



the outlining **roadmap**



for bloggers, entrepreneurs and
online business owners



welcome!

Outlining is one of the fastest ways of creating content faster. Structuring your content this way may seem counter-intuitive but once you've done it a few times you won't want to do it any other way!

Kevin & Sarah

When outlining your post, I recommend you outline first and then research.

When researching you unconsciously absorb the content you're viewing. This can come through in your content.

One of the things you don't want to do is plagiarise someone else's content.

The way we show you how to avoid this is simple:

1. Outline first, research second
2. Link to your sources

When you research your posts link to these articles in your own articles.

This helps protect your authority and builds your credibility.

Enjoy!



five-step roadmap

STEP ONE

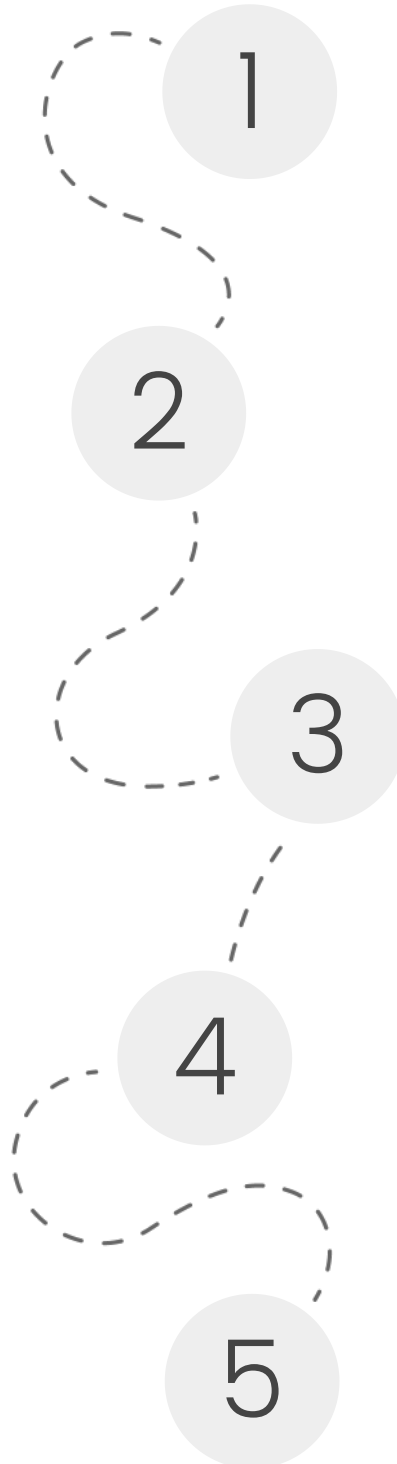
Write a headline.
It doesn't have to be the headline you publish with, just have it ready to focus your content.

STEP THREE

List your points. You don't have to go into great detail just a one line about each point you intend to make is perfect

STEP FIVE

Research
Research after so you don't regurgitate someone else's content and pass it off as your own. List your sources.



STEP TWO

Heart opening paragraph - why your reader wants to read this and what's the benefit to them?

STEP FOUR

Call to action

Outlining Sheets

HEADLINE

OPENING PARAGRAPH

TIP / POINT 1

Outlining Sheets

TIP / POINT 2

TIP / POINT 3

CALL TO ACTION

Outlining Sheets

RESEARCH NOTES

Outlining Sheets

HEADLINE

OPENING PARAGRAPH

TIP / POINT 1

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TIP / POINT 2

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RESEARCH NOTES

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HEADLINE

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TIP / POINT 1

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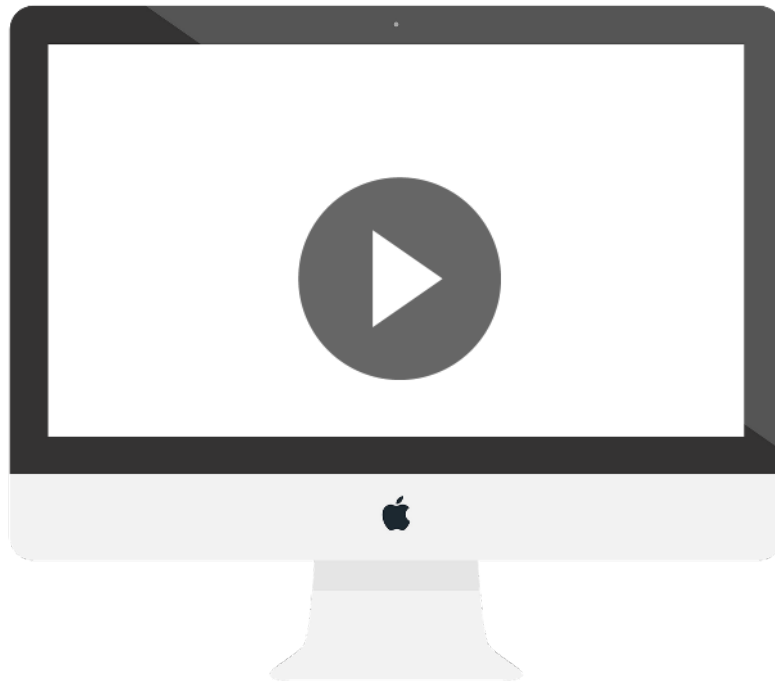
TIP / POINT 2

TIP / POINT 3

CALL TO ACTION

Outlining Sheets

RESEARCH NOTES



Ready to step up your game? Join the 30-Day Blogging Challenge

Give us 30 days and we'll show you how you can gain 8 times more traffic and 3 times as many leads. Ready?

SHOW ME