



- 1. Read it out loud – literally, word for word**
  - You'll find errors, but also have a better feeling for how your message sounds
- 2. Read backwards**
  - Read word for word starting from the end of a sentence. Errors pop out.
- 3. Have someone else proofread it**
  - Someone who hasn't previously read your message will have fresh eyes
- 4. Read a printed version**
  - We read differently online vs print, but be environmentally sensitive also
- 5. Walk away from writing and review later**
  - A day if you have time, but even a few minutes will leave you with fresh eyes
- 6. Make the font size bigger**
  - You will be less likely to scan or skim the page, and be forced to read each word
- 7. Change the colour or spacing of the text**
  - This will change your reading pace, also forcing you to look at every word

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CREATING Content. Clarity. Credibility.

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