

Brown's Eight Questions:

Answer these eight questions and you are well on the way to sorting out your article. Warning: This will take time to do. (If you are writing a book or thesis, you will need to adapt the questions to your purpose.)

1. The working title of your paper/book/chapter (approx 20 words)
2. Authors
3. Anticipated journal/s (publishers)
4. Intended readers (audience/s)
Name 4-6 potential readers, give their names and why they would be interested in this article. Make sure all nominated readers really are likely to read the nominated journal eg few practitioners are likely to read refereed journals.
5. Central question
 - a. What is the central question your paper will pose? (approx 30 words)
 - b. What is the answer it will provide? (approx 30 words)
6. If your readers had only one sentence to summarise your article, what should it be? (approx 25 words) *Focus on the outcomes from the work not the inputs.*
7. The body of the paper
 - a. Why did you do the work? (approx 70 words)
Briefly outline the problem you are tackling and why it is important.
 - b. What did you do? (approx 70 words)
Briefly outline the methods you used to gather evidence.
 - c. What happened? (approx 100 words)
Briefly outline the key results. Focus on outcomes.
 - d. What can you add to theory? (approx 70 words)
A research paper has to add to broader understandings. What will yours contribute? Think about how your results and conclusions will change how people see the world.
 - e. What can you add to practice? (approx 70 words)
Superior research also has practical consequences. What are the consequences of your work? Think about how your results and conclusions might change what people do.
8. What remains unresolved? (no word limit)
This is more for your own benefit, but will provide some guidance for your audience and some of it may be useful in your discussion.

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<http://web.archive.org/web/19971014014626/http://www.mcb.co.uk/literati/write.htm>