

COPYWRITING CHECKLIST

ELEMENTS

HEADLINES

Pre-Headline
Sub-Headlines

TEASER

REASON WHY

URGENCY/SCARCITY

FEATURES & BENEFITS

SCARE TACTIC

STORY ~ CASE STUDY

TESTIMONIALS

GUARANTEE

CONVICTION STATEMENT

BONUS

BONUS TESTIMONIAL

COST COMPARISON

RECAP

COLUMBO TECHNIQUE

P.S./P.P.S.

CALL TO ACTION

PARALLEL TRACKS

Write 10 or more – use the best one as the headline and the others as pre and sub-headlines

Zeigarnik Effect – a state of mental tension caused by uncompleted tasks; people have to know what is coming next; lead them on a linear path

Justify a price reduction; people buy from sales and specials – not announcements

Give them a compelling reason to buy NOW! You can make arbitrary statements, artificial deadlines, take away bonuses after a certain time, etc.

Feature.....Benefit

Write them in pairs

Consequence if they don't buy your XYZ product or service

Problem ~ Intervention ~ Results

Emotional – put a box around it

Use complete names, **results based**

Audio and video are powerful here

Will increase your sales

I am so sure my product will...,if it doesn't I will...something outrageous

Never give a bonus that is not good enough to sell or can be obtained free somewhere else, show the value amount

For the price of a cup of Starbucks coffee every day for a month, etc.

Tell them again what they are getting

There is one more thing I almost forgot

People will ALWAYS read these

Tell them what to do next