

- Think like a reader – write what you would want to read
- Create a style guide to ensure consistency
- Big picture – powerful hook, flow, relevance, call to action
- Don't edit while you're writing the first draft
- Don't do all the editing at the same time
- Let it sit, sleep on it, fresh eyes, new perspective
- Read out loud, read it backwards
- Print it out, change font type, size or colour and use a ruler and red pen
- Cut long sentences into two – 15 words or less
- Try writing in an active voice, as opposed to passive
- Tone of voice consistent and best for your audience
- Remove useless/filter words
- Remove uncertain language – could be, seems to be, might be, should have
- Avoid repetitive words and phrases – be creative or use a thesaurus
- Choose normal words over fancy ones
- Use powerful verbs
- Steer clear of words that end in 'ing' – replace with a strong verb
- Look out for words that sound the same but are spelt differently (homophones) – your/you're, their/there/they're
- Use contractions and use them consistently
- Be consistent with your capitalisation
- Remove double spaces after a full stop
- Ellipses are only three dots ... (Alt+0133)
- Avoid – currently, start to, in order to, that, thing, very, really, there is, there are
- Check your commas, apostrophes and other punctuation marks are in the right spot
- Reference a style guide/dictionary
- Use spell check or a tool like Grammarly BUT don't rely on them
- Hire a professional