

Feature Article Planning Worksheet: Applying Bleyer's Timeless Principles

Use this worksheet to plan your next feature article or blog post using Willard Grosvenor Bleyer's time-tested methodology. Taking the time to complete each section will help you create more focused, well-organized, and effective content.

1. Article Purpose

"I intend to..." (Complete this statement with your specific goal for this article)

I intend to _____
_____.

Who is your target audience? Be as specific as possible:

2. Length and Publication Considerations

What is the ideal length for this piece? Consider both your topic and where it will be published:

Target word count: _____

Publication/platform requirements or norms: _____

3. Material Gathering Plan

What information will you need to gather? List your research methods:

- [] Interviews (list potential sources):

-
-
- ☐ First-hand observations:

-
-
- ☐ Data/statistics needed:

-
-
- ☐ Examples/case studies:

-
-
- ☐ Other research:
-
-

4. Topic Selection and Evaluation

Brainstorm all potential main topics for your article:

1.

2.

3.

4.

5. _____
6. _____
7. _____
8. _____

Now, evaluate each topic by asking: "Is this essential to accomplishing my purpose?" Cross out any non-essential topics.

For your remaining topics, rank them in order of importance (1 = most important):

Topic: _____ Importance: _____

Topic: _____ Importance: _____

Topic: _____ Importance: _____

Topic: _____ Importance: _____

Topic: _____ Importance: _____

5. Arrangement Strategy

What would be the most logical order for your main topics? Number them in sequence:

_____ Topic: _____

_____ Topic: _____

_____ Topic: _____

_____ Topic: _____

_____ Topic: _____

6. Hook Development

What is your most attention-grabbing material that will make the strongest appeal to your readers? (This often becomes your opening)

Choose your hook style:

- ☐ Striking statement or surprising fact
- ☐ Concrete example or anecdote
- ☐ Thought-provoking question
- ☐ Compelling quote
- ☐ Scene-setting description
- ☐ Other: _____

7. Detailed Outline

Now develop your full outline with main topics and supporting details:

I. Introduction/Hook

II. First Main Topic:

1. _____

2. _____

3. _____

III. Second Main Topic:

1. _____

2. _____

3. _____

IV. Third Main Topic:

1. _____

2. _____

3. _____

V. Fourth Main Topic:

1. _____

2. _____

3. _____

VI. Fifth Main Topic:

1. _____

2. _____

3. _____

VII. Conclusion

8. Desired Reader Conclusion

What conclusion do you want readers to reach after reading your article? (Remember Bleyer's advice about leading readers to form their own conclusions)

Final Check

Before you begin writing, review your outline and ask yourself:

- ☐ Does each part of my article serve my stated purpose?
- ☐ Is the arrangement logical and easy to follow?
- ☐ Have I allocated space proportional to the importance of each topic?
- ☐ Does my hook effectively grab attention?
- ☐ Have I included concrete examples to illustrate my points?
- ☐ Will my conclusion effectively reinforce my main message?

*"Time spent in thus planning an article is time well spent." - Willard Grosvenor Bleyer