

*From Exactly Write Copywriting and WineCopywriter.com ...*

# Pre-Publish Checklist

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- Have I answered the basic who, what, where, when, why, and how questions?
- Have I written with a specific reader in mind?
- Is anything still confusing? Awkward? Unbelievable? Boring?
- Did I read the piece OUT LOUD? Did it sound natural?
- Is there a clear and compelling call to action?
- Is the F-K score below 8?
- Did I maintain a consistent voice and point of view?
- Did I use strong verbs?
- Did I check spelling and grammar? (Including there/their/they're ... your/you're ... its/it's ...)
- Are there sub-heads and bullets to make it easy to read?
- Did I avoid vague generalities and use specific details and examples?
- Did I show instead of tell?
- Is the focus on the strongest benefits?
- Did I fulfill the promise of the headline?
- Is contact information easily found in a prominent location?
- Is it useful, entertaining, educational ... interesting? Would a reader SHARE it with someone else?