Checklist for Creative Writing

Choose your voice (1^{st} person, 3^{rd} person, omniscient, limited) for a reason.
Choose your verb tense (present, past) for a reason.
Write in active voice (<i>He moves a rock</i>) and avoid passive voice (<i>A rock is moved by him</i>).
Use contractions where one would naturally use contractions.
Avoid forms of the "to be" verb (am, is, are, was, were, be, been, being).
Avoid useless words (really, truly, actually) when unnecessary.
Avoid clichéd words and phrases (It was a dark and stormy night).
Avoid simple sentences or fragments, except for an intended effect.
Vary sentence length.
Vary sentence structure.
Avoid pronoun repetition (<i>She</i> picked up her suitcase. <i>She</i> walked to the door. <i>She</i> went to her car. <i>She</i> rolled down the window and waved to everyone. And <i>she</i> left).
Avoid unnecessary word repetition (She no longer wished to be on stage, so she moved across the stage and exited the stage through the stage door.)
Avoid saying the same thing twice (<i>He yelled loudly</i> or <i>He restored things back to</i>). We always yell loudly and things are always restored back, you needn't say so.
Avoid obvious or over-simplified introductions of your characters.
Read aloud! If you can't read it naturally, then it isn't natural; it isn't real. Work on it.
Use figurative language. It is through metaphor, symbolism, motif and other subtle techniques that the author evokes the proper response in the reader without being intrusive.
And finally, the cardinal rule: Show, don't tell .