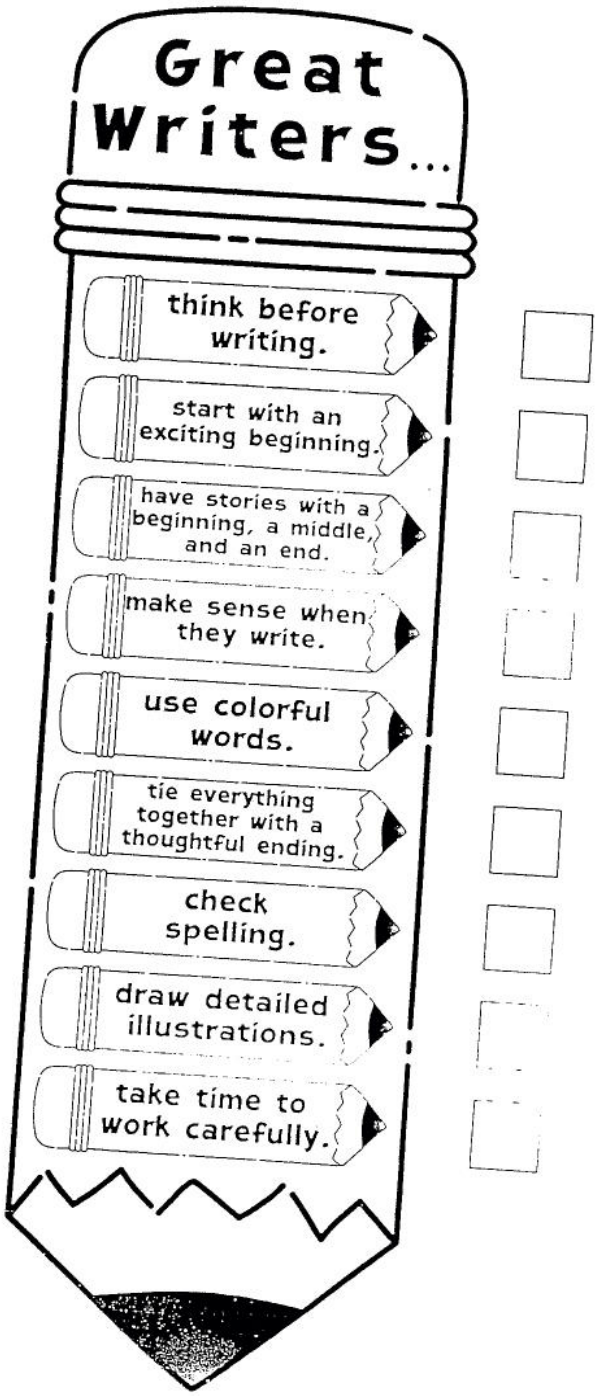Great Writers Checklist