

10 TIPS FOR WRITING A PRACTICAL ARTICLE ON CUSTOMS

This is a summary of tips from "[Favourite article on customs and tips for writing an article](#)" published in CCRM Journal, Issue10, 2021

- 1. Topic.** Choose a relevant topic and make sure that readers see the relevance of your article to their life rather quickly.
- 2. Reader.** Think about your target audience: Whom you are writing for? What do they already know? What are the 1 to 3 key points you want them to take away from your article?
- 3. Title.** Think of a catching one!
- 4. Main message.** Focus on the main message of the article. It is most important. Every single word should be related to the message! No filling up with nice sidesteps.
- 5. Structure.** Structure the article to make it comfortable and easy to read. Introduce what you are going to say, say it, and make a conclusion of what you have said ("*1. say what you are going to say – 2. say it – 3. say what you have said*").

The structure also helps the reader follow your train of thought! Tell the reader a 'story' to make the narrative flow: why do you think the topic is important, how do you see the risk of non-compliance, and what would you recommend.

- 6. How to write?** Write as if you are hired to explain and provide a piece of advice to a company about an issue. Ask questions and provide solutions. Prioritise recommendations and relate the recommendations directly to the relevant problem/ issue.

Use short sentences. No complications – the topic is enough for complications! Make a complicated topic approachable to the reader. *For example, imagine how a doctor may advise a patient on their health issues. It is important that the information provided by the doctor is factual and accurate, but they have to think carefully about the terminology they use and the way they explain it, otherwise the patient may not be able to understand the advice they are given.*

Use practical, real-life examples to elaborate on key points, this additional context can allow the reader to better understand the importance of the message you are trying to get across.

- 7. Visuals.** Use diagrams and other visuals assists (e.g., text boxes) that support information.
- 8. Footnotes and citations** are fine and often necessary to support your analysis, but becoming overly scholarly, rather than practical, is something you should avoid.
- 9. It is your article above all!** Find out what works for you and your style of writing. Share your opinion and be honest. Cooperate – writing an article under the guidance of a senior professional might be very enriching.
- 10. Ideas.** Keep the list of ideas that are interesting to you. It will make you even more passionate about all the topics and will keep the desire to share the information with others.