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Once your copy is completed, run down this checklist to make sure that you haven't missed anything. Apply this checklist to all text including headers, subheads, captions, and titles.

Content

- ? My objective is clearly defined
- ? Each paragraph advances the subject
- ? My writing addresses the needs and interests of my target audience
- ? I included all key information
- ? I supported my general statements with specifics
- ? My headers are limited to one key message
- ? My copy has a positive, upbeat tone
- ? My style is straightforward and professional

Structure

- ?? I varied my sentence construction
- ?? I eliminated unnecessary words – keep it simple
- ?? I used short words
- ?? I used present tense

Technical

- ?? I proofread for typos, errors, etc.
- ?? I explained all technical terms
- ?? I used strong, direct words
- ?? I eliminated jargon, acronyms, and unfamiliar words
- ?? I deleted cliches or I put new spins on the classic cliches