CLEAR COPY CHECKLIST

EXERCISE #3

Use the following checklist to help you write clear copy.

HELPFUL HINTS FOR CLEAR COPY

☐ Have you separated your content into clearly defined sections?

☐ Have your labeled your sections appropriately so people know where they are and what to expect? Examples:

- The Overview
- The Details
- What You Get
- Your Investment
- How It Works
- Next Steps

☐ Are you using bullet points to create delineation and emphasis?

☐ Is there a way to say what you mean more succintly?

☐ Have you edited and removed extraneous information? *(Don't lose the feeling, but remove as much "fluff" as possible.)*

☐ Have you removed any technical language that might confuse the uninitiated?

☐ Are you using common vocabulary?

☐ Are you using everyday, conversational language?

☐ Have you integrated your message? Into your...

- Offer names
- Navigation menu name
- Section titles
- Buttons/Call-to-Action
- Text, especially the features

☐ Are you using words that emphasis the feeling you want your potential customer to have?

☐ Are you connecting the dots for your reader? Is it obvious how one thing you speak about relates to the next? *(Err on the side of over-connecting. Make it obvious.)*

☐ Are you creating segues between ideas that flow and make sense?

☐ Are you staying on point? *(Different points are best put in different bullets, paragraphs, or sections.)*

☐ Is your copy about them? Is your sentence structure around "you" and "your" rather than "I" or "me"?

Example:

Good: This class will help **you** with **your** marketing and messaging.

Less good: In this class **I** will show you through the content **I** create the ins and outs of effective marketing and messaging.

☐ Have you integrated your message?

☐ Have you spoken to both the hopes and fears of your potential customer?

☐ Have you communicated benefits?

☐ Have you asked someone else to read you copy for clarity, comprehension, and readability?