

Writing an Article

Writing an article is all about balancing a **clear structure** with an **engaging, informal tone**. Use the guide below to help your writing stand out visually and linguistically.

1. Structural Layout

A well-structured article is visually appealing and easy for the reader to follow.

Aim for four distinct sections:

- **Paragraph 1: INTRODUCTION** Hook your reader immediately. Present the topic in general terms and set the mood.
 - **Paragraph 2: THE FIRST POINT** Dive into your first main idea or experience.
 - **Paragraph 3: THE SECOND & THIRD POINTS** Connect related ideas here to keep the flow smooth.
 - **Paragraph 4: CONCLUSION** Summarize your thoughts and end with a call to action or a request for reader feedback.
-

2. Mastering the Informal Tone

Unlike an essay, an article should feel like a conversation. Use these elements to build rapport with your audience:

- **Direct Address:** Talk to your reader (e.g., *"What about you?"*).
- **Phrasal Verbs:** Use *"go on"* instead of *"continue"* or *"find out"* instead of *"discover"*.
- **Contractions:** Keep it natural with *"it's"*, *"don't"*, and *"won't"*.
- **Colloquialisms:** Use friendly phrases like *"one of the cool things"* or *"I totally recommend it"*.
- **Punctuation:** Use exclamation marks to show excitement.

Rhetorical Questions	Introducing New Ideas	Concluding the Article
Have you ever...?	Firstly / To begin with...	In conclusion...

Rhetorical Questions	Introducing New Ideas	Concluding the Article
Do you ever wonder...?	The coolest thing about...	On the whole...
What do you think about...?	What attracts me most...	To sum up...
Are you a... like me?	Another consideration is...	All in all...
What would you say if I told you...?	In addition to that...	...you will not regret it!