

Example essay structure: Flat, expository writing

- I. Introduce topic
 - A. Background

 - B. Define vocabulary

- II. Feature of topic
 - A. Define vocabulary

 - B. Evidence

 - C. Evidence

- III. Feature of topic
 - A. Define vocabulary

 - B. Evidence

 - C. Evidence

- IV. Feature of topic
 - A. Define vocabulary

 - B. Evidence

 - C. Evidence

- V. Summary
 - A. Remind reader of what was discussed
 - B. Summarize possibly related topics

This form of writing can be used **to make lists** that people will waste time scrolling/clicking through so that you can extract money from Google Ads.

- Articles on content mills
- BuzzFeed listicles
- Chronological “what I did last summer” diary summaries