person who can form the most words wins. (What you win can add to the fun and form new memories!)

- 8. Employ mnemonic devices.** These are strategies specifically geared toward memory retention. Some mnemonic devices include: imagery, humor, acronyms, rhymes, and association. Remember the spelling rhyme, "i before e, except after c"? Or how about the letters SABDA to describe the stages of dealing with trauma (shock, anger, bargaining, denial/depression, acceptance)?
- Many people employ mnemonic tools to form and remember passwords or pins. You can also engage your sense of smell and taste that especially evoke strong memories.
- 9. Write it down.** There is an undeniable connection between the manipulation of something with the hands and the cognitive. This is how children learn best. When we write something down, we not only rehearse it, but we see it and we use our hands to form the letters in doing so. Of course, when you write it down, you can also refer to it later. When I want to remember something, I write it down.
 - 10. Say it aloud.** This is akin to the previous tip. By saying something out loud, we thereby rehearse, review, and repeat it. When you say something out loud, you think it, speak it, and hear it. This reinforces that thing in your mind.

This practice is also used in "overlearning." The military uses this technique when training cadets in battle and first-aid skills. While you practice a skill, you *talk* your way through the process as well. This cements it in your mind making the skill second nature.

These 10 tips can significantly boost your memory. Some are lifestyle choices with long-term impact. Others offer immediate improvement. Which ones do you already use? Which ones will you implement today? Here's to an ironclad memory!



Facebook Post

10 Tips for an Ironclad Memory

When was the last time you forgot something? Maybe someone's name? Or how about where you left your phone, car keys, or wallet? There are specific actions you can take to improve your memory today. Read the rest of the article...

Enhanced Facebook Post: These 10 tips can significantly boost your memory. Some are lifestyle choices with long-term impact. Others offer immediate improvement. Read the rest of the article...



Twitter Tweet

10 Tips for an Ironclad Memory

When I want to remember something, I write it down. [blog post]

Enhanced Twitter Post: Meditation is for the memory, what sleep is for the body. [blog post]



LinkedIn Update

10 Tips for an Ironclad Memory

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Enhanced LinkedIn Post: A life crammed full of non-stop activities overloads the mind and impairs memory. Take time for meditation and reflection. Relax and slow down. Meditative prayer is another great application of this activity. Meditation is for the memory, what sleep is for the body. Read more in this week's blog post...



Video Script

A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: 10 Tips for an Ironclad Memory.

B. Content (revise to fit your speaking style): 10 Tips for an Ironclad Memory

Do you ever find yourself arriving at the store and forgetting all the items you went there for? How about remembering people's names? Do you ever forget where you laid your phone or car keys? Or maybe you're writing a blog and want to include something you heard somewhere, but you can't remember where you heard it?

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- 3. Exercise regularly.** It's difficult to overemphasize the benefits of regular exercise. Exercise keeps you fit, stronger, healthier, gives you more energy and helps you sleep better. Additionally, when you exercise, your mind is free to process things that have been left undone or unresolved. While hiking or biking I often experience what I call a "mind dump" in which I can work through issues and even do some brainstorming.
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C. Your Standard Close: Until next time this is....



Email Blast (or auto responder)

Subject: 10 Tips for an Ironclad Memory

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Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

B. Content (revise to fit your writing style): 10 Tips for an Ironclad Memory

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C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



Is a Clear Conscience All It's Cracked Up to Be?

Nearly every day, we are confronted with ethical and moral issues in business. Here are just a few examples:

- Giving a customer a refund
- Reporting all income
- Paying taxes
- Billing accurately
- Doing what we said we'd do
- Treating all employees fairly
- Telling the truth when a lie might be more convenient

Most of the time, we don't spend lots of time mulling over these issues because we've tried to settle them beforehand in the realm of our conscience. But there's more to it than that.

Remember the cartoons where a character is facing a moral dilemma? On one shoulder sits the devil and on the other an angel. Both are whispering in the ear of the character trying to persuade them to take a course of action. Obviously, the angel represents the person's conscience. But is that really what the conscience is like?

Well, sort of, but not really.

What Is Our Conscience?

Our conscience is an inner, moral compass. It serves as a guide when we're confronted with dilemmas and decisions that require moral or ethical scrutiny. Conscience removes the hard work of sifting through all the angles of right and wrong every time we have to make a decision.

