# The outcome outline

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|  | POINT | OUTCOME | BECAUSE OF THAT… |
| **CHAPTER** | Why is this chapter here? What is the experience of the reader in this chapter? | What will reader know or feel or be doing by the end of the chapter? Where are they on the journey? | How is this chapter connected to the next one? What is the idea that moves the reader from this chapter to the next? |
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