

Ron Rosenberg's Outrageous Marketing Copy Checklist

To Help You Dominate Your Market and Improve Your Business Results!

Find Out How Many of The 12 Copy Components Are in Your Marketing Pieces

Scoring: For statements 1 to 12, determine how your marketing piece incorporates the key points. Circle the number of stars for each one and record your comments. Then add up all the scores for a total of zero to 60 stars. (5 stars: highly effective; 0 stars: missed the target)

Score

1. Clarity of Purpose.....★★★★★

The marketing piece is created and deployed with a definite purpose in mind.

2. Killer Headline★★★★★

Strong headlines and subheads grab attention and draw the reader into the message.

3. Clear Statement of Value★★★★★

The value of the offer and its benefits are clearly presented and easily understood.

4. Compelling Story.....★★★★★

There is a compelling personal story to help communicate the benefits.

5. Irresistible Offer★★★★★

There is a specific detailed offer that practically begs the reader to respond.

6. Better Than Risk-Free Guarantee★★★★★

A strong guarantee assures that the reader assumes virtually no risk in accepting the offer.

Score

7. Overcoming Objections..... ★★★★★

The piece identifies objections and provides reasons why these objections shouldn't limit action.

8. Testimonials..... ★★★★★

Testimonials include full identification, photos, and audio or video clips as appropriate.

9. Definite & Urgent Call to Action..... ★★★★★

There is a definite call to action and a specific deadline for the offer.

10. Multiple Ways to Respond..... ★★★★★

Prospects can respond by many methods: phone, fax, e-mail, web site, prerecorded message.

11. Bonuses..... ★★★★★

In addition to the main offer, bonuses increase the value of the overall package.

12. P.S. - Restating The Offer..... ★★★★★

Multiple P.S. statements restate the offer for people who jump to the end of the piece.

Total Score.....

Legend Scoring Guide:

46-60 Excellent – You should see great results.

31-45 Better Than Average – Fine-tuning may increase performance.

16-30 About Average for This Type of Marketing – Definitely room for improvement.

0-15 Below Average – Needs to be totally revised, but now you know how to fix it!