

the compassionate copy checklist



Who's your one reader?

Write for one person only. Not an avatar, a real person you'd love to work with or serve. Write from your heart to theirs. No bland. No beige.

What's your one message?

Decide on your core message and forget the rest. Don't distract or dilute with lots of options. What's this story about? Be strong and clear.

Are you helping?

Compassionate copy is a giver. Share your good stuff, let people in, give them what they need. Don't just promise help in the future, help NOW.

Are your words working?

A headline that hooks? Keywords in subheadings and text? Short paragraphs? A story that flows? Spelling & grammar sussed? Check.

Can they trust you?

Trust is at the heart of any relationship. Only promise what you'll deliver. Offer evidence. And do it your way. Authenticity smells good.

Is it easy to act?

What do you want your reader to do? Have you told them? Can they do it straight away, from the same page without any fuss? Perfect.

DON'T FORGET... people buy from people they know, like and trust. There's room for all of us to do things our way. Be bold, be kind, be yourself. Gayle x