

UC Davis GSM Blogger Tip Sheet

Purpose: Help prospective students decide whether UC Davis GSM is the *right fit for them* by sharing honest, first-person experiences that go beyond marketing claims.

Aim for 400 - 800 words. If your post sounds like a brochure, you are on the wrong track. Be authentic. Your goal is not to promote GSM. **Your goal is to help a future student make a smart decision.**

What Makes a Strong GSM Student Blog

A strong blog post is:

- **Specific** (real classes, projects, people, tools)
- **Honest** (tradeoffs, surprises, doubts included)
- **Useful** (answers questions prospects are actually asking)

Recommended Structure

Your blog post will be most effective if it includes **all five** of the sections below.

1. The Trigger

What problem, frustration, or decision led you to consider a master's in business?

Examples:

- Feeling stuck professionally
- Wanting to pivot careers without quitting your job
- Hitting a ceiling without formal business training

2. The Reality Check

What did you assume about business school that turned out to be wrong?

Examples:

- Time commitment
- Group work
- Career switching difficulty
- Work–school balance

This section builds trust. Do not skip it.

3. The Specifics

Ground your story in details. Please include at least **two** of the following:

- A course, project, or assignment
- A faculty interaction
- A team or cohort experience
- A tool, platform, or skill you learned
- A concrete outcome (time saved, confidence gained, role changed, etc.)

Vague praise is less impactful than specific experiences.

4. The Inflection Point

Describe a moment when something *actually changed* for you.

Examples:

- You rethought your career direction
- You handled a challenge differently than before
- You gained leverage or clarity you didn't have prior to enrolling in program

5. Honest Advice

Your honesty is essential. Close with clear guidance for readers. You should answer:

- Who would thrive at UC Davis GSM
- Who might struggle or be unhappy here

Most Effective Blog Topics (Choose One Angle)

You do not need to cover everything. Pick one clear focus.

ROI & Risk

- What I worried about financially—and what's happened so far
- The opportunity cost I underestimated

Career Movement (Not Just Outcomes)

- How I tested a new career path during the program
- What I learned when my first plan didn't work

Work, School & Life Systems

- My real weekly schedule during a demanding quarter
- What broke when things got intense—and how I fixed it

AI, Analytics & Future Skills

- Where AI actually shows up in my coursework
- Skills I'm learning now that didn't exist in my undergrad

Community & Culture

- The moment I realized GSM wasn't cutthroat
- How classmates supported me through a challenge

Fit Over Prestige

- Why I chose GSM over a more well-known program
- Who should *not* apply to UC Davis GSM

Topics to Avoid (Unless Reframed)

These topics are overused and rarely helpful on their own:

- "Why I Chose UC Davis GSM"
- "A Day in the Life of an MBA Student"
- "The Value of Networking"
- "Leadership Lessons from My MBA"

If you use these, you must add tension, doubt, or specificity.

Writing Style Guidelines

- **Write in the first person**
- Use plain language (no marketing buzzwords)
- Be candid but professional
- It's okay to acknowledge uncertainty
- Don't use AI to write your blog for you. Use it to review/proof or improve it.

If your post could apply to any program, it's not ready.

Write a Compelling Headline Under 10 Words

Think in terms of keywords associated with the topics or companies mentioned in your blog (ex. Big Data, Climate Change, Agtech, Google) to improve search engine optimization, reader engagement and potential for sharing. You can also frame your headline as a question or reference a current trend to draw attention to your topic.

Support with further details in a sub-headline.

Up to 10 words that add detail to the main takeaway. We suggest writing your headlines AFTER you finish writing your blog to best summarize your story.

Creative and Effective Headline Examples

- Musician to MPAC: Why I Chose Accounting After Building a Creative Business
- The Sisterhood of the Traveling MBAs: Our Journey Through Chile
- What Does an AI Engineer Do?

Well-written Blog Examples

- From Mongolia to Wall Street: My First Gen MBA Journey
- Viva Las Vegas: The Unexpected Parallels Between Poker and Business
- Our Winning Strategy for a Data Ecosystem for California

Your Blogger Profile

Complete this short form for your blogger profile. It is your opportunity to share a few facts and a quote about your student experience that may not be on your LinkedIn profile.

* If we do not already have your photo on file, please upload to your blogger profile a professional portrait, candids of your activities and any details (where/when taken etc.).

Profile Examples

- Student: <https://gsm.ucdavis.edu/profile/marisol-ibarra-mba-26>
- Alumni: <https://gsm.ucdavis.edu/profile/mac-clemmens-mba-07>

Final Reminder

Prospective students are not looking for inspiration as they are looking for **clarity**.

Your experience—told honestly—is what helps them decide.