

Planning

1. Before planning your document, decide what kind of reader you will be writing for.
2. Experiment with various methods of planning using, for example, diagrams, text, or conversation.
3. In particular, try a two-step approach comprising (1) a loose, exploratory, method (e.g., taking a line for a walk) and then (2) a more ordered, precise, method (e.g., a draft table of contents).
4. Especially for exploratory methods, use large spaces – ideally a whiteboard or, failing that, a flip chart.
5. Note that, when it comes to draft headings, questions (e.g., ‘How did we do this?’) tend to stimulate better writing than labels (e.g., ‘Method’).
6. As you draft your text, keep revisiting your plan: review its adequacy and then revise the plan. Your plan should remain a living document, rather than something set in stone.

This resource is published as the twenty-fourth in the Writing Protocols series.

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Resources

Tony Buzan, *The Mind Map Book* (BBC, 2010)

Allison Boccamazzo's blog on content marketing: allisonboccamazzo.com. See, for example, the post entitled '7 Questions to Answer Before Writing Any Piece of Content'

About Frontinus

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