

Tips and Guide to Writing a Blog

1. Pick a topic that you can relate to
 - a. Writing about specific situations you have experience with will make writing a blog more fun and easier
2. When writing a blog to educate the public, make sure you are speaking their language
 - a. Pretend that you are talking to a client who has walked into your office with little to no knowledge of how the Collaborative divorce process works.
3. Attention grabber
 - a. Do your best to capture the attention of the reader in the first paragraph of the blog. If you can't capture their attention early, they may give up on your blog.
4. Blog length
 - a. There is no set length that your blog has to be, but make sure your blog content is relevant and organized. As the old saying goes, quality over quantity.
5. Not all blogs are the same
 - a. There is no standard format for blogs. Your blog can be 500 words with no pictures or it could be 100 words with a chart that shows information.
6. Include an introduction and conclusion
 - a. It helps to draw the reader in and provide any closing thoughts.
7. Think about scannability when formatting your blog
 - a. A lot of readers will want to quickly scan your blog for important aspects; make it easy for them.
 - b. In addition to a title, it's helpful to include subheadings. It breaks up the content and keeps it organized.
 - c. Bullet points and lists can also help make your content more scannable.

Final Tips

- When you have an idea, just write down your thoughts. You can always go back and edit your blog.
- Don't worry about formatting and wording until the end, get your thoughts out.
- Be relatable, your blog could be the first impression someone gets of you, so don't just be a self-promoter.
- Respond to your blog comments.

Example Content:

<http://stories.avvo.com/relationships/divorce/school-needs-know-divorce.html>

<http://springfieldcollaborativedivorce.com/divorce-possible-without-conflict/>

<https://abcdivorcecollaborative.wordpress.com/2013/10/11/new-hampshire-family-law-blog-why-you-need-a-coach-in-your-collaborative-divorce/>

<https://www.mark-weiss.com/retirement-plans-and-divorce/>