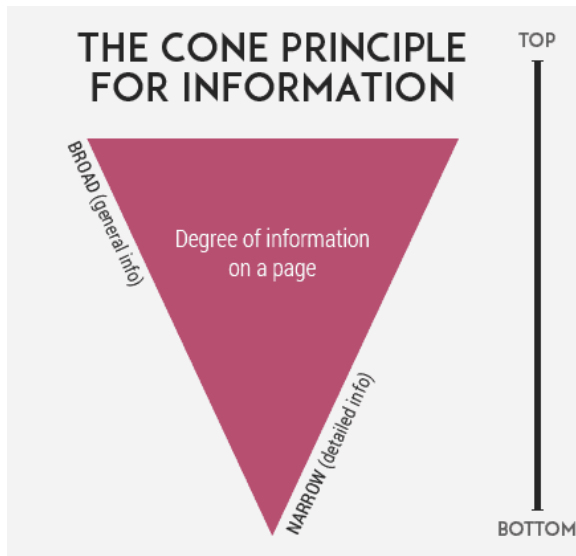


ANNEX - CBI NEWS ARTICLE: TIPS & TRICKS

Follow the 'inverted pyramid' model: Structure your content like an upside-down pyramid. This means that:

- the most important messages go in the lead at the top of the page;
- gradually, you move on to the more specific, supporting information;
- you cover one item per paragraph with a catchy title.



Tips & Tricks

- Use active sentences: NOT *X was done by Y*, but: *Y did X*.
- Keep your sentences short, no longer than 15-20 words. Keep rhythm in the text by alternating between shorter and longer sentences.
- Do not use complex sentence constructions with clauses between 2 commas. Instead, use 2 sentences or rewrite the sentence.
 - For example: *Demand for mangoes is increasing in France, as it is in other countries, which means more opportunities for suppliers from developing countries.* >>> *Demand for mangoes is increasing in France and other countries. This creates opportunities for suppliers from developing countries.*

TITLE

- Must grab your attention. It should be something you would click on. If you would not click on it, why should others?
- Should be relevant to the article you have written.
- Do not make it too difficult or complicated. It should not confuse people, it should pique their interest.
- You do not need to tell the reader everything in the title. If you do, they do not need to read the article.
- Titles that often do well include numbers. For example: 10 ways to ... or questions like who, what, when, where, why, how? These are often questions that people google.

INTRO

- Include the 5 w's + h: who, what, when, where, why, how? For example: Nutmeg is becoming more popular among European consumers. This is due to a new health trend which uses it in drinks. As Europe cannot produce enough nutmeg, this trend could create opportunities for suppliers from developing countries.
- Do not use links in the intro.
- Should make you want to read further.

AFTER THE INTRO

After the intro, you can add a paragraph before you move on to the rest of the text. This paragraph is for things that belong to the intro but are not as important to mention first.

PARAGRAPHS

THE MESSAGE

- Stick to one main message/central thread in your article. For example, if your article is about Brexit, do not suddenly write about COVID-19. Unless there is a logical connection.
- If your article is about opportunities in a specific market, indicate clearly what the opportunities are and for whom. Give concrete examples of how other businesses have profited from the opportunities that you mention.
- News items are not meant to be promo for companies, so do not put unnecessary links to companies. Do not promote them unless they are used as a relevant example.
- Avoid jargon or technical language. If you cannot avoid it, explain the term first.
- Do not use sayings as they are difficult to understand for our target audience for whom English is sometimes a 4th language.

SUB-HEADINGS

- The text should follow the inverted pyramid model. Put the most important thing at the top and go into more depth in the paragraphs after it.
- The same applies to the paragraphs in the text: state the most important thing first, then explain it further in the paragraph.
- Use headings that are relevant to the corresponding paragraph. Do not make them too long.
- The headings should almost read like a table of contents. This way the reader can immediately find what interests them.
- In terms of layout, 2 paragraphs per sub-heading looks the best.

LINKS IN THE TEXT

- If you link to a source, make sure it is not the Daily Mail, Star or other newspaper. Links should go to reliable, independent sources.
- You do not need to link to a source if something is common knowledge. For example: *In the Netherlands, many people enjoy stroopwafels.*
- If you mention something specific, like a study, link either the name of the publication between singular inverted commas 'X study'. Or link the phrase containing the year, source and type of

research. For example: *In a [2021 Statistics Netherlands survey](#) of Dutch residents, 80% said that they had bought a stroopwafel that year.*

- Do not link whole sentences. The anchor text (the words you link) must be relevant to what you are linking to (target text). It is best if the anchor text is the same as a title or subheading in your target text.
- Be sensible with the number of links in the text. If you have too many, it is visually distracting and also makes it difficult for the reader as they do not know what to click on. You may lose the reader as a result.