
SOME HELPFUL TIPS IN WRITING WEEKLY THOUGHTS

Keep it short and sweet

Length

The weekly thoughts are usually somewhere between 225 and 300 words. But don't worry if it is too long. Just send us what you have and we can edit it into shape.

Picture the reader

Audience

Write for the SfG audience. They are mostly NGO managers from mission agencies in Norway, Sweden and Denmark; leaders of churches and Christian NGOs in Africa and Asia as well as OD consultants. They come from more than 40 countries and a wide denominational tradition.

The first five words are very important. Write a bold or surprising statement.

Compelling start

Grab the audience from the start. They may only read the first few words. Start by stimulating the appetite. Draw people in. Paint a picture for them to read more. Offer drama by creating a scene. You want to grab them from the start and hang on to their attention all the way until the end.

Ram home message

Single message

What is the one thing you want them to remember or do differently?

From personal to universal

Make it personal

People respond to people. They are not interested by organisations or policy or concepts. They are only interested in so far as it affects people. Illustrate through the eyes of person. Put someone in it at the start.

The personal aspect makes the thought approachable and unique to you. But if you're just talking about your own experiences and your own thoughts, after a while the reader may think, 'Well, this is nice, but why does this matter to me?' You want the reader to care and be persuaded to act and think differently.

Active voice describes a sentence where the subject does the action stated by the verb.

Short, sharp, active writing

Every word must count. Use short words and short sentences. Use the active voice. Get rid of any redundant words and sentences. Try to avoid clichés and jargon.

Questions at end

Try and finish with one or two questions to encourage and assist the reader apply the thought to their own life and work.