But unfortunately, there are two problems with conscience. First, our conscience is not a fool-proof standard when it comes to morality. It can be marred or built on faulty values. So, it's not entirely trustworthy. Second, we can take actions contrary to our conscience, which puts us in conflict with what we've accepted as right and wrong. To address that first problem, let's consider how our conscience is formed.

How Our Conscience Is Formed

Conscience is not an inborn faculty. We're not born with a fully developed conscience. It's more like we have a clean slate when we come into the world. Outside influences then begin to form and mold our conscience. We get those influences from:

- Our parents' teaching and example
- The teaching and example of peers, mentors, and other significant influences like school
- Our culture and the media
- God, the Bible, religion, or other moral and ethical codes

The bottom line is that we need outside authorities or influences to establish what is right and wrong within our conscience. Our concept of right and wrong largely comes from those authorities and influences that we allow into our lives and embrace.

With the above in mind, our conscience is not static either, but changes depending on the people and their ideas with whom we associate. For this reason, some great questions to ask ourselves are:

- “On what foundations have I built my conscience?”
- “Who or what have I allowed to influence and form my conscience?”
- “To what extent can I trust the sources that have formed my conscience?”

Those are key questions to ask, because our conscience is malleable and fallible. It can be built on false premises or values. One doesn't have to look far to see such radical disparities in conscience today. Philosophically, we might think morality is relative—until someone else's idea of morality infringes on ours. So, it's good to question why we believe what we believe.

A Twinge of Conscience

We feel a twinge of conscience when we compromise what we've accepted as moral and ethical. This is the second problem with conscience that we noted above.

When we act against our conscience, we find ourselves in conflict with our personal code of ethics or morality. In effect, when we go against our conscience, we are being disingenuous with ourselves and we know it. This inconsistency and inner conflict can cause serious problems.

When We Choose to Act Contrary to Our Conscience

Here is what can happen when we go against our conscience:

- 1. We experience inner conflict.** We're unsettled, disturbed, and maybe even distraught, depending on the severity of the issue. We are acting hypocritically, and this bothers us.
- 2. It may damage our integrity.** If our conscience is generally in harmony with that of the culture in which we live, then a breach of conscience can damage our integrity with others.
- 3. We may experience moral decline.** A breach of conscience opens the door for more frequent and more severe compromises. This is a slippery slope. Our minds and emotions are fickle. We begin to rationalize what was once an ironclad rule in our lives. “It's not so bad.” “Everyone else is doing it.” “No one will ever know.” “I can do whatever I want.” “it's not hurting anybody,” and so on.
- 4. We may experience damaging stress.** The moral and ethical inconsistencies in our lives can cause emotional, physical and relational stress in our lives. We don't function well with such inconsistencies in our lives—especially those of a moral nature. We may find it hard to live with ourselves, and others may agree with that assessment. A French proverb states, “There is no pillow as soft as a clear conscience.”
- 5. We may discover that our conscience was built on false values.** However, having a clear conscience is no guarantee that it isn't faulty. How many of us engaged in foolish behaviors as teens that we thought was okay back then, but wouldn't think of doing today? Sometimes we need to “clean house” in our conscience and ensure that it's based on a solid foundation with wholesome values.

We rarely give thought to our conscience and how it was formed. But matters of conscience confront us every day. It's good to take stock of our conscience. How trustworthy is it and how consistent are we in living according to it? These are all highly practical issues.



Facebook Post

Is a Clear Conscience All It's Cracked Up to Be?

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Enhanced Facebook Post: When faced with a moral or ethical dilemma and you're hearing two opposing voices, how can you tell the devil from the angel? Read the rest of the article...



Twitter Tweet

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Our conscience is not infallible. So how do we tell what's truly moral? [blog post]

Enhanced Twitter Post: Our concept of right and wrong largely comes from those authorities and influences that we allow into our lives and embrace. [blog post]



LinkedIn Update

Is a Clear Conscience All It's Cracked Up to Be?

Every day we're faced with moral and ethical decisions. We rely on our conscience, but conscience is not infallible and may be tainted. Read the rest of the blog post...

Enhanced LinkedIn Post: We rarely give thought to our conscience and how it was formed. But matters of conscience confront us every day. It's good to take stock of our conscience. How trustworthy is it and how consistent are we in living according to it? Read more in this week's blog post...



