



15 MINUTE ARTICLE CHALLENGE JANUARY 26, 2022

HOW TO OUTLINE AN ARTICLE IN 15 MINUTES

DEFINE In one sentence, what is this article about? (Anything that does not lead back to this one objective does not belong in the article.)

DEADLINE Not the day it gets published! Determine a first draft deadline when you will give your article to an editor (or friend) for review.

OUTLINE

HURT- What is your reader's pain point?
Why would somebody do what your article advises?

HOPE - Give specific instructions for how to move toward hope in this area. Encourage your reader that it is possible!

HEALING - What would your reader's life look like if they made the change your article suggests? Remember - what you change for the audience is their hurt!

www.facebook.com/groups/WritingAtTheRedHousePrivateGroup/

**LIVE at 10:30 PST/ 1:30 EST on January 26 -
How to start an article in 15 minutes.**