

A checklist of what to watch for *before* publishing your marketing copy (so you don't embarrass yourself OR risk ticking off your readers!)

- 1) Did you address all 10 questions in brain dump exercise from module 2?
- 2) Are you focusing on what's important to the reader (NOT yourself)?
- 3) Have you covered all important features of your product/program/service (hereafter known as PPS)?
- 4) Have you covered all benefits of your PPS?
- 5) Have you communicated what this PPS means to their everyday lives (transformation)?
- 6) Did you address the objections and/or any flaws in your PPS? (really important - dramatically increases your Know-Like-Trust factor)
- 7) Did you disqualify the WRONG people (in essence qualifying those who are the perfect fit - and making them feel like they're part of an exclusive club)?
- 8) Is your headline the best it can be? Does it pass the "2 second glance test"? (Hand the paper to a friend/colleague and see if it grabs their interest in 2 seconds or less)
- 9) Does your document contain subheadings to keep your readers' attention and break up text?
- 10) Did you present price in a way that makes it seem like a non-issue?
- 11) Did you present readers with an impossible-to-refuse offer?
- 12) Did you squelch the risk by offering a risk-free guarantee?
- 13) Is the letter appealing and interesting to read (again, hand it over to a friend/colleague and carefully watch their reaction - do they seem genuinely intrigued/interested or do they skim through quickly)?
- 14) Did you choose your words carefully, using words and phrases that have the highest possible emotional impact? Are there any headings, subheadings, or paragraphs that could be stronger?
- 15) Does the letter read as if you're talking to a friend - personal and conversational, or is it dry and dull, corporation-speak?
- 16) As you read through the copy, are there any questions left unanswered? (ie. do readers know exactly how the PPS will be delivered, what's included, what's not, etc.)
- 17) Are there any spelling errors that might cause people to mistrust your authority?
- 18) Is any part of your copy written in a way that would offend your readers? (Here's an example of what NOT to do: **Would you IGNORANTLY sit on the OPERATING table to get BRAIN SURGERY from a**

NURSE? That was a headline from a sales page for a copywriter promoting copywriting services (no, not me :) - best bet, run it by a trusted friend/colleague or two to get their opinion before publishing)

19) Did you make any factual claims and if so, can you back them up?

20) Did you give people a reason to act fast?

21) Did you make use of a postscript (PS) to give the birds'-eye-view of reasons to respond NOW?