

Seven C's Checklist

CLEAR

- Could a newcomer understand this?
- Have I defined any technical terms?
- Are my examples specific and concrete?
- Is my main point obvious in the first paragraph?

CREDIBLE

- Are my facts accurate and current?
- Have I cited my sources?
- Is my grammar and spelling correct?
- Have I double-checked any numbers or statistics?

CONCISE

- Have I eliminated unnecessary words?
- Are my sentences direct and active?
- Have I removed redundant information?
- Could any paragraphs be shorter?

CONNECTING

- Does my writing sound human and genuine?
- Have I considered my audience's perspective?
- Am I using an appropriate tone?
- Have I included relevant examples for my readers?

COMPLETE

- Have I answered the who, what, when, where, why?
- Did I address likely questions?
- Have I provided necessary context?
- Is there a clear way to get more information?

COMPELLING

- Have I explained why this matters?
- Is there an emotional or practical hook?
- Have I included engaging details or stories?
- Would I want to read this?

CALL TO ACTION

- Is there a clear next step?
- Have I made it easy to take action?
- Is my call to action specific and achievable?
- Have I created a sense of purpose or urgency?

 **STORY** 
CONNECT

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