Video Script

A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Is a Clear Conscience All It's Cracked Up to Be?

B. Content (revise to fit your speaking style): **Is a Clear Conscience All It's Cracked Up to Be?**

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- Reporting all income
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- Doing what we said we'd do
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- Telling the truth when a lie might be more convenient

Most of the time, we don't spend lots of time mulling over these issues because we've tried to settle them beforehand in the realm of our conscience. But there's more to it than that.

Remember the cartoons where a character is facing a moral dilemma? On one shoulder sits the devil and on the other an angel. Both are whispering in the ear of the character trying to persuade them to take a course of action. Obviously, the angel represents the person's conscience. But is that really what the conscience is like?

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But unfortunately, there are two problems with conscience. First, our conscience is not a fool-proof standard when it comes to morality. It can be marred or built on faulty values. So, it's not entirely trustworthy. Second, we can take actions contrary to our conscience, which puts us in conflict with what we've accepted as right and wrong. To address that first problem, let's consider how our conscience is formed.

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The bottom line is that we need outside authorities or influences to establish what is right and wrong within our conscience. Our concept of right and wrong largely comes from those authorities and influences that we allow into our lives and embrace.

With the above in mind, our conscience is not static either, but changes depending on the people and their ideas with whom we associate. For this reason, some great questions to ask ourselves are:

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Those are key questions to ask, because our conscience is malleable and fallible. It can be built on false premises or values. One doesn't have to look far to see such radical disparities in conscience today. Philosophically, we might think morality is relative—until someone else's idea of morality infringes on ours. So, it's good to question why we believe what we believe.

A Twinge of Conscience

We feel a twinge of conscience when we compromise what we've accepted as moral and ethical. This is the second problem with conscience that we noted above.

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- 5. We may discover that our conscience was built on false values.** However, having a clear conscience is no guarantee that it isn't faulty. How many of us engaged in foolish behaviors as teens that we thought was okay back then, but wouldn't think of doing today? Sometimes we need to “clean house” in our conscience and ensure that it's based on a solid foundation with wholesome values.

We rarely give thought to our conscience and how it was formed. But matters of conscience confront us every day. It's good to take stock of our conscience. How trustworthy is it and how consistent are we in living according to it? These are all highly practical issues.

C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



SMART Goals Are for Sissies

Do you ever find yourself questioning a belief that has been accepted for so long that it seems wrong to even doubt it? The concept of SMART goals has been around for decades and is the commonly accepted practice in most business circles.

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Of course, we want goals to be specific, otherwise we don't know what we're shooting for. They also need to be measurable, or we won't be able to track our progress or know when we reach them. It also makes sense that goals should be relevant to the business and mission at hand. And goals should be timely in that they have a target completion date.

But it's the *Attainable* element of the SMART goal formula that I take issue with. Attainable goals are safe. They're practically a shoe-in. They're namby-pamby. What's the sense of only setting goals you know you can reach? Maybe attainable goals are okay for run-of-the-mill employees in a big corporation who live to maintain the status quo. But what about us entrepreneurs who are reaching for the Moon?

That's why I think SMART goals are for sissies. A goal that you know you can achieve is hardly a goal at all. Besides, how does one even determine whether a goal is achievable? Is it because it's what we did last year? Or maybe it's the "industry standard"? Perhaps it's what everybody else around us is doing. Or maybe we're surrounded by naysayers who insist we can't reach any higher and we're giving them too much credence. No one ever accomplished anything great by only setting goals they knew they could achieve.

I'm sorry, but I'm not content with only setting goals I know I can attain. (Yawn) How boring is that?

We need to set our sights beyond what we know we can achieve. We need to constantly press the limits of what's already been done. We need to keep asking, "What if...?"

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All you have to do is look at the automobiles, televisions, radios and other technology of that day to recognize how preposterous this goal was. Such an outlandish goal was still considered science fiction!

Yet, on July 20, 1969, Commander Neil Armstrong and Buzz Aldrin landed safely on the Moon in the Lunar Module Eagle. Then they launched away from the Moon, redocked with the Apollo 11, and returned safely to Earth.

