

CompellingCopy.com

Before you bless that final version of your copy, ask yourself these questions:

- 1) Have you done all your target market homework?
- 2) Have you created the best offer you can afford to make?
- 3) Have you listed all Features and Benefits?
- 4) Have you collected testimonials that are specific, believable, and related to your key features and benefits?
- 5) Have you written a collection of headlines and subheads?
- 6) Have you listed all the credible reasons why a buyer should buy from you NOW?
- 7) Have you listed all the reasons why you are a better choice than your competitors?
- 8) Have you chosen what elements to TEST – price, offer, media, guarantee?
- 9) Have you chosen the format? Sales letter, space ad, web page, email, postcard, insert, TV, radio, press release, etc.?
- 10) Do you have a clear mental picture of the buyer? Do you really know what makes them tick?
- 11) Are you set up to receive orders in the way(s) the buyer wants to buy from you?
- 12) Have you overcome all the weak points, if any, in your offer, and introduced and overcome any objections in the copy?
- 13) Have you had someone read your copy OUT LOUD to hear how it flows in the buyer's mind when they read it? And have you smoothed out any rough spots, so it flows like a greased slide from opening to close?
- 14) Is your call to action as strong as it can be?
- 15) Have you used all the appeals to Greed and Fear that are appropriate?
- 16) Have you introduced scarcity and urgency?
- 17) Have you created a "self-contained" Order Form or Response Device with all the elements mentioned in Lesson #5? Could the buyer get all the key info here even if they never read the whole ad?
- 18) Is your copy full of enthusiasm, passion and promise?
- 19) Does the worst skeptic you know really believe your ad?
- 20) Are you sincerely proud of what you are doing?