

Lies About Parenting Post Checklist

Headline: _____

Post		Dates	
Type:		Rough draft:	
Target:		1st edit:	
Goal Word Count:		2nd edit:	
Final Word Count:		Friend Edit:	
		Final Edit:	

Checklist	Y/N		Y N n/a
Readability		Bonding (more people like you = more traffic)	
Short first sentence		Reciprocity (long post and killer content to make readers feel obligation to share)	
Does intro repeat reader's thoughts back to them?		Likable details about me throughout post?	
Does each sentence lead to next? (sweater-knit)		Us vs Them?	
Subheadline every 2-5 paragraphs?		Crusading today?	
Tight Copy - cut at least 10% from 2nd draft			
		Ending	
Remarkability		Is it honest? Honesty=Confidence	
Are subheadlines written to capture attention? (treat like mini-headlines)		Does the ending give courage and hope?	
At least three snippets/soundbites? Be tweetable!		Does the ending create a state of mind that inspires immediate action?	
Does post break at least one major expectation?			