

# MUST-READ EDITING PASS CHECKLIST

- Mapping the Reader Journey
- Core Message
- Promise
- Immutable Laws and Characteristics
- Doubts, Objections, and Criticisms
- Burning Questions & Chief Concerns
- Stories
- Doability
- Clarity and Assumptions
- Redundancies and Unintentional Repetitiveness
- Diversity and Inclusiveness
- Reader Engagement



- Sources and Citations
- Story Sign-Offs
- Feedback Protocol
- Submission Checklist
- Other Book-Specific To-Dos:

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