



TOP 10 WRITING CHECKLIST

CORRAL THE DETAILS

Who, what, when, where, why, how

CONSIDER MEDIA NEEDS AND CONTENT LENGTH

Blog, event listing, video announcement, bulletin, print piece, etc.

IDENTIFY YOUR AUDIENCE

Who are your anticipated readers and what do you know about them?
What words/ideas resonate with them?

WRITE WITH PURPOSE

What are your goals for this piece?
How will it serve as a part of your overall communications strategy?

WHAT'S THE STORY?

Imagine explaining the article/event/promotion to a friend.
What is the most important thing to know about this topic, ministry or event?

WHAT'S NEXT?

What is your reader's next step and/or anticipated reaction?
How do they get there? Visit a website? Register? Contact someone?

DEADLINE

Set it, meet it

ANY SUPPORTING MATERIALS?

Photos/art, quotes, stories, stats

WHO CAN HELP BY PROOFING/EDITING?

PRAY ABOUT YOUR COMMUNICATIONS EFFORTS REGULARLY