

# *Invest In Your* **CONTENT**

## **REVITALIZE AND USE AN OUTLINE**

Call it old school, traditional, or even outdated, but the **outline** is one of the most effective, steadfast content tools and best practices around.

Outlines are not just for academic or research papers. Everyone who develops content should, in some form or fashion, be outlining. Plain and simple.

What you invest into planning your content with a comprehensive outline will save more money, time, and energy the farther down the content road you travel.

Here are five ways to revitalize and take advantage of outlines, if you're not already:

### **1. Start With a Purpose.**

High-quality content starts with a purpose. Developing and designing your content with a focused intent does not have to be time consuming or complicated. In fact, planning with purpose should save you time.

### **2. Organize Your Thoughts.**

Think of an outline as a road map that gives direction to your purpose, ideas, and thoughts. Besides being a helpful organization tools, the outline provides an at-a-glance perspective to help you:

- ★ ENSURE YOU'VE LEFT NOTHING OUT.
- ★ AVOID DUPLICATION.
- ★ PLAN AND COORDINATE WITH YOUR TEAM.



### 3. Schedule Activities.

Inherently, outlines are designed to help you structure your content. But did you know you can “next-level” and “up-size” your outline to function as a multi-purpose tool? Add a few more columns so you can assign team members certain sections and indicate due dates for each. Voilà! You’ve transformed your outline into an editorial calendar.

### 4. Recalibrate Before You Write.

A clear, detailed outline will give you something to help re-calibrate your writing. This is extremely important for time when you find yourself drifting off on a tangent and including unrelated topics.

### 5. Manage Continuity.

Thoroughness means that you’ve all important thoughts and details. Continuity means your ideas, thoughts, and content follow a logical sequence. Outlines help minimize continuity errors and allow you to see your content’s cohesion before putting pen to paper or fingers to the keyboard.

## INVEST IN YOUR CONTENT

View your outline as bumper guards not as a straitjacket. The simple power of an outline is that it allows you to organize, recalibrate, rearrange, manage, and schedule your ideas and topics **before** you even begin to develop any content. And when your comfortable with the state of your outline, developing the content will flow more smoothly. Guaranteed! So, make it a priority to invest in your content and integrate outlining into your content strategy.

