

# CONTENT WRITING CHECKLIST

Use this checklist after you have written a blog, website content, direct mail piece or other content. When your content is clear, concise and meets your reader's needs, you'll find it will work better to motive customers to respond.

Have you run spell check? Seriously...This is shockingly easy to forget

Is your headline or title compelling and clear?

Do you use the word "you" more than two times?

>>> Add "you" to make your copy more personal for the reader.

Is your content conversational?

Are your sentences varied in length and mostly short?

Do you use passive voice?

>>> Replace with active voice (What the heck is passive voice? See here)

Does your content benefit the reader in some way?

Did you use any big words?

>>> Delete and replace with shorter words

Did you use any industry jargon?

>>> Replace with commonly known versions of the words

Are you speaking to your audience's problems or needs?

Are you telling stories?

Did you thank the reader?

Do you have a call to action?



**Alli Beck is a brand stylist, graphic designer, web designer and writer.**

**Want more help writing clean, concise and compelling content? Contact her at:  
connect@allibeck.com or 208-717-2235.**

WWW.ALLIBECKDESIGN.COM

