



## THE 7 POINT OUTCOME OUTLINE CHECKLIST

Once you have filled in the columns on the Outcome Outline, use this checklist to test whether your outline is doing everything it needs to do:

- Check that at the beginning of the Outcome Outline, your reader's problem or challenge is clearly stated. Is the problem they would come to this book to solve obvious?
- Check that each chapter has a distinct point that is related to the overall problem or challenge the reader is reading the book to solve. If the point of the chapter is extraneous, consider deleting that material.
- Check that each chapter has a distinct point that is different from all other chapters. If not, delete a chapter or combine chapters that are making the same point.
- Check that each chapter delivers a specific outcome. Is it clear that the reader will end up with new information or a new understanding at the end of it?
- Check that the outcome of each chapter leads logically and directly to the outcome of the next chapter.
- Check that the reader ends up in a different place at the end of the book from where they began. Has a transformation happened? Is the outcome of the last chapter directly related to the problem or challenge stated in Chapter 1?
- Check that there is one clear point to the whole book. What does your reader know, believe, or understand that they didn't before?

Excerpted from *Blueprint for a Nonfiction Book: Plan and Pitch Your Big Idea* by Jennie Nash

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