

Draft Checklist		✓
1	Work directly in the answer outline, using the headings and outline structure	
2	Use the same words / definitions used by the client in the question	
3	Copy and paste ideas from: Why choose us? and SWOT	
4	Start with intro paragraphs and fleshing out the bullets in the answer outline	
5	Using active verbs, list the features and the results they deliver	
6	Use graphics and tables	
7	Provide the evidence	

Edit Checklist		✓
1	For each paragraph, is the result/outcome or customer name first? If not, rewrite talk about what they will be getting, then how these results are achieved by this feature, process etc.	
2	Turn lists into bullets, maximum of five. If more, consider using a table. Capital letter at the start of each bullet, no full stops unless 2 sentences.	
3	Break up the wall of words – one idea per paragraph, 3 sentences per paragraph. Keep your sentences short – 15-20 words is ideal.	
4	Break up the wall of words – use descriptive headings	
5	Ensure all graphics have captions – and they describe what you want the client to notice in this diagram, what it will DO for them, and how it will do it	
6	Ensure the numbering of the graphic is correct, and it is introduced in the text beforehand	
7	Check all tables are consistent with chosen style, and bullets have correct formatting	
8	Check styles are correct and consistent for headings, answer text and captions	
9	Check numbering for headings, sub-headings, graphics and table captions	
10	Run spellchecker	