

Five Steps to Better Blogging

STEP 1: Define Your Main Point

- Identify 1-2 main points; aim for 500-1,000 words
- Introduce your main point early, and weave it through the post
- Return to your point in the last paragraph

STEP 2: Define Your Audience

- Who are you talking to? Imagine someone
- Target your writing to a well-educated, interested audience who lacks expertise in this topic

STEP 3: Engage Your Audience in the First Paragraph

- Tell reader what's different, new, or unexpected
- Not a background and significance section
- Could give specific findings even if reader won't understand context or methods
- Could begin by telling an engaging story

STEP 4: Give Readers Only Enough Details to Appreciate Your Perspective

- Make your argument clearly: use specific findings, how you conducted the study, what it means for current policy or practice
- Backfill with context: background, prevalence of problem
- Anticipate questions a reader might have, and answer them
- Stay on point

STEP 5: End by Returning to the Beginning

- Add nuance to your main point
- Address the larger implications for policy, practice, or further research
- In a nutshell, what can we conclude from this conversation?