



Checklist for Blogging and Email Content Writing

- Know the problem you are solving for the audience
- Use headings and subheadings
- Use images
- Keep paragraphs short, on average 4 sentences
- Clear beginning, middle and end
- Create lists or bullets where possible
- No underlining in your content, use bold or block quotes
- Make sure writing is scannable for main points
- Add a Link
- Edit thoroughly