Friends, that was no sissy goal. President Kennedy didn't follow the SMART goal formula when setting that goal. Such a monumental goal wasn't *achievable* in 1961. Even in 1969 it was an *unbelievable* goal.

In fact, let's agree to change the "A" in SMART to "U" for *unbelievable* or *unprecedented*. And if we shuffle the letters around, we can make a new acronym: STRUM goals. (I like the sound of that!)

Ironically, two synonyms for *strum* are *jam* and *improvise*. When musicians jam or improvise, they're playing with music, coming up with new sounds, sequences and rhythms. They're creating. That's what we need to do as we follow the STRUM goal formula.

Following are some questions to ask in order to generate some goals that could be unbelievable or unprecedented.

STRUM Goals

- 1. What are you currently striving toward that only requires sissy goal setting?** Forget that achievable-goal nonsense and leave the realm of safe goal setting. Instead, consider setting a goal that is so big, you may not even have the knowhow for accomplishing it yet. Then, set about gaining the knowledge, skills and strategic relationships to make it happen.
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Facebook Post

SMART Goals Are for Sissies

If you’re an entrepreneur and you subscribe to the SMART goal formula, you’re selling yourself short! Find out why SMART goals are namby-pamby. Discover their glaring weakness. Read the rest of the article...

Enhanced Facebook Post: Sure, we want our goals to be specific, measurable, relevant, and time-oriented, but attainable? What’s the use of only setting goals we’re guaranteed to achieve? Read the rest of the article...



Twitter Tweet

SMART Goals Are for Sissies

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Enhanced Twitter Post: No one ever accomplished anything great by only setting goals they knew they could achieve. [blog post]



LinkedIn Update

SMART Goals Are for Sissies

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Email Blast (or auto responder)

Subject: SMART Goals Are for Sissies

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The Perils of Compartmentalizing Your Life

Many people see their lives as though they were made up of different compartments. They imagine a work or job compartment, a compartment for family, a social compartment, and a recreation compartment. They may also have a compartment for times when they're alone, one for vacations, one for club memberships, one for hobbies, etc.

Like keeping food items on a plate separate from each other, those who compartmentalize their lives try to keep things in the various compartments from "touching" each other. They may perceive a need to separate work from their home life and therefore keep two separate compartments, one for each of those two areas.

With compartmentalizing we're not talking about adjusting to certain social conventions. Of course you don't show up to a funeral in cutoffs, a T-shirt and flipflops. And if we were to meet with a dignitary, we would speak more respectfully than we would if meeting with our buddies at a pub. We accept and adjust to various social conventions accordingly. But compartmentalizing involves the deliberate effort of separating our lives into various compartments as a way of life.

Sometimes people compartmentalize their lives to impress others or to fit in with them. Think of a young man or woman who was brought up in a home where cussing was simply not done. That son or daughter goes off to join the military and they're thrust into an environment where every other word is a cuss word. Some choose to adapt to their new military culture by adopting this new vocabulary whenever in that context of the military, thus compartmentalizing their lives.

For years, Las Vegas has run a successful marketing campaign with the slogan, "What happens in Vegas, stays in Vegas." The idea behind the slogan suggests that Vegas offers a compartment free from moral restraint. This anonymity and license to "sin" has effectively attracted countless thrill seekers to this city. Of course, not all who go to Vegas go with this intent, but those who do, take advantage of this opportunity to compartmentalize their lives.

Why Compartmentalizing Doesn't Work

In truth, compartmentalized living is an artificial way to live. We are integrated beings. What happens in one area of our lives affects the other areas. When we've had a bad day at work, it's normal to take it home with us. And if there is trouble on the home front, we take it to work with us too. If we workout at the gym regularly with the intent to stay fit, we recognize that it also matters what we eat for meals at home or at work. Our lives consist of a whole.

I also contend that what happens in Vegas does not stay in Vegas. If a person has done something in Vegas that they are ashamed or embarrassed by, that shame and embarrassment does not melt away when they leave the city limits of Vegas. They take it home with them.

If you have children, you know that a "do-as-I-say-not-as-I-do" philosophy of child-raising does not work. That philosophy exemplifies compartmentalized living. The way we behave in front of our kids is what they learn from us. The same goes for our customers. If we hold to one ethical standard with our customers and another with our family, the two will eventually clash. Our lives consist of a whole. We are not segmented beings.

