

# SIMPLE EDITING SYSTEM

FOR CREATING GOOD HABITS  
AND GREAT CONTENT

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## HEAD SLAP

- Spelling/grammar tools
- Word usage list
- Test links in copy

## BORING ERASER

- Sentence length?
- Repeated words?
- Action word use
- Visual language



## NOBEL PRIZE

- Great title/strong opening?
  - Does content deliver?
  - Good closing/CTA?
  - Final formatting
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