

## **So you think you might like to write a blog post?**

The Cancer Blog is a place for conversations and we welcome guest posts from anyone who is involved in helping improve the lives and prospects of people with cancer. Before you start please read the following guidelines. At the risk of giving away the ending, point ten says we cannot guarantee publication; other points suggest how to make it more likely that we will say yes. And we think that adding your voice to this conversation is a risk worth taking.

1. This might seem obvious – but a successful blog post has something particular to say. This may be an insight from your work, a strong opinion you hold, or part of an argument you are having with others (or with yourself) about an issue in cancer prevention, treatment or care.
2. A blog is personal and opinionated. Our readers may agree or disagree. If nobody disagrees, you have probably hit the wrong note.
3. A blog is a blast of fresh air – a single thought or opinion filled out only to a limited extent. We have a strict limit of 500 words. Compared to everything else you write that is very short. (You can be even shorter if you wish.)
4. Our readers may be having a cup of tea or checking emails, passing by on their way to somewhere else. Help them to postpone their next task for a few moments. They want to be entertained.
5. Start in the middle and plunge in. You are not writing for an academic journal. You do not need to describe the terrain before you begin the action.
6. If you wait for inspiration to strike, you may never begin. If you aim for perfection you may never finish. Better to send us something imperfect. If we see you have something to say we can help you to say it. We have editors....who can make delicate cuts.
7. Please don't send us something saying your hospital, unit, team/group, or company, is amazing. We knew that already and we don't do PR.
8. We have good news and not such good news. The good news is your opportunity to be published on a top cancer site and reach a diverse international audience.
9. The not so good news? We don't pay you for a blog post. We created [Thecancerblog.net](http://Thecancerblog.net) (don't forget the 'the') as space for a conversation and invite people to join in. We provide the table - you bring your own lunch.
10. More bad news. We cannot give any guarantees about publication. We judge each piece on its merits.

That's it. We look forward to hearing from you. And by the way, including the title, this is 465 words.

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