

## **Reader – Understand the Audience Correctly**

- ☐ Who exactly is the reader? (occupation, age, goals, level of knowledge)
- ☐ What challenges or concerns are they facing that this content will address?
- ☐ Am I using language, examples, and tone that are suitable for this group?
- ☐ Is this content speaking directly to them, or is it addressing a generic "everyone"?
- ☐ Are there specific details in the content that make the reader feel: "Yes, this is for me"?

## **Idea – A Single Core Idea**

- ☐ Is the content consistently focused on one central idea throughout?
- ☐ Is this idea clear enough for the reader to remember after a quick skim?
- ☐ Do every paragraph, example, and subheading reinforce the same main idea?
- ☐ If I had to summarize the content in one sentence, could I do it?
- ☐ Is the idea compelling enough to change the reader's thoughts, behavior, or perspective?

## **Offer – Provide a Valuable Proposal**

- ☐ Does the proposal I'm offering directly relate to the reader's concerns?
- ☐ Is the proposal clear – do readers immediately understand what I'm inviting them to do?
- ☐ Is there an appealing element in the proposal? (quick solution, time-saving, free, easy to use...)
- ☐ Do readers have a genuine reason to accept this proposal, or is it just "for show"?
- ☐ Is the proposal presented at an appropriate point in the content – when the reader is ready to engage?

## **Action – A Specific, Clear Action**

- ☐ Am I guiding the reader toward one specific action after finishing the content?
- ☐ Is this action clear, easy to understand, and free of confusion?

- ☐ Can the reader take immediate action without needing complex preparation or thought?
- ☐ Does the call-to-action (CTA) align directly with the content and its emotional flow?
- ☐ If the reader doesn't act after reading, is it because I haven't hit the right trigger point?

## **Final Review Before Publishing**

- ☐ Is the content logical and coherent from start to finish, without jumping topics or losing focus?
- ☐ Is there a natural connection between Reader → Idea → Offer → Action?
- ☐ Does the content conclude with a summary and a clear call-to-action?
- ☐ Have keywords been naturally incorporated into the title, description, headings, and opening paragraph?
- ☐ Have internal links, external links (if needed), and appropriate visuals been included?