When you’re done writing a story, run through this checklist to find places you can improve what you’ve written.

**Your Approach**
- inverted pyramid: does your reader need information clearly and quickly?
- narrative: would your reader benefit more from an engaging, detailed account?
- does your structure make this story easy to read?
- does your structure make this story entertaining?
- will your structure make readers remember this story?

**Lead**
- straight
  - concise?
  - most important info first?
  - short sentence (35 words or less)?
  - direct, active language?
  - no extraneous details?
- feature
  - introduce a central theme?
  - fit with overall narrative?
  - start a thread to be woven through story?
  - compelling?
  - engaging?

**Writing**

Do:
- written simply and naturally?
- fairly short paragraphs?
- visual descriptions?
- active voice?
- precise words?
- clear?
- descriptive verbs?
- consistent tense throughout?
- descriptive modifiers?
- colorful?
- well organized?
- opinion or judgment intended?
- humor intended? appropriate?
- involve the senses?
- showing or telling?
- use variety?
- rhythm?
- pace?

Don’t:
- wordy?
- empty words or phrases?
- too many big words?
- clichés?
- jargon, euphemisms, pretentiousness?
- offensive language?
- trying to express or impress?