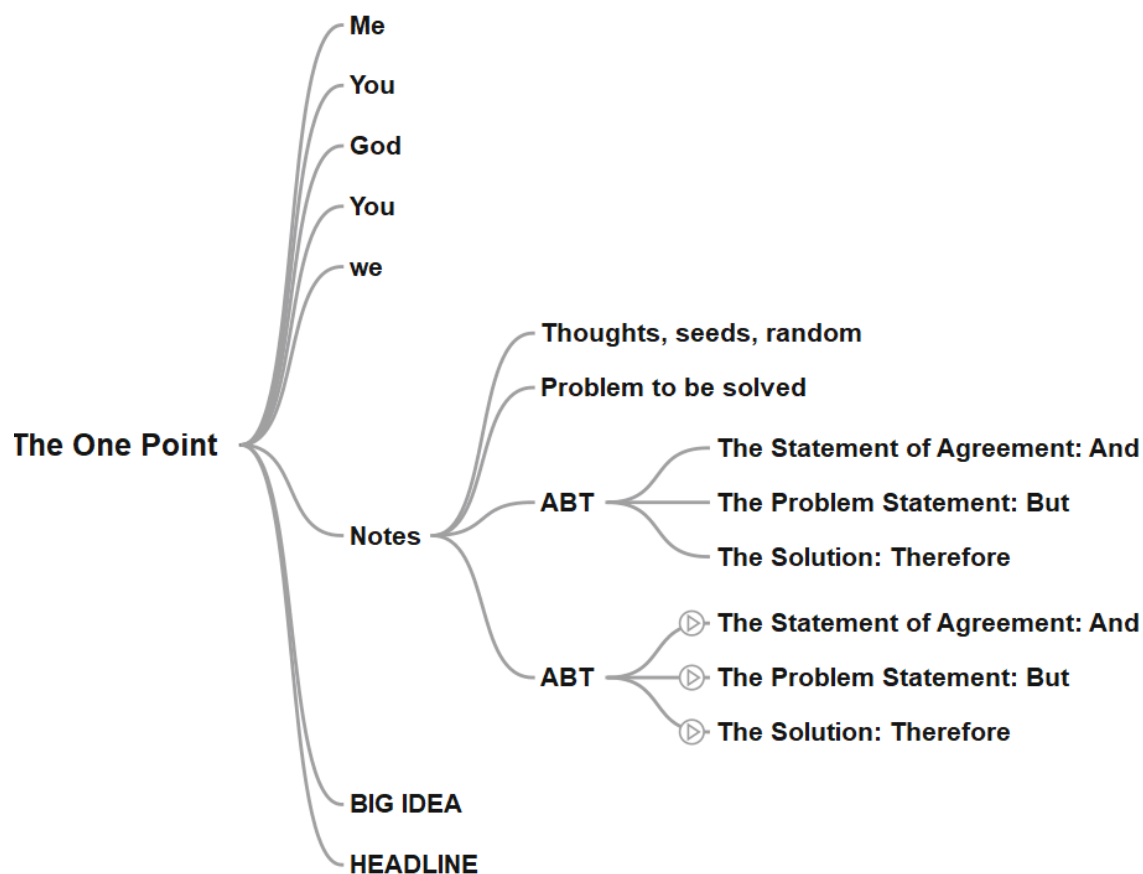


# Notes for Writing that Connects course

## Simplemind writing structure



## Further notes to ABT

**And:** The 'And' is your statement of agreement with the audience. It establishes a connection. It Proves that you understand what your audience is after.

**But:** Reminds them that they don't have it yet. It states the problem: You don't have these things yet because of this problem you're facing. The 'But' statement is succinct and specific and creates a contradiction.

**Therefore:** The 'Therefore' is your story. This is your solution statement How you're there to help your audience get what they want by helping them overcome whatever is standing in their way. There are technically two parts to the 'Therefore'. What and the How. What people need to get to overcome their obstacles and how they can go about getting it.

**Write Scannable content.** Keep it simple and easy to read. Paragraphs are hard to read on

screens. I will edit your content to make it scannable. Jeff Goins has written an excellent post on writing scannable content

[How to Write Scannable Content for Your Blog](#)

#### Tools

- [Simplemind](#) mind mapping tool
- [Canva](#) - design app for images
- [Unsplash](#) - images
- [Wordpress](#)
- [Keywords everywhere](#)

#### Books

- [Communicating for a Change: Seven Keys to Irresistible Communication by Andy Stanley, Lane Jones](#)
- [Houston, We Have a Narrative: Why Science Needs Story by Randy Olson](#)