MassSolar Blog Post Guidelines

Do you have an interesting solar success story or an opinion on solar policy that you'd like to share? If you can express your thoughts clearly and persuasively, you may sway hearts, change minds, and perhaps even reshape public policy.

MassSolar has adopted the following guidelines to help you write a piece for publication on our blog. Let's start by considering length and clarity.

Limit the article to 750 words. Shorter is even better. Typical pieces are expected to be 300 to 600 words, but no longer than 750 words. Some authors insist they need more room to explain their argument. Unfortunately, fewer and fewer people are willing to read long articles and we don't have the time to cut a long article down to size.

Make a single point — well. You cannot solve all of the world's problems in 300 to 750 words. Be satisfied with making a single point clearly and persuasively. If you cannot explain your message in a sentence or two, you're trying to cover too much.

Put your main point on top. You have no more than 10 seconds to hook a busy reader. Get to the point and convince the reader that it's worth their valuable time to continue. You're not writing for an academic publication that typically waits until the final paragraphs to reveal their punch lines. Blog posts do the opposite.

Tell readers why they should care. Put yourself in the place of a busy person looking at your article. At the end of every paragraph, ask out loud: "So what? Who cares?" You need to answer these questions. Will your suggestions lower their taxes? Increase their profits? Improve their lives? Explain why. Appeals to self-interest are usually more effective than abstract arguments.

Adapted from Duke University [News Office Guidelines](#)