The Dangers of Compartmentalizing

- 1. Compartmentalizing compromises our integrity.** If we attempt to live by one moral standard in one area of our lives and by another in a different area, we compromise our integrity. This is a duplicitous lifestyle. We cannot do or say things in one context that we would never dream of doing and saying in another context. If we do, it will surely come back to bite us.

- 2. Compartmentalizing provides a poor example for others.** We want to be a “what-you-see-is-what-you-get” individual. We don’t want our family or customers to be embarrassed or disappointed by seeing a different us in another context. We want to lead by example.
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There is great freedom and peace of mind in living a fully integrated lifestyle. When our language and behavior is consistent in all environments, we can function without fear of being found out. With integrity, we can encourage others to follow our example. And our words and actions can spring naturally from our convictions and beliefs.



Facebook Post

The Perils of Compartmentalizing Your Life

Do you see your life as made up of various compartments, or as an integrated whole? One perspective is artificial and the other real. Read the rest of the article...

Enhanced Facebook Post: “What happens in Vegas, stays in Vegas,” or does it? While that may be a successful marketing ploy, it’s not a successful way to live. Read the rest of the article...



Twitter Tweet

The Perils of Compartmentalizing Your Life

What happens in Vegas, stays with you. [blog post]

Enhanced Twitter Post: A compartmentalized life is a duplicitous one. [blog post]



The Perils of Compartmentalizing Your Life

Compartmentalized living is an artificial way to live. We are integrated beings. What happens in one area of our lives affects the other areas. You don't have a bad day at work without it affecting other areas of your life. Likewise, trouble at home spells trouble at work. Read the rest of the blog post...

Enhanced LinkedIn Post: Sometimes people compartmentalize their lives to isolate work from home. Others compartmentalize in order to impress others or try to fit in. But neither reason works. Find out why. Read more in this week's blog post...



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Sometimes people compartmentalize their lives to impress others or to fit in with them. Think of a young man or woman who was brought up in a home where cussing was simply not done. That son or daughter goes off to join the military and they're thrust into an environment where every other word is a cuss word. Some choose to adapt to their new military culture by adopting this new vocabulary whenever in that context of the military, thus compartmentalizing their lives.

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Blog Post

The Topic No One Talks About

I know I’m taking a risk addressing this topic, but I feel compelled to do so knowing that it impacts a great number of my audience. I fully recognize that this subject may seem too personal to bring up in a business setting, but it impacts business too, so I must.

In recent years, there has been much in the news about soldiers returning from combat with severe trauma. They suffer from Post-Traumatic Stress Disorder (PTSD) and its effects are often incapacitating and debilitating. Perhaps even some reading this have experienced this post-combat condition.

But did you know that the tools, resources and treatments used to help combat soldiers recover from PTSD were first developed and applied to victims of sexual abuse? What we know now is that trauma is trauma regardless of its source. As unthinkable as it is, one-third of girls in the US are sexually abused before the age of 17. The same applies to at least one-fifth of boys.

The trauma of sexual abuse often expresses itself in all kinds of behaviors including deep shame, misplaced feelings of guilt, self-loathing, self-harm, drug and alcohol abuse, a driving need to control and excel at everything, aberrant sexual activities, recurring nightmares, phantom body pain, etc.

Trauma is trauma regardless of the source. In fact, despite your personal views on abortion, countless women (and men)

are coming forward admitting the trauma induced by a past abortion. And they're experiencing many of the same ill effects associated with other forms of trauma.

As the title of this article claims, trauma induced by sexual abuse, abortion, combat, or any other source is not a topic that we typically bring up in a business conversation. So why address it here?

The Far-Reaching Effects of Trauma

The impact of the kinds of trauma we're talking about here are significant. Trauma can adversely impact every area of one's life: their relationships, work, self-esteem, outlook on life, responses to situations and various stimuli, etc.

We've seen how PTSD has driven some combat soldiers to joblessness, lethargy, depression, homelessness, drug and alcohol abuse, and even suicide. The same applies to trauma induced by sexual abuse, a past abortion, or other traumatic experiences.

Why Seek Healing?

The effects of trauma don't just go away. But those who have experienced such trauma often pose the question, "Why would I want to stir up and revisit all those awful memories?" However, Psychologist, Renee Fredrickson explains that we cannot heal from something we ignore, deny, or suppress. And as painful as the healing process may be, those who seek it confess that the pain is worth it in the end. At last, they find freedom from the specters, memories, and symptoms of their trauma.

