

REVISION CHECKLIST

Writing is rewriting.

No matter how talented you are, you can improve your work by letting it sit for a few days and sharpening it before giving it to your customers. That's where the checklist comes in. This will allow you to compare your work to the points mentioned here... but the benefits don't stop there. You can also use it to run competing copy through the ringer, or ask piercing questions to your clients.

Now, there's no magical checklist formula that guarantees that your copy will make a bunch of money. So much depends on the quality of the offer and the client's ability to put qualified customers in front of your ad.

You can't control that – but you can control this. Think about each of these 17 elements – and if you're not using something on the checklist, ask yourself if there's a reason why.

1. ☐ Promise the main benefit inside the headline. Major benefits are the easiest way to convince readers to continue looking at the advertisement.
2. ☐ Make sure that your headline appeals to emotion and isn't just a dry recitation of facts. If your headline is strong enough to be its own advertisement, you're on track.
3. ☐ Be sure that your headline provides a tight focus on your ideal customer. Call them out by name and use specific details to build empathy.
4. ☐ Does your opening paragraph get right to delivering on the promise in the headline?
5. ☐ Focus on the customer. Make sure your copy is benefits focused and uses the word "you" much more than "I" or "we."
6. ☐ Remember to keep fearful customers in mind. Reach out to their fears and convince them that this product is worth owning.

7. ☐ If the product's price was three times as high as you were selling it for, could you still convince people of the value of it?
8. ☐ Emphasize specifics. If there's a number you can attach to the value of your offer, use it!
9. ☐ Make sure testimonials are as credible as possible. Get names, faces, and specific details.
9. ☐ Tell the reader - repeatedly – how bad it feels to have the problem, and how good it will feel to solve it.
10. ☐ Are you using short sentences, easy words, and frequent paragraphs?
11. ☐ Are you making sure that each paragraph has a single controlling idea?
12. ☐ Are there strong metaphors that people can easily imagine in their minds?
13. ☐ Are sentences and paragraphs cohesive? Does one idea connect easily to the next one?
14. ☐ Look at your bullets and sub-headers. Will skimmers still be able to get a sense of your product's "story" and value?
15. ☐ Have you emphasized important parts of your copy with bold text, italics, and underlining
16. ☐ Create a confident guarantee. Would a skeptical or fearful customer think you have something to hide?
17. ☐ How strong is your offer? Does it stand up against the best your competitors have to offer? Does it feel like an "easy sell"?