

## A checklist for improving the writing style of technical blog posts

<i>(Get attention)</i>	
There is an effort to capture reader's attention in the title and very first sentence	<b>Done?</b>
Benefits for the reader are immediately clear – instead of features	<b>Done?</b>
At least in the first paragraph, every sentence somehow leads to the next one.	<b>Done?</b>
The post contains a (short) story	<b>Done?</b>
<i>(Authority)</i>	
Substitute opinions with descriptions	<b>Done?</b>
Your assertions are backed up with specific proof	<b>Done?</b>
You establish authority somewhere, somehow	<b>Done?</b>
You kept the initial promise through which you got attention	<b>Done?</b>
<i>(Style &amp; format)</i>	
Can you make it shorter? Where in doubt, cut it out	<b>Done?</b>
You kept the language simple and clear.	<b>Done?</b>
You sum the contents up at the end of the post.	<b>Done?</b>
<i>(Review)</i>	
You've printed the draft on paper and re-read it	<b>Done?</b>
You read it loudly	<b>Done?</b>
Immediately before publishing it you did spell check it not just on some online spell checker but on Microsoft Word.	<b>Done?</b>