Persuasive essay steps:

Revision step 1. Find your focus

What is the essence of your message?

Questions you may find useful to find your focus:

* What action do I expect a reader to take?
* What’s the most compelling reason why my reader would take this action?
* Why does this article matter to me?
* What surprises me most in this draft?
* What do I find most fascinating in this piece of content?
* How does my reader benefit from this?
* Which problem does this article solve?

Revision step 2. Create content flow

How does your content take your readers on a journey?

While reading your content, list the key thought of each section and check:

Do the key thoughts follow each other logically?

Have you included any stray thoughts that can be removed?

Are any important ideas missing?

A good flow keeps your reader glued to your content, eager to find out the next part of your story or argument. So be careful to keep your focus and prune all unnecessary content.

Revision step 3. Add substance

Writing is a process of expansion and shrinkage.

How do you add substance?

Revision step 4. Sentence by sentence editing

Editing is best undertaken in various steps to focus on one task at a time. The most useful editing tasks are:

Reduce average sentence length by chopping down long sentences as short sentences are easier to read

Improve word choice to communicate your message with more precision

Tighten your writing to make your sentences concise and clear

Read your content aloud to create a pleasurable rhythm and smooth transitions

Revision step 5. Proofreading

Read your text backwards; this is the best way to spot typos.

Use a spellchecker such as Grammarly.

Proofread on paper as you’re less likely to skim the text; reading your content in a different font may help, too.

Focus on common mistakes like “they’re” vs “their” vs “there”; and “you’re” vs “your.”

Blog post steps:

STEP 1: CONTENT

The first step in editing a blog post is to look at the content of the blog post. Here you should be looking at what your blog post covers and asking yourself…

‘Have I have covered everything my reader needs to know on this topic?’

‘Does this blog post truly solve my readers problems on this topic?’

‘Have I waffled or included any information that is off-topic or more than my reader needs?’

‘Have I repeated myself or written virtually the same thing twice?’

‘Is everything written in a clear and logical order?’

‘Have I explained everything clearly and simply?’

‘Have I used headings, bullets, numbers and images to break up the text and make it easier to understand?’

‘Have I included links to other blog posts where my readers can get more information on this topic – for example a cornerstone article?’

‘Have I included a call to action?’ (E.G. a pin to pin, a sign-up box for your opt-in offer, a ‘further reading’ section with links to similar articles etc.)

STEP 2: READABILITY

This is your chance to check how readable the text is. Is it easy to read? Does it flow nicely? Does it have a nice rhythm?

The hands down BEST way to check your text’s readability is by reading it out loud

STEP 3: SPAG

The final check is for SPAG – that’s spelling, punctuation and grammar

And finally, remember blog writing is generally fairly informal – more of a conversation between you and your reader than a school essay! That means some conventional grammar rules can – and should – be broken.