

Is Your Idea R-I-P-E? By Karen Whiting (outline)

Reliable research

Gives authority to work

Inspiring illustration

Stories/anecdotes connect to readers

Powerful point

Provides take-away

Effective equipping

Evokes a response in the reader

What to do

- Nurture Ideas until you have all the elements
 - Identify elements you have and develop them
 - Look for missing elements
- Organize the piece starting in the order that fits best
 - Choose type of article
 - Personal experience
 - List
 - Interview/profile
 - How to
 - Service/informative
 - Expose
 - Human interest
 - Roundup
 - Research
 - Issue
 - Op-ed
 - Humor
- Know your slant (persuasive, informative, inspirational, business, etc.)
- Know your theme/topic (health, beauty, Bible knowledge, travel, relationship, etc..)
- Title it so SEOs will find it
- Viewpoint (first person, third person, narrator, multiple)

A good opening

Most common openings are the research or the illustration

Sets up a rapport with readers

Tells the tone

Atracts the reader's attention

Reveals a promise

Tugs the reader onward

Understand transitions and flow

From the main point list a few talking points. This helps

Guide article direction and flow

Develop the main point

Sets up natural transitions/bridges

Satisfying conclusion (did you equip audience effectively)