

The Editorial Doctrine Workbook

One structured session — roughly ninety minutes — to define your point of view, your audience pillars, and the thesis every piece will defend.

SESSION ONE — THE ARGUMENT

Doctrine is not a mission statement. It is the thing you believe about your field that the market has not caught up to yet. Write plainly. Edit later.

MOST PEOPLE IN MY INDUSTRY BELIEVE...

WHAT I HAVE ACTUALLY SEEN IS...

THEREFORE, THE THING I ARGUE IS... (ONE SENTENCE)

SESSION TWO — THE READER

Authority is relational. You are not writing for an industry; you are writing for one person who could hire you next quarter.

WHO THEY ARE (ROLE, COMPANY STAGE, TEAM SIZE)

WHAT KEEPS THEM UP AT 2AM

WHAT THEY HAVE ALREADY TRIED THAT FAILED

THE WORDS THEY USE — NOT THE WORDS YOU USE

SESSION THREE — THREE PILLARS

Every durable body of work rests on three recurring themes. Each pillar should produce a year of writing without repeating itself.

PILLAR 1 — NAME AND WHY IT MATTERS TO THE READER

PILLAR 2 — NAME AND WHY IT MATTERS TO THE READER

PILLAR 3 — NAME AND WHY IT MATTERS TO THE READER

SESSION FOUR — PROOF

An argument without evidence is an opinion. List the cases, numbers, and stories only you can tell.

THREE STORIES FROM MY OWN WORK I HAVE NEVER WRITTEN DOWN

SESSION FIVE — THE ONE-PAGE DOCTRINE

Assemble the above into a single paragraph. This becomes the brief you hand to any writer, designer, or agency for the next two years.

DOCTRINE PARAGRAPH
