

Blogging - how to get started

Here are some things you should think about before starting creating your text.

Choose one topic and stick to it

Choose to write about a topic that really interests you and dare to stick to one topic. By doing this, it is easier catching your reader's interest and leave the reader with a value*. So, try finding one angle or perspective and let that angle be consistent throughout the text.

* Yep, you need to know what the topic is before you start writing. 😊

9 writing tips that will help you produce your first blog

So, did you choose your topic? Good! Here is a list of tips that will make your text more personal, engaging and more easily digestible:

- 1. Write in a simple manner, to the point and brief.** From the first sentence, your text will compete with a million other things that calls for your readers' attention. Not to forget that some of your readers might be dyslectic, visually impaired or not being native in the language you write.
- 2. Write in an informal tone.** It is an easy way to get the reader to feel directly spoken to. For example in Swedish, "du" instead of "ni".
- 3. Avoid complicated terminology.** If using abbreviations, write the whole term in full, at least in the beginning, so that your reader doesn't lose focus because they don't understand the abbreviation.
- 4. Choose your pre-set knowledge level.** Keep this level throughout the text. This topic might be every day business to you, but are you sure your reader is as into the topic as you are?
- 5. Avoid expressions that could be translated to your local language.** If there are expressions that are applicable in your local language, use those. There might be exceptions, but check with marketing if you are unsure. For example, in Swedish, write "Internet of Things" and not "sakernas internet", but "artificiell intelligens" instead of "artificial intelligence".
- 6. Split your text up in paragraphs,** at the most three to five sentences long. If you feel unsure of the length, use the ground rule *one thought – one paragraph*.
- 7. Be to the point!** Normally, we spend too much time describing the background in the introduction, but it is rarely necessary.
- 8. Write as if you talk to the reader.** Imagine that you have the person in front of you and you are going to tell her something. This helps you writing more informally, take away the irrelevant stuff and be less repetitive.
- 9. Use active form when you write.** Don't write: It was decided that the meeting was cancelled. Rather: They decided to cancel the meeting.

Good luck, and don't forget to be generous with your knowledge!