



How do I write a blog? (The Five Ds)

1. **Decide what to talk about:**

- What are the three most important ideas you want to convey in your post?
- What's the best order in which to present these points for greatest impact?
- If you have any research to back up your points, where should you mention it?
- Do you have quotes, testimonials, or experiences to support your conclusions?
- Do you want the reader to do anything after reading your post? Does it need a call to action?

2. **Delve deeper into the main points. Think about 'the 5 W's and the H':**

- *Who* agrees with this point? Who disagrees?
- *What* do these ideas mean to your audience? What can be confusing about them?
- *Where* are these points important? By geography? By sector? By audience?
- *When* did these ideas originate? When do they apply? Will they change?
- *Why* should your audience care about these points?
- *How* can your readers act on this knowledge?

3. **Display your personality:**

Give your blog a personal touch. It's your story and your voice so readers want to know why you've written this particular post about this particular topic:

- Offer your opinion
- Offer insights based on your own experience
- Add humour or other personality elements

4. **Determine a plan for delivery:**

- Does this content warrant a single piece or multiple pieces?
- Is there the possibility of ongoing coverage?
- Are there other interesting ways to cover this topic? Eg: you can add a video or screenshots.

5. **Don't worry about getting it wrong:**

The BVRLA Communications team is on hand to provide support, proofreading and making suggestions for improvement. Posts will always be checked and edited appropriately in advance of publication on the BVRLA website. Remember, practice makes perfect so *keep calm and blog on*.