

## Writing for the CABI Blog

A blog post is the perfect opportunity for you to write on a topic within or related to your book, to leave people wanting more. The blog should be about a particularly engaging aspect of your book that might appeal to the more casual reader. Blogs tend to work particularly well if they explain or comment on something that people may be reading about in the news, to help them make sense of what is happening. So do let us know if you may be able to write on something that's particularly topical!

On the [CABI blog](#), we aim to provide extra content for readers, without obvious references to our products. Instead we will include a link to relevant book or online product at the end of a post, but it generally should not be referenced within the body of the article.

There are only a few requirements, lots of tips, and many opportunities for creativity! Here are some of our top tips:

- What to write about: Rather than trying to summarise your book, you should focus on a stimulating topic that could spark **debate** or be something that people can read and learn about
- Introduction and conclusion: Think about the **problem** you approach with your blog, and the answer or **solution** you give at the end of your blog; will readers feel they have learnt something?
- Starting with a title: this is better explained in the tips on the link below, but this should be short, catchy, and may include a pun; it doesn't have to summarize the blog post but should invite people into reading the blog
- Structure: Aim for sentences of 1 and a half lines or less making paragraphs of just two or three sentences.
- Audience: Think about the **language** you are using and whether non-expert readers being drawn into an interesting topic will be able to follow – if they don't understand it you will have lost them
- Lastly, read aloud: The best way to check the flow of your article. If you falter or hesitate re-word that sentence.
- Other things to think about: A useful tool is attaching **links** attached to relevant key words leading to a website where they can find background information. Also remember to use **bullet points** where you have lists.

There are also some really good tips on this website:

<http://www.blogtips.org/how-to-write-good-blogposts/>

To give you an idea, here are some links to existing author blogs:

- [Apparently there is something called 'over'tourism](#)
- [How technology can change the way farming is conducted](#)
- [How to Control Urban Pests: Q&A with Entomologist Dr. Partho Dhang](#)

## FAQs

**Q – I have an idea for a blog piece, but I’m not sure if it would be interesting.**

A – Feel free to also discuss any potential blog topics with us before starting. We’re happy to discuss how to make it as engaging as possible, or to tailor the subject to the blog.

**Q – How long should my blog be?**

A – We would suggest aiming for a piece that is between 500 and 800 words in length. Any shorter and it will be difficult to make an interesting argument, but any longer will put readers off.

**Q – Can you include my photos and graphs?**

A – It would be great if you can provide any images to accompany your blog! Please make sure you have permission to use them, and let us know where they come from so that we can credit them correctly.

**Q – What shall I do when I’ve written my blog?**

A – Once you’ve written your blog, send it to us ([marketing@cabi.org](mailto:marketing@cabi.org)) and we will let you know if we have any suggested edits or other ideas to boost the audience engagement. We will try to return this to you within two weeks with feedback included.

**Q- When will my blog publish?**

A – We’ll look to schedule your blog as soon as possible, depending on other posts that are due to publish. If there are any particular events (conferences, international days) that would be relevant to the topic of the blog, let us know, and we’ll aim to publish it at the most appropriate time.

**Q – How can I make my blog more appealing to readers?**

A – Try to think about relating the post to current affairs, highlighting statistics, or being quite specific in what you talk about. You may want to think of it as a story. What are people going to be interested in reading?

**Q – Why can’t I tell everyone about my new book?**

A – Generally people reading blog pieces want to know more about a subject, but aren't in the right frame of mind to make a purchase at that moment. Social media, including blogs, should be seen as a way to offer something extra and support a separate purchasing decision - if a customer wants to buy a product, they know how and where to do that – and we’ll still include a reference and a link to your book at the end of the article. Pitching a post correctly also means that a reader is more likely to value it, and therefore is more likely to share it, resulting in wider reach for your blog post and more visibility for your book!