

The One-Page Article Builder

1. Which data point is this article based on?

2. Write the WHAT (definition + plain language explanation)

3. Write the WHY (consequences / meaning / emotional relevance)

4. Write the HOW (implementation or micro action the reader can take today)

5. Subtle invitation (one sentence call-to-action)

Examples:

- “If you want support applying this, I offer 25-minute clarity sessions.”
- “If this resonates, reach out — I’d love to hear what you notice.”