

Dinky Doc: white papers

- 🌸 Transcribe the webinar/event, or write down the key findings from your research.
- 🌸 Group the information by common themes.
- 🌸 Find the single thread that stitches everything together.
- 🌸 Decide what your key takeaway is.
- 🌸 Decide on your call-to-action.
- 🌸 For each theme, look at each piece of information and determine whether it relates to the:
 - Context.
 - Problem/opportunity.
 - Big idea to help overcome the problem, or take advantage of the opportunity.
 - Practical tips and tricks.
- 🌸 Research:
 - What's topical/keywords.
 - Research to back up your key points.
- 🌸 Imagine your basic structure is:
 - Section 1: executive summary.
 - Section 2: context.
 - Section 3, 4, 5: key themes (one per section).
 - Section 6: conclusion.
 - Section 7: call-to-action.
- 🌸 Start by writing about the context (section 2).
- 🌸 Next write your key themes (sections 3, 4, 5).
- 🌸 Repurpose your headings to write the executive summary (section 1).
- 🌸 Repurpose your practical tips, tricks and actions to write the conclusion (section 6).
- 🌸 Edit, edit and edit again.

