

1. Know your perfect customer
2. Know the goal of your writing
3. Don't write to reach a word count or to sell
4. Put your ego to sleep
5. Write in the language of your customers
6. Make it interesting, original, and useful
7. Limit the number of words in the sentence to 10
8. After 2-3 sentences, start a new paragraph
9. After 3-5 paragraphs, insert an image
10. Replace comma-separated listings with bullets
11. Edit, edit, edit
12. Correct writing mistakes (proofreading)
13. Apply all SEO rules