We like to list things. The top reasons why:

1. You can itemize your things
2. Ideas are chunked for easy consumption
3. You don’t have to write complete

Sometimes, we just want a grocery list:

* Milk
* Bread
* Spirulina

Other times, we want a funky outline:

* Rome
  1. Wasn’t built in a day
  2. Render unto Caesar
  3. Pizza not invented here
* Paris
  + The one in Texas
  + Harry Dean Stanton at his best
  + Dry in the summer
* Bjork
  + A country unto herself
    - The best part of Iceland