

Before You Publish! The Ultimate BRILLIANT[★] Article Checklist

PREPARING TO WRITE YOUR ARTICLE*

- Did I find interesting research, or have I had a personal breakthrough with this topic?
- Do I have an opinion on this topic?
- Do I have key takeaways that I want my readers to have after reading this?

*Thanks to Derek Halpern

HEADLINE

- Does the headline feature a clear, enticing promise?
- Does the headline use power words?
- Is the headline something people would want to share?

INTRO & CONCLUSION

- Is the intro and conclusion brief, interesting, and free of padding?
- Does the introduction demonstrate empathy and your ability to read readers' minds?
- Does the conclusion include a strong call to action and a vision of a brighter future?

BODY

- Are subheadings clear and interesting and do they flow logically?
- Did I include quotes, research, and/or established facts from respected authorities?
- Does the article read easily? (no ugly chunky paragraphs, yes quotes and visuals)
- Have I read the article aloud to check for typos and grammatical errors?



BE A BRILLIANT WRITER[★]