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**Editorial Checklist**

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| **Context** |  |
| **Target audience** |  |
| **Does the content help solve our target audience’s pain points and challenges?** |  |
| **Article’s goal and Call-To-Action (CTA)** | How do we want the target audience to respond and engage after reading the content? (CTA) |
| **Publishing and promotion plan** |  |
| **Editorial guidelines** | * Catchy title * Max. 700 words * Break down text into sections with headers in bold that highlight key messages * Use call to action at the end with link to AVPN website |