



*GIVE PEOPLE A USEFUL TOOL TO COMPLETE A TASK MORE EFFICIENTLY*

## #9. THE CHECKLIST



### SHOW OFF YOUR EXPERTISE

Because it is so useful, people will bookmark this article and return. Part of its usefulness is its simplicity: no long paragraphs, no complex sentences.

The secret to this article's success is its completeness. If a key item is missing, it won't have credibility, and neither will you.

Your list might be actions or items, numbered or not. The benefits to the reader are twofold.

1. **Completeness:** They are assured they won't miss something critical.
2. **Speed:** They save time by having the list to refer to, allowing them to complete the task faster.

### TIPS:

Make sure your article is print-friendly or have a downloadable pdf. Use boxes or circles for bullet points.

### TITLE EXAMPLES

- Small Business Branding Audit Checklist
- The Ultimate Packing List for Camping in Canada
- The Cat Sitter Checklist



TEMPLATE

# THE CHECKLIST

Open a Word doc and start typing the information following this format. Use this page to collect your ideas.

## ***Introduction***

Be brief but include prerequisites or assumptions. For example, a checklist for designing a brochure may assume you already know how to use Photoshop.

## ***The List***

Don't worry about complete sentences unless they're needed for explanation. Brainstorm your list and then reorganize it if a certain order or grouping makes sense. For example, a camping checklist might have all the cooking utensils grouped together. Encourage deeper reading by including links to articles you've already written about any of the list items. (If you don't have an article covering each point on your checklist, consider

writing those articles first.) As a final step, research similar lists online to make sure you haven't missed something important.

## ***Wrap-up and call-to-action***

Conclusion & call to action related to your business.