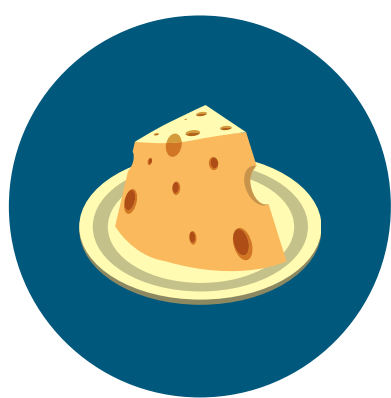


A PROCESS FOR STRIPPING BACK YOUR BUSINESS DOCUMENTS

Writing for outcomes - part 3

DUMP

Get that shit out of your head. Brain dump. Sketch, purge, free-write, list, use post-its. Do whatever you need to do, to get your thinking outside of your head. Because outside is where you can work with it.



CHUNK

Take that messy dump and group it together into chunks of related info (If you wanna feel really cool, call this a thematic analysis.)

LABEL

Describe each of those chunks of info. But don't use one-word labels. Describe the chunk, like 'How we got here', 'What we found', 'How we can fix the problem'. These will become your headings.



FILTER

Look at each beautifully labelled chunk and ask "Does my reader need to know THIS for my document to achieve its purpose?" Yes? Put it in! No? Leave it out! .

ORDER

Look at the chunks you have left and put them in order based on what's most important to YOUR READER.



NOW YOU HAVE A PLAN!