Graduate School of Management Blogger Toolkit

Aim for 400 - 800 words

Target Audience: Prospective GSM students overall or for a specific degree program

👉 **Outline your topic**

Think about the main idea(s) you want tell in your story. [Here's an excellent guide for outlining a blog](#).
Please write in the first-person "I" format. Think of your blog outline as your strategic plan, organizing the main points and subpoints of a blog post before you even start typing. It's your roadmap, guiding you through content creation to ensure your final piece is well-organized, comprehensive, and hits the mark. Prompt AI such as ChatGPT to generate an outline and as your own personal proofer.

👉 **Engage your readers**

In the first paragraph grab the readers' attention with an interesting hook or anecdote—it could be a trend or personal story or breaking business news or similar. Even more effective is to share how you overcame adversity or an obstacle:

> *"The moment the main character experiences a setback is what makes your audience bond with them and care . . .Your audience relates to the struggle far more than the solution . . ."*
>
> *— MBA alumna Vanessa Erracarte, GSM Lecturer, Personal Branding*

If writing about an event, include its time and place. Throughout the blog post, short sentences are key.

👉 **Support your story with examples, quotes and facts**
- Dial in your message. Outline your main points as you lead up to your top takeaway or conclusion.
- Include links to GSM pages and/or external sites to reinforce your points, when appropriate.
- Avoid technical jargon, cliches and other phrases, unless vital to the story. Explain any special terms.
- List key points by number if you're writing a listicle (e.g., "[5 Tips for Grad School Stress](#)").
- Bulleted advice or key points can keep the blog post scannable.
- Keep your paragraphs short and break them up with descriptive subheads (three to five words).

👉 **Visualize your story**

Enhance your blog with candid photos of yourself in action and/or with others—and please include their names in a caption. Do not embed the photos in your blog doc. Instead, send us the original image files for better photo resolution.

👉 **Keep them scrolling to the end**

Drive home that key takeaway you promised in the title and/or first paragraph. What do you want readers to do or be left to think about? What can we look forward to now?

👉 **End with Call To Action**

Listing your LinkedIn profile is a great way to connect to your reader.
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👉 **Write a Compelling Headline**

Keep it under 10 words. Think in terms of keywords associated with the topics or companies mentioned in your blog (ex. Big Data, Climate Change, Agtech, Google) to improve search engine optimization, reader engagement and potential for sharing. You can also frame your headline as a question or reference a current trend to draw attention to your topic.

Support with further details in a sub-headline.
Choose 4 - 10 words that add detail to the main takeaway.

We suggest writing your headlines AFTER you finish writing your blog to best summarize your story.

👉 **Creative and Effective Headline Examples**
- Work. Life. MBA. How I Balance it All
- The Sisterhood of the Traveling MBAs: Our Journey Through Chile
- What Does an AI Engineer Do?

👉 **Well-written Blog Examples**
- From Mongolia to Wall Street: My First Gen MBA Journey
- Viva Las Vegas: The Unexpected Parallels Between Poker and Business
- Our Winning Strategy for a Data Ecosystem for California

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👉 **Your Blogger Profile**
Complete this short form for your blogger profile, an opportunity to share a few facts and a quote about your student experience that are not on your LinkedIn profile.

* If we do not already have your photo on file, please send us a professional portrait and any details (where/when taken etc.).

👉 **Profile Examples**
Student: https://gsm.ucdavis.edu/profile/marisol-ibarra-mba-26
Alumni: https://gsm.ucdavis.edu/profile/mac-clemmens-mba-07