Our Blogs should be between **500 and 1,500 words** and be accompanied with a picture and a brief bio of the author (s). For submission and further enquiries write to blog@wiisglobal.org

**How to write a successful Blog**

**1. Focus on one idea or issue and have one clear objective**. You are trying to cover too much if you can’t explain your message in one or two sentences.

**2. Spend some time thinking about the title of your blog - it is the first introduction to the argument.**

Readers have short attention spans. Draw them in with a strong headline that emphasizes your central message. A catchy title will allow readers to grasp your idea quickly.

**3. Put your main argument up-front - do not bury your main argument at the end of the piece.**

You need to grab the reader’s attention in the first line. Express your opinion in your opening paragraph. Always come down on one side of the argument. Don’t equivocate. Don’t waste words giving too much background information. Don’t “clear your throat” with witty or historical asides. Get to the point and convince the reader that reading your blog is worth the effort.

**4. Tell the reader why they should care about the issue.**

Imagine you are a busy person reading your blog. At the end of each paragraph ask yourself, “So what? Who cares?” Your blog should answer these questions.

**5. Frame the issue/argument.**

After you have made your argument, use one sentence to identify the strongest counter argument and refute it with facts.

**6. Provide the reader with clear recommendations.**

You need to offer solutions or a better approach. Give us your opinion. Don’t just call for more research or say we need more dialogue. Make constructive policy recommendations that are actionable.

**7. Use short clear sentences with short paragraphs - keep the language simple. In a blog "plain vanilla" is better than a "tall skinny caramel macchiato with extra foam"!**

Anyone should be able to understand your argument. Use short sentences. Avoid technical jargon, acronyms and obscure references. Cut long paragraphs into two or more shorter ones. Only use technical details when they are essential to your argument. Using simple language doesn’t mean simple ideas. It means successfully conveying your solutions to people who lack your expertise.

**8. Do not use the passive voice.**

The active (“I believe that”) voice is more concise and convincing than the passive voice (“it could be argued that”). Use active verbs and try to avoid adjectives and adverbs.

**9. Provide clear and real-life examples.**

When you suggest a solution, give an example of it working elsewhere. Look for examples that breathe life into your arguments. Use specific references and easy-to-understand data.

**10. Think about your ending. Make it a winner.**

Your final paragraph should summarize your argument with a catchy, thought-provoking final sentence. Please avoid clichés like “we need to help the Arab genie force its way out of the bottle.” Make sure your ending tells decision makers what action they should take.

Last but not least **... Proofread** your blog**.**

**For more on good writing:**

* Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams, *The Craft of Research* (University of Chicago Press, 1995), pp. 85-254;
* Stephen Van Evera, *Guide to Methods for Students of Political Science* (Cornell University Press, 1997), pp. 123-128;
* William Strunk, Jr. and E.B. White, *The Elements of Style* (Allyn and Bacon, 2000, 4th edition);
* Teresa Johnson, “Writing for International Security: A Contributor’s Guide*,” International Security*, Vol. 16, Issue 2 (Fall 1991), pp. 171-180.