

# Writing Checklist

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Use a checklist to ensure you are covering all the essential points when writing press release, editorial, media alerts, or any PR materials.

The DIRFT (do it right the first time) checklist will help eliminate errors and help you think about what should go into your writing project. This checklist comes out of the "PR For Dummies" booklet.

## The Purpose

Why am I writing this?

## The Information

What do I have to tell?

## The Tone

Is this hard or soft news?

## The Message

What so I want to say about the subject?

## The Reader

Who am I writing the article for?

## The Voice

What style should I write this in?

## The Meaning

Why does my audience care about what I'm writing?

## The Emotion

How can I make what I'm writing something that my audience can identify with?

## The Restrictions

How long should the press release be?

## The Deadline

When does it need to be done?