

# NON-SEQUENTIAL OUTLINE BLUEPRINT





## INTRODUCTION

A fantastic content piece that people will find value with all starts with having a super outline. If you don't have this outline, you'll find that your content piece will end up going all over the place.

This outline blueprint is to be used when creating an informational product where steps don't need to go through topics in a specific order.

To improve engagement and make sure that it doesn't feel like you're going all over the place - both for participants and for you - it's generally best to order your topics starting with more basic topics and moving into more advanced ones.

*Sharon Hayes*

To use this blueprint, we suggest preparing an outline following these guidelines consisting of bullet points. Once you've completed this outline, then return back to it to flesh out the details.

The outline can be created in a mind map, Evernote, Google docs, GingkoApp, Word, or even a spreadsheet.

OUTLINE	DESCRIPTION OF OUTLINE ITEM
<ul style="list-style-type: none"> <li>• Introduction</li> </ul>	<p><i>Give them an overview of what this content is about and any background info that would help them understand it.</i></p>
<ul style="list-style-type: none"> <li>• Most basic topic</li> </ul>	<p><i>Start with the most basic topic before covering more advanced topics. Start with anything foundational first.</i></p>
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>○ Description</li> </ul> </li> </ul>	<p><i>Describe in a general way what the topic covers.</i></p>
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>○ Outcome</li> </ul> </li> </ul>	<p><i>The outcome you want people to have from this topic.</i></p>
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>○ Sub-outcomes                             <ul style="list-style-type: none"> <li>▪ A</li> <li>▪ B</li> <li>▪ C</li> </ul> </li> </ul> </li> </ul>	<p><i>All of the things they need to do to reach the outcome of this topic. Can be more or fewer than 3 sub-outcomes.</i></p>
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>○ Advice for Topic                             <ul style="list-style-type: none"> <li>▪ Tips</li> <li>▪ Warnings</li> </ul> </li> </ul> </li> </ul>	<p><i>Provide any tips or warnings to help people accomplish the outcome associated with this topic.</i></p>
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>○ Review</li> </ul> </li> </ul>	<p><i>A concise recap of everything you've covered.</i></p>

OUTLINE	DESCRIPTION OF OUTLINE ITEM
<ul style="list-style-type: none"> <li>○ Action Steps</li> </ul>	<p><i>Specific things they can do to demonstrate mastery of the content at the level they should be at, improve their confidence and help them integrate this into their lives.</i></p>
<ul style="list-style-type: none"> <li>● Repeat for however many topics needed</li> </ul>	<p><i>Create Topic 2, Topic 3, etc. each with Description, Outcome, Sub-outcomes, Advice, Review and Action Steps for as many topics as you need</i></p>
<ul style="list-style-type: none"> <li>● Advice               <ul style="list-style-type: none"> <li>○ Tips</li> <li>○ Warnings</li> </ul> </li> </ul>	<p><i>Overall tips they should know and warnings of things to avoid on a broader scale and getting through all topics.</i></p>
<ul style="list-style-type: none"> <li>● Conclusion               <ul style="list-style-type: none"> <li>○ Review of topics</li> <li>○ Review of action steps</li> <li>○ What's next?</li> </ul> </li> </ul>	<p><i>Overview of the topics and the action steps within each, then let them know what they could do next after they've gone through all this. That can be other content you offer, 3rd party resources, one-on-one help, group help you offer, or any other next step that would help them further.</i></p>