

## WRITING CHECKLIST

	Brand writing and style guide have been followed
	Titles and headings are in the appropriate case and font
	Numbers one to ten are written out in full
	Lists are parallel
	Voice is active
	Use of punctuation is consistent
	Headings break up the text
	The writing is clear and words are short
	Appropriate use of the ampersand
	Style is clear and straightforward (no embellishment)
	The tone is appropriate (usually warm and open)
	Acronyms are spelled out on first use
	Grammar has been checked with online tools

## CLARITY CHECKLIST

	Use simple words instead of long (the fewer syllables the better)
	Reduce sentence and paragraphs length
	Keep subject, verb and object together
	Eliminate clauses
	Cut unnecessary words and remove repetition
	Cut out adjectives and adverbs
	The main message clear (you haven't buried the lede)
	Replace jargon with common words
	Use personal pronouns
	Keep your language specific (not vague)
	Create bulleted lists where possible

"Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."

-Antoine de Saint-Exupéry-