

Before you publish

Read the final draft once more, with the reader in mind. Ten checks for the argument, the facts, the structure and the voice before you publish.

An editorial release gate

Review the piece in separate passes. A structural edit should settle the argument before a line edit polishes the language. Technical verification should happen against sources rather than against how convincing the draft sounds.

Argument → Evidence → Language → Release check

Structure

Reader question, central argument and supporting evidence

Remove paragraphs that repeat the point without advancing it

Verification

Claims, figures, quotations, units and source dates

Mark inference and illustrative examples explicitly

Publication

Title, hierarchy, links, imagery and next action

Check mobile layout, descriptive link text and useful image alternatives

Application checklist

- Read the opening without the title. It should still establish the subject.
- Ask a subject specialist to identify what is missing or overstated.
- Name the final approver and the person responsible for later corrections.

Before you publish

Working checklist

1

Audience: is it clear who the piece is for and what they already know?

2

Purpose: can you explain the job of this piece in one sentence?

3

Argument: does the main point appear early and remain consistent?

4

Evidence: are factual claims supported and sources checked?

5

Accuracy: are names, dates, figures, links and quotations correct?

6

Structure: does each paragraph add something useful?

7

Language: can inflated wording, jargon or repetition be removed?

8

Voice: does this sound like the organisation speaking to this audience?

Before you publish

Notes, owners and next actions.

9

Format: does the title, length and layout suit the publication channel?

10

Action: is the next step relevant, clear and working?
