

**'How to write a punchy blog post' cheat sheet\_v.01****[content]**

- Blog posts should never be merely descriptive. They should include a punch line. It could be a tension, a doubt, a hypothesis, a critical question—or more, or a combination of the above.
- Be provocative. It is your space for experimenting and playing with challenging ideas. The beauty of it is that they don't have to be picked up by empirics.
- Context matters! Maybe in a truncated fashion, but give us all the necessary information to understand what is happening and what is at stake/
- Imagine your audience when you write. It helps breaking down information for accessibility.
- Write for a general audience who is smart and interested but might not be up-to-date or informed about all details. Remember that when a reader encounters information that they cannot make sense of without a Google search or asking ChatGPT, they are likely to disengage.
- Write for a global audience who may not know that Brasilia is the capital of Brazil, and that Brazil is a federal state (just an example).

**[form]**

- Use your words parsimoniously. Avoid empty descriptors (e.g., “modern technologies”)
- Precision is your friend. Have clear in mind what your point is, and polish the line until you get where you want to get.
- Always back up your statements with evidence, even when it is anecdotal evidence. Example: don't say “it is innovative” or “it is controversial” but give us the reasons why and/or in what way something is innovative or controversial
- Careful with time stamps: avoid generic characterizations (e.g., “in the past”) or that are not resilient to time (e.g., “last month”, “yesterday”)
- Whenever you include a term or a line in a language other than English, include a translation into English (bracketed).
- Always embed hyperlinks. References should also be included as hyperlinks.
- No footnotes. Use endnotes *very* parsimoniously. Better if you avoid them all together.
- [our style] no contracted verb forms (yes to “do not”, no to “don't”).

**A basic but solid sample structure:**

- Narrative intro: makes your story “concrete”, is often relatable, contributes to create a sense of urgency.
- Second paragraph which details the problem at hand, and includes a provocative statement (can be in the form of a question).
- Further paragraphs making your story more complex by providing additional details and/or illustrating points of tension. Provide only the info that is strictly necessary to your story (no side additional details—keep those for another blog post).
- Offer a solution or potential ways out towards the end of the post. After instilling surprise, anger, or rage, offer a glimpse of hope or suggest actions that your readers can partake in.
- End with a punchy conclusion. Conclusions are the hardest thing to write, so if you don't find the perfect one, just cut it short ;-)

Ps. Include your name on the file but also in the body of the text!