



A Write Checklist



How human is your writing?

This checklist helps you analyse the tone and helpfulness of your writing at work. The statements in the checklist will help you decide if your writing sounds ‘human’ rather than automated, formal, or bureaucratic.

If you can tick ‘Yes’ to all the statements, your writing is more likely to meet your readers’ unique needs and achieve the response you want.

How to use the checklist

- Use this checklist before you start writing to help you plan with a reader-focused mindset. Then use it again before you hit ‘Send’ to make sure your readers will connect with what you’ve written.
- Adapt the checklist to your own context. For example, next to the statement about ‘personality and brand’, you could add, ‘A colleague has reviewed my writing for style and tone’. The more you use the checklist in depth, the easier it will be to form good writing habits.
- As you use this checklist, think about how other businesses in your sector write. How can you change your communications to give you the edge with your customers and strengthen their loyalty to your brand?
- For insights into how customers perceive your writing, ask for feedback. If you user-test your documents, ask your participants how the writing makes them feel.
- Download the [Write Plain Language Standard](#) (free to use under Creative Commons) to polish your writing even more.



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How human is your writing?

Connecting with your readers

1. You use language that is close to how you speak in person
2. You use respectful and inclusive language
3. You don't expect your readers to understand acronyms and jargon
4. You show your own and your organisation's personality and brand values
5. You use friendly greetings and sign-offs where needed
6. You show empathy and understanding for your reader's situation

Making it easy for your readers

7. You make it clear straight away why your document is useful
8. You make it easy for your readers to see your main points
9. Your document is visually appealing and easy to scan
10. You invite open and easy communication in return
11. You answer all the questions your readers might have about the topic
12. Your content inspires the confidence and trust of your readers