

Twenty four questions inspired by students (alphabetical)

Acronyms explained?
Assertions concrete?
Assumptions correct?
Attributions fully given? Name, title, company.
Facts accurate?
First paragraph: Does it start with a bang?
Headline: Does it contain key facts?
Headline: Why should I read on?
Hype: Have you eliminated it?
Jargon & special terms: Are they explained?
Omissions: Have you left out anything important?
Organisations singular?
Padding: Unnecessary words?
Price/cost mentioned?
Quotes: Do they add anything useful?
Quotes: From credible source?
Readers: why should they care?
Repetition: Words repeated within sentence?
Sentences: Is the action at the start?
Sentences: Short enough?
Spelling: Have you checked it – especially names.
Structure: Is your story in the right sequence?
Style: Is your writing active?
Summary (sub-head): Does it contain all key facts?

George Orwell's six questions

In every sentence that you write, ask yourself,
What am I trying to say?
What words will express it?
What image or idiom will make it clearer?
Is this image fresh enough to have an effect?
Could I put it more shortly?
Have I said anything that is avoidably ugly?