

The Quick Converting Content – Checklist

- How's Your Title? Boring or interesting, informative and inviting? Make sure it's not boring. OK?

- How's the overall tone? Be sure to Avoid:

- Insulting your reader's intelligence
- Adding features without corresponding benefits
- Are you telling people what to do, in order to get conversions?
- Are you using visual words to paint an image in your reader's mind?
- Does your article or review have an easy, conversational tone?
- Have you used clean formatting to avoid run-on paragraphs?
- Are you using sub-headers?
- If you're not sure about a particularly important article or review, try reading out loud and see what you think. Does it sound like an actual human being addressing another one? If not, tighten things up until it does.

If you're hitting on all these important points, you're doing better than 90% of the writers out there. If you're not – that's what editing and revising are for. Go back, use this quick cheatsheet and make sure that you include all of these important elements.

If you need to, go back to the full writing system guide and review the case study to get a better idea of where to go from here.

And remember, if someone tried to pass your article off on your mom, kids or friends, would you be offended by the writing tone and style being used? If so, then it's not good enough to go out to your potential customers either.