

# Editing for Success Checklist

Association for Creative Business Writing  
Your mentor for business writing that rocks!



## “Good writing is really good editing.”

Editing can help deliver increased sales, improved results—  
and even a promotion or two.

Spend time polishing your writing and adding all the pizzazz you can.

Then, take a moment to double check:

- Headlines: Are they attention grabbers?
- Lead: Does it make you want to read on?
- Body copy: Is it chocked full of facts?
- Sentence lengths: Are they varied?
- Paragraphs: Do they focus on one topic?
- Purpose: Is it clear?
- Focus: Is it on the readers' needs?
  
- Style: Does it match your audience?
- Tone: Is it conversational and persuasive?
- Content: Does it truly speak to your audience's needs?
- Keywords: Have you used as many as possible?
- Answer: Who, what, where, why, when, how?
- Jargon: Have you taken it out?
- Concise: Did you cut out extra words?
  
- Creative: Have you used vivid verbs, similes, quotes?
- Transitions: Do paragraphs flow one to the other?
- Design: Have you taken advantage of:
  - Bullets      Sidebars
  - Quotes      White space
  
- Flow: Is the cadence smooth?
- Call to action: Does the reader know what to do next?
- Proofing: Have you proofread at least once? (And found a proof buddy?)
- Ending: Is it memorable? Does it include a call-to-action?
- Editing: Could your document use one more?

**For more creative business writing ideas,  
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