How We Heal from Past Trauma

The intent of this article is to raise awareness and encourage any readers who have experienced trauma to get help. However, below are a few of the principles for healing that therapists find helpful.

- 1. Pursue healing in relationship with others.** In one way or another, most trauma involved people. This is true in combat, with sexual abuse, and abortion. While it may seem counterintuitive, it does stand to reason that if the trauma occurred in the context of interaction with people, healing can come through that means as well. The right people with the right skills can offer support, belief in the victim, acceptance and love.
- 2. Seek help from a trained therapist.** Counselors with experience in dealing with PTSD can offer a victim the tools and resources for getting past their trauma. Also, in many cases, the brain of a traumatized individual protects them by repressing traumatic memories or dissociating from them. The therapist can help draw those repressed memories to the surface where they can be confronted.
- 3. Tell your story.** This is a tall order. Trauma is often cloaked in secrecy, shame and guilt. A victim's initial response is to recoil away from telling others what happened to them. But it is precisely in the telling of their story that the guilt and shame lose their power. What is brought to light is no longer a dark, foreboding secret and healing begins to occur.
- 4. Forgive.** This is another aspect of the healing process that may seem counterintuitive and may be very painful. Yet it too is crucial for a victim to heal and move on. While there may be behaviors the victim needs to forgive themselves for, the victim also needs to extend forgiveness to anyone involved in inflicting the trauma.

Forgiveness is not intended to benefit the perpetrators but the victim. Forgiveness in no way excuses, condones, or minimizes the horrible acts that were committed against the victim. But when we hold a grudge, we unwittingly give the perpetrator permission to dominate our thoughts and feelings. In that frame of mind, the person remains a perpetual victim. Someone has aptly said that refusal to forgive is like taking poison and hoping the other person will die. Bitterness and failure to forgive will eat a person alive.

As I said earlier, I knew I was taking a risk talking about this topic. However, if you or someone you love is the victim of trauma, please seek professional help. Here are the web addresses of two organizations that specifically address the trauma associated with sexual abuse and abortion: SAVAnon.org and AbAnon.org.

Facebook Post

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Enhanced Facebook Post: Severe trauma poses a serious threat to the health and wellbeing of the victim. And that includes damage to all aspects of a person, including their work. Read the rest of the article...

Twitter Tweet

The Topic No One Talks About

What we know now is that trauma is trauma regardless of its source. [blog post]

Enhanced Twitter Post: We cannot heal from something we ignore, deny, or suppress. [blog post]

LinkedIn Update

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Enhanced LinkedIn Post: The effects of trauma don't just go away. But those who have experienced such trauma often pose the question, "Why would I want to stir up and revisit all those awful memories?" However, Psychologist, Renee Fredrickson explains that we cannot heal from something we ignore, deny, or suppress. And as painful as the healing process may be, those who seek it confess that the pain is worth it in the end. Read more in this week's blog post...

Video Script

A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: The Topic No One Talks About.

B. Content (revise to fit your speaking style): **The Topic No One Talks About**

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The trauma of sexual abuse often expresses itself in all kinds of behaviors including deep shame, misplaced feelings of guilt, self-loathing, self-harm, drug and alcohol abuse, a driving need to control and excel at everything, aberrant sexual activities, recurring nightmares, phantom body pain, etc.

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- 2. Seek help from a trained therapist.** Counselors with experience in dealing with PTSD can offer a victim the tools and resources for getting past their trauma. Also, in many cases, the brain of a traumatized individual protects them by repressing traumatic memories or dissociating from them. The therapist can help draw those repressed memories to the surface where they can be confronted.
- 3. Tell your story.** This is a tall order. Trauma is often cloaked in secrecy, shame and guilt. A victim's initial response is to recoil away from telling others what happened to them. But it is precisely in the telling of their story that the guilt and shame lose their power. What is brought to light is no longer a dark, foreboding secret and healing begins to occur.

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C. Your Standard Close: Until next time this is....



Email Blast (or auto responder)

Subject: The Topic No One Talks About

A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

B. Content (revise to fit your writing style): **The Topic No One Talks About**

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C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....