

Checklist for your text to be published

Use this checklist before sending your text to the marketing department to excel in writing. How many of the bullets can you check off?

√ I am delimiting my topic and I am not trying to push as much text as possible. It makes it easier for both search engines and readers to understand what the blog is all about.

√ I have erased as much as I can in the intro. This could not be said enough: The intro often gets too long-winding and I have only got a couple of seconds to catch my reader's attention.

√ My text has a good rhythm. Too long sentences make it hard to follow, whilst too many short sentences make the text halting. Therefore, I try to mix.

√ I have used sub titles to help my reader navigate the text easier and to make the whole text more easily digestible.

√ I have converted parts of the text into bullets as they are easy to read and gives more air in the text.

√ I am inviting to interaction and dialogue by asking questions in my text. I also encourage the reader to comment: "What do you think? Please share!"

√ I have asked a friend/colleague to read my text and he/she thinks that I have made my point in a clear and convincing way.

√ Did I use the spell check in Word? Obviously! It is an easy way to skip sloppy spelling mistakes. Sometimes I also use the thesaurus to avoid repetitive wordings.

√ The person who reads my blog will get value out of it. I am trying to get my blog to help, to inspire by giving new insights or perspectives or to answer any questions that a reader might have.