

LNA Blog

Writers Guide

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and a planning worksheet (page 5)*

The LNA blog is written by LNA members for the Lincoln, Nebraska community, and publishing here is one of the benefits of membership. We'd love your voice on it. It's a great way to get your name in front of people who might hire you, buy from you, or send someone your way, and we've made the process as straightforward as we can.

Why Write for the Blog?

We're building the LNA blog to reach customers, clients, referral sources, and potential members across Lincoln, Nebraska. When you write a post, you're putting your name and expertise in front of exactly the people you'd want to meet at a networking event—except the post keeps working for you long after the event is over.

- Your post gets published with your name, your business, and a link to your website.
- It's shared with the LNA membership and promoted to potential new members.
- It positions you as someone worth knowing, which is closer to what networking is actually about.

You don't need to be a professional writer. You just need to know something useful and be willing to put it in your own words.

What Should You Write About?

Write about something you'd explain to a customer or a friend over coffee. The best posts come from real experience, not research. Here are some ideas:

- A lesson you learned the hard way in your business;
- A question people ask you all the time—and your honest answer;
- Something that changed how you run your business;
- The thing you wish everyone knew before they hired someone in your line of work;

- A local resource, tool, or approach that's made a real difference for you;
- Your take on a challenge that Lincoln business owners share—hiring, marketing, managing growth, dealing with seasonality.

The sweet spot: helpful, specific, and from your own experience. Think "here's what I learned" rather than "here are 10 tips from Google."

How It Works

Step 1: Write your post. Aim for 400–800 words, but don't count. Write in your own voice, the way you'd explain something to a customer or a friend. If you're not sure where to start, the Blog Post Planning Worksheet at the end of this guide can help you organize your thoughts—but the worksheet is a brainstorming tool, not the submission itself. Your submission should be a reasonably complete piece of writing.

Step 2: Send it to vp@lincolnnetworking.org. Include your name, business name, and a link to your website or contact info. Attach a photo if you have one—you, your team, your work, anything that makes the post feel real.

Step 3: We review and do a light edit. We'll fix any typos, check formatting, and make sure everything reads cleanly. We won't change your ideas or your voice. If we have questions or suggestions, we'll reach out before anything goes live.

Step 4: Your post goes live. Published on the LNA blog with your byline, your business name, and your contact info. Nothing goes live without your approval.

What counts as a "light edit"? Fixing typos, adjusting formatting for the blog, and minor clarity tweaks. The ideas, the structure, and the writing are yours.

Need More Help with Your Post?

Not everyone has the time or inclination to write a full post, and that's completely fine. If you'd like more hands-on help—substantial editing, rewriting, or having a post written on your behalf—that's a content creation service available through Infusionmedia, which manages the blog. Reach out to cris@infusion.media for details.

Think of it this way: Sharing your expertise with the LNA community is free. The blog is your platform. If you need help with the writing itself, that's a separate service.

About Images

A good image makes a post feel real. It gives readers a face, a workspace, a product—something to connect to. You don't need a professional shot; a clear, well-lit photo from your phone usually works.

A few things worth knowing:

- **Use your own photos** or ones you clearly have the rights to use. If an image came from somewhere else, make sure you can legally share it.
- **Faces land better than product shots.** A photo of you, your team, or (with permission) a customer tends to connect more than a generic stock-style image.
- **Skip social media images.** Images downloaded from LinkedIn or Facebook are usually compressed copies that look worse the bigger they're displayed. Send the original if you have it; if not, we'll use our default graphic.
- **Tradecraft tip:** Screenshot your own website. The image on your site was exported cleanly once; the version in your email or downloads folder has probably been recompressed a few times along the way. Since JPEGs lose a little quality with every save, a fresh screenshot can actually look sharper than what's in your files. Worth trying when you can't find a clean original.

To submit: Attach a JPG or PNG to your email. If you have a high-resolution original, send that—we'd rather have more to work with than less. We may lightly crop or adjust images to fit the blog's format, but we won't alter what the image shows.

About Promotion

The blog is promotional by design. Your byline includes your name, your business, and a link—that's where the promotional work happens, and it's a real benefit of writing for the blog. The question isn't whether to promote yourself. It's how. The short answer: earn it first.

A few specifics:

- **Give something before you ask for something.** A post that teaches the reader one useful thing has earned the right to end with an invitation: "If this is the problem you're facing, I'd be glad to talk." A post that exists to deliver the pitch hasn't. Readers can tell the difference.
- **Link to your own site sparingly.** Linking inside the post is fine when it's genuinely relevant—for example, pointing readers to a longer resource you've already written. One in-body link is plenty. More than that starts to read like link-building rather than writing.
- **Lead with expertise, not services.** "Here's what I learned when I solved this problem" is what readers come for. "Here's what we offer" is what they came to avoid. The first one sells you better than the second ever will.

The rule of thumb: It's fine to ask the reader to call, click, or book. It isn't fine to hype them into it. Urgency ("call today"), coupon copy ("20% off for new clients"), and superlatives ("Lincoln's best") belong in an ad, not here. State what you offer plainly, once, and let the post do the persuading.

A Few Practical Details

How long should it be? Target 400–800 words. A short, specific post is better than a long, vague one.

What if I'm not a strong writer? Write like you talk. Some of the best posts come from people who don't think of themselves as writers—because they sound like real people, which is exactly what readers want. If you can get your ideas down in plain, conversational language, we can work with that. If you'd rather have someone help you write it, see [Need More Help with Your Post?](#) above.

How often can I write? As often as you'd like—once is great, and regular posts are even better. To keep the blog fresh and representative of the full LNA community, we aim for one post per member per month and avoid scheduling the same member in consecutive posts. If you have more to share, we'll queue it gladly.

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Blog Post Planning Worksheet

This worksheet is a brainstorming tool to help you organize your thoughts before you write. Answer these questions in your own words, then use your answers as the raw material for your post. This is not the submission itself—it's a starting point.

About You

Your name

Your business name

Website

Where should we link to?

A photo, if you have one

Not required, but a photo of you, your team, or your work helps the post connect. See About Images for details.

Your Ideas

What's the one thing you want the reader to take away from this post?

One sentence is perfect. Example: "How to know when it's time to hire your first employee."

What's the story or experience behind this?

This is the heart of your post. What happened? What did you learn? What would you do differently? Real stories beat generic advice every time.

What advice would you give someone facing this same situation?

The practical takeaway. What should they do, avoid, or think about?

Anything else you'd want to include?

A favorite quote, a resource you recommend, a follow-up thought—anything that didn't fit above. Optional.

Once you've filled this out, use your answers to write your post. You don't have to use everything—pick the parts that feel strongest and build from there. When your post is ready, send it—and any photos you'd like to include—to vp@lincolnnetworking.org.

Thank you for writing. Every post makes the LNA community stronger—and puts your name in front of the people who should know it.