Twitter Thread by Nicolás Forero



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How to outline articles:

A blend of @david_perell's process and SEO:

1/ David starts with a quote, a vague idea, or a concept that generates curiosity.

2/ Then, he searches inside his note-taking system for extracts and reflections related to the prompt.

These ideas come from his daily knowledge consumption.

3/ He then assembles extracts to create a narrative around a thesis.

An incomplete thesis will make a reader bounce. While the opposite makes them crave more of your content.

4/ Some of us never built a database.

To fix this, type your prompt into Google and examine the search results:

-People also ask
-Google autocomplete
-Image recommendations
-Related searches at the bottom

These will help you structure your post while following SEO practices.

5/ After creating an outline based on his notes, David rewrites sentences, words, and paragraphs from memory.

He adds personal anecdotes, analyzes ideas, and creates his narrative—A process he defines as POP writing.

6/ For your articles to rank, analyze who's ranking.

An unknown finance firm can't compete with Bloomberg. But it will compete with an old, outdated Blogspot website.

Ranking gets more manageable as your credibility grows.

7/ What if you get stuck?

- David: Revisit your notes to regain momentum.

- Nicolas: Type your prompt into Google's search bar and analyze the first results' content. Improve their best ideas: Clearer, more entertaining, more concise, or add visuals.

8/ This process blends writing principles with SEO basics.

To learn more about outlining, read David's blog and watch his YouTube videos.

I recommend the one he filmed with @mrsharma.

9/ To learn more about the interception between content, SEO, and fulfillment as creators, follow me. @MrNicolasForero