**3D Printerly Writing, Format & Research Guide**

This is a document to guide 3D Printerly writers on how to write in the correct format and style.

Goal: The overall goal for each 3D Printerly article is to provide an answer better than what is currently in the search results, and hopefully rank the highest in Google.

**Who Is the Reader?**

First, it is important to understand why you are writing and who will be reading the article you are creating.

A person interested in 3D printing has a question, so they search on Google. They see the title in the search results and click the article. The article you are writing now is what they will see.

Your aim is to have a high-quality article that searchers can read which answers the question they have; plus, questions they would ask next.

When you read your article back, do you feel as though it has given the reader value and given them what they were looking for, plus more?

**How Should I Write?**

It’s a good idea to put yourself in the reader’s shoes, i.e. how would I want the information presented if I were searching this.

* Can I use bullet points to convey the information better?
* Are there technical terms that I need to explain simple here?
* Should I break this subheading down into 2 or more subheadings? (pros and cons, subheading for each ‘method’ of a task)
* Does creating a quick table make sense here?
* Use very simple vocabulary – unless technical terms are needed, then explain them simply

**Writing and language should be simple, conversational, and straight to the point. Do not talk from an expert point of view, but from one where you are talking to a friend about a topic you have learned.**

The writing should be at a level where a 16 year old can understand it easily.

With each subheading, you should start with a direct answer to the question or a summary that gives the main answer.

Example:

***‘What is the Strongest 3D Printer Filament?***

*Polycarbonate (PC) filament is the strongest filament of all the known printing materials in the market. It is used for bullet-proof glass, riot gear, phone & computer cases, scuba masks and much more. The durability and rigidity of PC outweighs other printing materials easily.’*

After that, you expand on your answer with the details that are relevant for the reader.

Keep that conversational tone like you are talking to a friend about what you just learned, it shouldn’t be from an expert or professional point of view.

*‘The glass transition temperature rate offered by Polycarbonate filament is much higher than most other plastics filaments, meaning it has a high temperature resistance.*

*One of the tough competitors is ABS filament (a known high temperature-resistant filament) but Polycarbonate filament can reportedly withstand 40°C more than ABS, making it an extraordinarily strong filament.*

*Even at room temperature, thin PC prints can be bent without cracking or bending. Wear and tear doesn't affect it as much as other materials, so it can withstand a lot more physical forces, great for functional prints.*

*PC has amazing impact strength, higher than that of glass and several times higher than acrylic materials. On top of its incredible strength, PC also has transparent and lightweight qualities which is great in many 3D printing applications.*

**Readers should feel they have a valuable enough answer for each subheading.**

Now, expand on those points, add in things that people would want to know, things of value closely related to the subheading.

Do not stray too far off the subheading. Try not to leave the readers with remaining doubts.

Example Posts:

<https://3dprinterly.com/how-to-remove-3d-prints-from-print-bed/>

<https://3dprinterly.com/can-a-3d-printer-be-used-outside-or-in-a-garage/>

<https://3dprinterly.com/does-3d-printing-smell-pla-abs-petg-more/>

**How Should I Use My Time to Write the Article?**

Start with the organized template.

**Take 10-20 minutes to RESEARCH the topic and KNOW the answers BEFORE you start writing.**

This is the most important thing for these articles. You need to be a mini expert on the title you are given.

Research will consist of skim reading 1st page Google results (websites, forums) and YouTube videos.

At minimum I will **carefully** pick Google results which have headlines that look like they **directly answer** the question I am looking for as it makes research quicker and more accurate.

Make sure you are not copying/plagiarizing articles.

Using multiple sources makes your job a lot easier in this regard.

A closely related YouTube video is one of the best resources, so look out for that. (You can easily reword these)

Have your sources of information organized and pick out notes that you will use to answer the subheadings.

Only start writing under subheadings when you understand the answer. Write in your own words and using the sources as a foundation.

**You will get better at researching 3D printing topics and questions with time.**

Only move onto the next stage when you have the answers to each subtitle.

**Spend 15-30 Minutes WRITING Words Under Each Subheading – Around 100-300 Words**

The previous task should have you ready to start putting together a simple, yet proficient answer to start off the subheading.

Each subheading needs to have a direct answer to the question in the first few sentences. I’m not looking for carefully detailed, structured answers.

Just something simple, accurate, makes sense and is easy to understand.

Sometimes you can simply write from thinking about the answers yourself, and these usually provide the best answers when you are thinking.

In this case, there’s no need to reword things or look for the best research, and it reads naturally.

**20-40 Minutes Adding in Extra Research from Forums & Articles & Organizing the Article**

You should now have around 80% of the article done.

This next part is simply reading back through what you have written and making it flow a little better. Articles should flow like a story almost.

Further in the article, you can try referring to previous points (e.g. as mentioned above, we know that 3D printer filament comes in a range of colors…)

After you have written the first draft of subheadings, read it back and see whether extra research and writing would enhance the answer.

**Table on Timing for Each Task**

|  |  |  |
| --- | --- | --- |
| 10-20 Minutes | Researching Topic & Subheadings | Google results, YouTube & forums (Reddit, Stackexchange, 3dhubs, etc.) with closely related headlines to the research topic. |
| 15-30 Minutes | Add Brief Words & Answers Under Each Subheading | Let your words flow, use your research to help guide you through answering the questions directly. |
| 20-40 Minutes | Read Through, Think About Extra Research & Value You Can Add | Read what you have done so far, figure out what is missing, and add it. Look at the competition for ideas.  Also look at the formatting to see if there is a better way to lay out the information |

Depending on the article, they can be done in anywhere from 1 hours – 2 hours or even quicker with practice and experience.

Conversational, friendly tone, like you are talking to a close friend, phrase examples

* Many users loved this feature of this 3D printer
* I've always wondered myself what's the best possible solution here
* I found out that several customers have bought this because