Dinky Doc: ebooks

Front cover

H1: summarise the asset
H2: core takeaway message

Section 1

Executive summary
Contents

Section 2

Context
Problem/opportunity

Section 3

Anticipated outcome – your promise of the 'ideal' world

Section 4

Solution overview.
🧁 Think elevator pitch: who, what, when, where, why, how

Sections 5 – 7(*ish*)

Focus each subsequent section on a specific element of the main topic.
For example, if the main theme is '*data analytics*', subsequent sections could focus on '*data silos and the inherent risks with unstructured data*', '*integration and the need to connect the dots between disparate systems*', and '*how to balance the need to manage data as both a risk and an asset*'.

Within each section frame it with:
🧁 The business impact.
🧁 How the audience may have tried to address the problem in the past – and why it's not worked.
🧁 What you are proposing, and why it works with evidence.

Section 8

Conclusion.
🧁 Summarise outcomes, state next steps, include links to useful information.

Section 9

Call-to-action.