

THE 7-POINT COPYWRITING MARKETING CHECKLIST

Before you hit publish in that page, put your copy through these paces.

01 **Talk to One Person**
Is your copy written with your one, ideal reader in mind? Imagine you're talking to this one person throughout your copy.



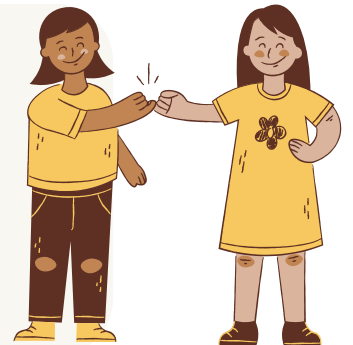
02 **Write a Strong Headline**
Is your headline captivating and curiosity-provoking enough to keep people reading? Could a new visitor immediately understand what you're about?



03 **Describe a Clear Benefit**
Your product or offer's benefits should be clear and upfront. How will your product help your ideal customer?



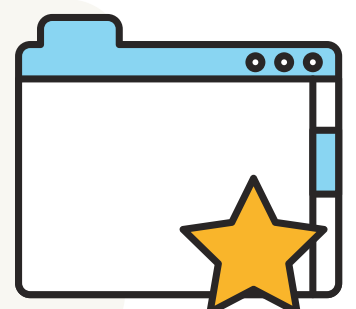
04 **Create a Rockin' Promise**
It's clear what your product or offer promises to your reader. It should be easy to obtain, painless to achieve or have another, major appeal.



05 **Write in Their Language**
Do you use their words and phrases? Does your language and the way you describe your product sound like you're talking to a friend? Does your tone match theirs?



06 **Use Social Proof**
Testimonials should be helpful to the reader in some way (vs. "Joe is great!"). Be sure the testimonial matches the message of the surrounding copy.



07 **Include a Strong CTA**
Your calls to action should be loud and proud. Use a contrasting color that pops out from the rest of your page. And be sure it matches your messaging.

