

# Proofreading Checklist to Dazzles Your Readers

By Craig J Todd

- ☐ Is your headline snappy and eye-catching?
- ☐ Are you telling a story?
- ☐ Is your content fresh and unique?
- ☐ Is your content engaging and exciting?
- ☐ Does your story feature a struggling hero who eventually wins the day?
- ☐ Does your intro grab attention?
- ☐ Does your voice shine through?
- ☐ Have you considered adding bullet and number lists?
- ☐ Have you included humour?
- ☐ Do your sentences and paragraphs have one idea only?
- ☐ Are you mostly writing in the active voice?
- ☐ Have you turned generalisations into specifics?
- ☐ Is your writing visual?
- ☐ Have you given real-world examples?
- ☐ Do quotations come before the name of the quoted person?
- ☐ Does each sentence, paragraph, post and title end on a strong word?
- ☐ Does your writing flow?
- ☐ Have you pruned your content to keep it punchy?
- ☐ Is your ending unexpected? Will it surprise readers?
- ☐ Is your beginning hook 25%, your middle build 50%, and your ending payoff 25%?
- ☐ Have you left your reader feeling inspired?
- ☐ Have you checked your content for grammar, flow and punctuation?
- ☐ Have you optimised the images?
- ☐ Have you included tags?
- ☐ Are you ready to promote the content via social media and other channels?