

## WHY & HOW TO WRITE BLOGS



*With the ever-increasing reach of the internet, online publishing is rapidly growing worldwide. There's a rising interest in blogs as well, with more readers looking for content that is both engaging and informative. In this blog, Mahesh Chander shares his experience of writing blogs over the last decade.*

### PROLOGUE

A blog is a regularly updated website or web page, typically run by an individual or small group, that is written in an informal or conversational style. You can find countless blogs online covering a wide range of topics, from technology and travel to food, fashion, and more. While many of us are used to reading lengthy research papers, articles, or success stories, most people today lack the time or patience for such extensive reading. This is where blogs come in—short, crisp, engaging, and solution-oriented. Let's explore the world of blogging the way I understand it.

*Blogging is hard because of the grind required to stay interesting and relevant.  
—Sufia Tippu*



## WHY WRITE A BLOG?

Have you created something unique? Do you believe your work or ideas could make a difference in society? If so, you're likely looking for a platform to share your innovations with the right audience. Traditionally, people write research papers or articles for newspapers and magazines. But if you want to reach a wider audience quickly and effectively, consider writing a blog.

Understanding your audience is crucial—know who they are and why they'd be interested in your content. This understanding will help you tailor your content to meet their needs. Be clear about why you're writing the blog and what you hope to achieve through it.

*I blog because I have something to say.*  
—Eddie Huang

Many international organizations, including [CGIAR institutions](#), [UN agencies](#), [the World Bank](#), [non-profits](#), and [private companies](#), now share their ideas and best practices through blogs. Like these organizations, I occasionally blog to share my thoughts and ideas with a wider audience. Blogging requires effort, time, and attention, much like running a business. For me, it's a way to hone my writing skills, explore new ideas, and build an online presence centred around my passions and expertise. Through my blogs, I aim to inspire, educate, and entertain my readers. While some professional bloggers make money and even turn it into a full-time job, I'm still on my journey to that level of excellence.

## HOW TO WRITE A BLOG

If you're tempted to start blogging, the first step is to understand what blogging is. Blogging involves creating posts, managing content, engaging with readers, and promoting the blog through various channels. Writing a good blog requires effort, planning, and a strong understanding of your target audience.



Here are some key steps to get started:

1. **Select an Interesting and Relevant Topic:** Choose a topic that resonates with your audience. Research and brainstorm to come up with engaging ideas.
2. **Think of Your Blog as a Brand:** What sets your blog apart from the rest? Consider how your blog can offer something unique.

*The first thing you learn when you're blogging is that people are one click away from leaving you. So, you've got to get to the point; you can't waste people's time. You've got to give them some value for their limited attention span.*

—Alex Tabarrok

### Tips for Blogging

- Engage in activities worth sharing.
- Be creative, interactive, and engaging to sustain interest.
- Stay updated on topics of interest.
- Maintain a positive outlook and suggest ways forward.
- Personalize your writing by using “I,” “We,” or “You.”
- Write as if you're having a conversation.
- Be aware of social media DOs & DON'Ts.
- Keep it simple, actionable, and enjoyable.

You can master blogging—just take the first step.

### The First Paragraph: A Captivating Lead

First impressions matter. If the title of your blog has drawn readers in, the first paragraph should excite them to keep reading. Start with a question, a quote, or a surprising fact to hook the reader. Give them a glimpse of what to expect from the post and generate curiosity to keep them engaged.

*If you want readers to actually read your post, you will have to seduce them and make it worth their while.*

—Peter Casier

### Crafting the Body: Supporting Points

This is where you dive into the “how.” Break your content into sections with clear headings to improve readability. Keep paragraphs short and concise. Use lists and bullet points to highlight key points. Write in a conversational tone that is easy to understand. Use anecdotes, examples, and humour to make your writing more engaging. People have short attention spans, so keep your blog post concise—ideally between 600 to 800 words.

Here's a snapshot of my blogging journey:

- **2013:** Published [my first blog](#) on the [AESA platform](#), marking the start of the Blog section there.
- **2014:** Won an award for [a blog](#) I wrote for the World Congress on Agroforestry.
- **2017:** Attended a social media Bootcamp at FAO Headquarters in Rome, where I published five blogs in five days.

Over the past decade, my blogs have covered a wide range of topics, including [agricultural education](#), [agricultural extension](#), [youth](#), [gender](#), [organic farming](#), and [livestock](#). Even the challenges of the COVID-19 pandemic couldn't stop me from blogging; in fact, I continued to [write actively during that time](#). Addressing contemporary issues has attracted a growing audience and garnered appreciation,



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which inspires me to continually write more impactful content. I'm still learning every time I publish a new blog!

*Blogging is good for your career. A well-executed blog sets you apart as an expert in your field.*

—Penelope Trunk



Receiving award in a blog competition

### Summing Up: A Strong Conclusion

A good blog should end with a call to action. Encourage your readers to take specific steps after reading your post. For instance, ask them to comment, share, or suggest further ideas. Before publishing, always edit and proofread your work for grammar and spelling errors. Promoting your blog post on social media can also increase its visibility and reach. Engage with your readers by responding to comments and building a community.

*What you do after you create your content is what truly counts.*

—Gary Vaynerchuk

### ENDNOTE

I hope this blog helps you create compelling, well-organized, and valuable blog posts that engage readers and keep them coming back for more. I'd appreciate your comments, suggestions, and further ideas so we can grow together!

*Successful blogging is not about one-time hits. It's about building a loyal following over time.*

—David Aston

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