

AAR Blog Writers' Guidelines

Post original content. Blog posts should be original pieces written for this blog only. That said, you are very welcome to link to them from your personal blog, Facebook profile, Twitter account, etc.

Avoid self-promotion. Blog posts should not be used to advertise your products or services. Showcase your smarts and let readers find your contact information in your bio.

Write for fame, not money. Blog contributors are not paid by AAR and should not be paid by other entities for their posts.

Post regularly. Please aim to post about once a month. However, if you spot something you'd like to share with the membership and have already posted that month, don't hesitate to post again (and again!).

Don't rant. This is not the place to post a rant. AAR wants to promote a positive and friendly atmosphere on its blog. That does not mean writers cannot be critical or address problems. It does mean that a respectful, professional tone should be employed and that criticism should be constructive, not destructive.

Talk to the primary audience—but don't forget about the secondary one. You are writing to an audience of real estate professionals in Arizona. However, the general public can see the blog.

Pick a topic. All posts must pertain to 1) real estate and 2) Arizona, even if only tangentially. A new Google app is fair game if the real estate implications are noted. New laws in another state may be appropriate if the piece explains that lawmakers here are considering something similar.

Consult <http://docs.google.com/Doc?docid=0AXcHUZhu380gZGhyZnRjdHNfMGd6NDJtdmZ3&hl=en>, a shared Google doc that lists possible blog post topics. If you see one you want to tackle, make a note in the doc to stake your claim. If you have a great idea, note it there so that others know you've got that topic covered.

Be pithy. The length of posts will vary. For example, a contributor might share a link to an outside article and include just a short paragraph commenting on the piece. Or a contributor might tackle a big topic and get into details. Aim for no more than 500 words per post—if the topic requires more, the piece can be broken into a series.

Write with passion. Not sure what to write about? Consider what has triggered a strong response in you lately, whether an article, a person, a tweet, an interaction, a transaction, etc. If it made you feel happy, confused, frustrated or otherwise shook up, chances are it will make a good blog post. When you write with passion, readers respond.

Suggest new blog contributors. If you meet a smart, articulate Arizona REALTOR® that would make a great addition to the blog team, please email editor@aaronline.com.