**Editorial Planning Sheet**

1. **What is your hook?**
2. **What is your thesis?**
3. **What is the issue? What are some facts about the issue upon which everyone agrees?**
4. **Who is the audience?**
5. **Who are the folks who opposed your viewpoint? What are their positions?**
6. **What is your counterargument? What is it based upon logic, emotion, your credibility or authority? Why is it effective? Ending with a dynamite conclusion**
7. **What links will you use and how will they add to your editorial.**
8. **How are you going to explode your audience’s sensory systems with your conclusion?**