Opinion Columns

IN A SENTENCE An opinion column is a published argument with a personality.

LAYOUT TEMPLATE

Opinion Columns

Use this skeleton to plan your column. The numbers follow the order the reader meets each part.

1 HEADLINE

states or hints at your opinion

2 Columnist name + photo

3 Hook + position

anecdote · fact · bold claim ⊠ your view

4 Argument 1

evidence · everyday example

5 Argument 2

evidence · everyday example

6 The other side

state it fairly · then answer it

7 Ending

- *return to the hook*
- *call to action*
- *punchy last line*

My plan

BEFORE YOU WRITE

Who is reading?

Where will it appear?

Why are you writing?

HOW TO USE IT

The numbers show the order your reader meets each part.

Use the template to plan, not to copy. Adapt it to your reader, context and purpose.

Want more?

The full chapter in It's Alwrite! has the conventions, useful language, an annotated model and a checklist.