

## SBR Article Guide for Writing a Powerful Opinion Piece

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## SBR Guidelines for Contributors

At SBR, we believe in the power of diversity and inclusion of ideas. We strive to create the best and latest contents of the private sector in Somalia to inspire, inform and enrich our readers. To do so, we created the space and the platform for everyone willing to contribute and write with us.

The SBR covers a wide range of topics, including entrepreneurship, leadership, organizational change, innovation, technology, and productivity tips. We publish articles both in print and digital forms, and some in digital, only the business news, to reach our readers anytime in anywhere.

Currently, here are the three qualities we look for before we publish.

- **Evidence:** We don't require you to be the expert in the thoughts you share with us, but we do ask you to prove to our readers. Integrating your thoughts with supporting ideas in the right ways will always boost you to be published. The more data you can share, the more interesting it is.
- **Relevance:** Writing with us contemporary and dynamic ideas, insights or stories is primary to SBR. We are looking for interesting thoughts and stories from the Somali's private sector development.
- **Originality:** Although everything can't be new, at the same time we seek new ideas, new insights, and new stories to keep our readers informed, inspired and enriched. Seeking originality is fundamental to SBR. We are open to publish for a unique argument, ideas, or insight about Somalis private sector development.

**Are you willing to write with us, if yes? See our format in the next page.**



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## The Format

**Name and job title:** John Doe

**Social Media accounts:** @John Doe

**Final word count:** 1000-3000 words

### 1. Title – Headline

Pick the best representative key words for your piece. This can be done by Summing up the key point of the article in not more than 12 words.

**Example:**

- Using Social Media by Somali Universities
- Beyond the pandemics: what everyone should know about uncovering job opportunities

### 2. Introduction

- Grab the reader's attention. You could do this by stating a surprising statistic or telling a short story.
- Tell the reader about the broader issue that the anecdote or fact illustrates.
- Outline the main argument you will make in the rest of the article.

### 3. Body

- The body of the article should capture the overall argument of the article
- As the writer you should clearly state your view on a critical debate
- Offer detailed explanations or examples about your argument or idea

### 4. Conclusion

- What is the key takeaway your reader should remember from the article?
- Leave a final thought! Call to action
- propose innovative action-oriented business or policy solutions if possible



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## SBR Guide for Articles

1.  Have I proofread my article?
2.  Will everything I've written inform, inspire or enrich SBR Audience?
3.  Have I convinced my reader of my main argument? And can I summarize that argument in few lines?
4.  Is everything I've included original, relevant, and timely in Somali's Private Sector?
5.  Have I stayed at around 1000-3000 words?
6.  Have I stayed clear of jargon and informal language?
7.  Have I referenced for critical facts and statistics to avoid plagiarism?
8.  Have I checked against SBR guide for articles?

---The End---



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