



## Copy Editing Checklist

When reviewing your piece, always ask...

- What is the goal of this piece?
- Does it meet that goal?
- Who is the target audience? Is the communication tailored to them? Do I need to remind them why they are receiving it?
- Have I answered Who, What, Where, When, Why, and How?
- Have I eliminated misspelled words, typos, and grammar errors?
- Would someone who is new to The Crossing be able to understand all the words and names I've used?
- Does the message fit the context of where people will read and experience this material?
- Is this the right communication channel for this message?
- Is there a clear action step or next step? Are there too many options that might overwhelm the reader?
- Did at least one other person review this?
- Is the key information at the beginning of the piece? (i.e. the event name and/or ministry name is prominent and clear)
- What can I cut? Are there any redundant or unnecessary words?
- Is it written in the active voice? (the subject is taking action - Active: "God so loved the world" vs. Passive: "The world was so loved by God.")
- Did I find substitutes for tired words or overused phrases?
- Does the piece follow The Crossing's Style Guidelines?
- Have I read the piece aloud?