Writing Checklist – Clarity, Tone, Purpose

🧠 Clarity

- ☐ Is my main message clear and easy to understand?
- ☐ Have I removed unnecessary jargon or technical terms?
- ☐ Are my sentences short and focused (average < 20 words)?
- ☐ Have I avoided redundant phrases and filler words?
- ☐ Is information presented in a logical sequence?

💬 Tone

- ☐ Does the tone match the audience (formal, neutral, friendly)?
- ☐ Have I avoided language that may sound rude or dismissive?
- ☐ Are contractions, idioms, or humor used appropriately?
- ☐ Is my word choice inclusive and respectful?
- ☐ Have I balanced professionalism with warmth?

🎯 Purpose

- ☐ Is the purpose of my writing clearly stated in the opening?
- ☐ Does every section support the main objective?
- ☐ Have I included all necessary information for the reader to act?
- ☐ Is there a clear call-to-action or next step?
- ☐ Does the conclusion reinforce the main message?

☑ Final Review Before Sending

- ☐ Proofread for grammar, spelling, and punctuation errors.
- ☐ Check for consistent formatting (font, size, spacing).
- ☐ Ensure links, attachments, or references are correct.
- ☐ Read aloud to test flow and tone.
- ☐ Confirm the message achieves its intended outcome.