

3-STEP AI WRITING FIX CHECKLIST

Edit 1 - Make it Specific

- Speak directly to your target reader**
Example: You deserve skin that feels hydrated after a simple 30-second routine.
- Replace vague phrases with concrete details**
Before: Our formulas are carefully crafted using high-quality ingredients.
After: Our formulas use simple ingredients like oatmeal and green tea.
- Clarify the offer**
Before: PureGlow Skincare has something for you.
After: There's a simple fix waiting for you.
- Add a proof element**
Example: 95% of customers tell us their skin feels softer after using our products.

Edit 2 - Make it Sound Like You

- Apply your voice rules (three things you do, three thing you avoid)**
- Adjust sentence rhythm**
Example: Our formulas use simple ingredients like oatmeal and green tea.
No complicated routine required.
- Add a clear point of view**
Example: We're borderline obsessive about simple ingredients.
- Remove any corporate filler**
Before: Optimise your skincare strategy.
After: Simplify your current routine.

Edit 3 - Make it Punchy

- Strengthen the opening**
Before: Are you ready to upgrade your skincare routine?
After: Short on time? Streamline your skincare routine.
- Cut repetition**
- Clarify the call to action**
Before: Explore our full collection.
After: Try our 30-second starter set today.
- Adjust formatting for readability**
Aim for short paragraphs, clear line breaks and some strong standalone sentences.