

Concepts to sell in writing:

- How to
- Pure information
- Some “personal experience”
- Help readers improve some aspect of their lives
- Memories
- Activities
- Observations
- Interests
- Where do ideas come from:
 - Personal life
 - Workplace, expertise, professional background
 - Education
- Process for invention:
 - Brainstorming
 - Reviewing magazines and articles
 - Market sources

- Researching topics
- Do I have to write about what I know? Yes and No:
 - Positives:
 - It saves work
 - Instant credential
 - Easier to research
 - More comfortable
 - BUT:
 - Easy to overlook important details, too familiar
 - May seem boring, not exciting for you
 - Easy to get stuck, fail to expand knowledge base or market potential
 - Brainstorming
 - Zoom out/zoom in
 - Wide angle: Brainstorming
 - Example: personal life
 - family

- holidays
 - pets
 - Keep expanding
- Categories (starting point)
 - Who, what, why, where, when, how
 - Subject
 - Topic
 - Slant
 - Step into reader's shoes
 - Think "how-to" whenever possible
 - Express slant in active phrase (often starts with verb)
 - Forget the "I," use the "you."
 - Core concept, central idea, theme, point: My article is about...
- Outline:
 - Ask yourself questions the reader would ask
 - Think subheads
 - List events of concepts chronologically

- List points in logical order
- Make a list
- Word budget