

Strategic Business Writers • Table Outline

Subject/Topic					Notes •	
Ideal Reader						
Intended Purpose/Result						
Reader Benefits						
Core Message						
Section	Heading	Subheading	Key Points	Expanded Paragraphs	Images/Diagrams	Comments
text	text	text	<ul style="list-style-type: none"> • Key point • Key point • Key point 		•	
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A Table Outline:

- Helps you focus on and keep an eye on organization (sections and subsections) and high-level ideas (key points listed as bullets) *before* you start writing in full paragraph form.
- Lets you work on any piece at any time, rather than in a prescribed order.
- Makes it easy to move things around before you commit to the final sequence.
- Serves as a checklist for where you are and what still needs to be done.
- Serves as a feedback form for team members to see the strategy and organization, and to comment or add information.
- Helps you keep content aligned to your strategy (top section in red).
- Is easy to copy and paste into a “full draft” document.