

Content Template

Share a Concept

You just had an a-ha moment – by thinking, researching, reading, discussing, learning, teaching, experimenting, or problem-solving. And now you're anxious to share that new insight with your readers who will also benefit from it.

Get organized before you start to write.

To get your thoughts organized and your attention focused, consider these questions and jot a few notes.

- **What** do my readers need to know?
- **Why** do my readers need to know it?
- What **details** do I need to find out before I'm ready to write? (For example, stats, quotes, advocates that support your message.)

Next, follow the template below to draft your article.



1. The backstory

the context or circumstances which brought the concept into your awareness

2. The concept

the learning point, idea, perspective, moral of the story

3. Why it's worth knowing

what it might mean to the reader *if it applies to them*

4. How to apply it

what to consider, what to do next, resources, sources of information