



ROSIE THE WRITERER'S

BUH-BYE BLAH COPY CHECKLIST

1. Chill out

Good grammar is important, sure... but it shouldn't be your top focus when writing.

Try to channel your cool older cousin more than than your AP literature professor.

2. Cliché begone

If only they sold this spray on Amazon...

Once you've finished writing, go back and scan for any clichés.

Put your own twist on 'em and make it fresh.

3. Trim the fat

More is not better. Choose your words carefully. Assume the person reading is busy. Get to the point. Quick.

Break up the text, too. Gigantic paragraphs are grounds for yawns.

4. Wait to edit

There won't be anything to polish if you don't get stuff on the page first.

Get out of your own way and get writing. You can let your inner perfectionist fly AFTER you have a first draft.

5. Steal smart

(Not literally. Don't steal things. No bueno.)

BUT...ever hear the expression, "good artists borrow, great artists steal?"

Pay attention to what excites you in your own life + learning and use that in your writing.

Also, recycle your own ideas. (This was going to be a blog post.)

6. Focus in

One powerful story will land a lot better than an unfocused ramble.

Keep your end goal in mind as you write. Have that goal set from the beginning, and get every word in alignment with it.

(This is why your teachers were so bonkers about "thesis statements" back in the day.)

meet rosie

Honestly, most people just call me Rose,
but I needed a catchy URL.

I've got one of those last names
that sounds like a sneeze.
Or a Harry Potter character.

(For what it's worth, Womelsdorf
is apparently a small town in
Pennsylvania.)

**Clever, quick-witted
conversion copywriter
specializing in read-worthy
web & funnel copy.**

More detail? By all means:

Get in touch!

