

Where Billy
Bone's Skeleton
Outline for An
Article or
Devotional Came
From...

Outline of a Compelling Sales Letter

1. Skull = strong, compelling headline

2. Shoulders = Opening sentence or paragraph supporting your headline

3. Ribs = sub-headlines & Offer

4. Pelvic Girdle = Guarantee supporting your offer

5. Legs = Bonus supporting your main offer

6. Feet = Action; steps you want the reader to take

7. Toes = Postscript



Outline For An Article or Devotional

1. Skull = Start with a strong, compelling idea.

3. Shoulders = Your opening sentence/paragraph with a supporting hook.

4. Ribs = Sub-ideas, paragraph topics, and/or conflict and resolution.

2. Spine = The spine of a book faces outward on a book shelf. It's the title that will grab someone's attention.

6. Legs = The parts of your article or devotional that support the main idea and purpose.

5. Pelvic Girdle = The body of your article or devotional that supports your title, opening hook, and take away.

7. Feet = As you conclude, what actions do you want the reader to take from this article or devotional?

