

# SELF-EDITING CHECKLIST

from MaggieMarton.com

## IDEAS & CONTENT

- My ideas are clear and focused.
- I provide thoughtful, supporting detail.
- I include and cite research.
- The post has one main idea.
- The introduction is strong enough to catch a reader.
- I conclude with a call to action
- My post doesn't jump around; the flow between ideas and paragraphs makes sense.
- My voice is authentic; this post sounds like me.
- I chose accurate, strong, specific words.
- I show instead of tell.
- I wrote in active voice as often as possible.
- I eliminated all extra words.

## GRAMMAR & STRUCTURE

- I ran spellcheck.
- I checked verb tenses to ensure consistency.
- I checked for parallel construction.
- My post has a clear structure:
  - a strong intro,
  - paragraphs that make a point,
  - a strong conclusion,
  - a call to action.
- Sentences are smooth and easy to read.
- Sentences have variety--a mix of long and short--to keep the post interesting.
- I read my post aloud to catch my mistakes and check flow.

“It was a miracle to me, this transformation of my acorns into an oak.”  
— Betsy Lerner, *The Forest for the Trees*