

Direct Response Copywriting Checklist

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- Do the headlines on each page sum up the offer or benefits that will be presented?
- The paragraph following the headline relates directly to the headline as does the body text
- The offers are clear and concise
- The reader does not need to dig for what the offer is
- The offer or benefits can be understood in 20 seconds or less?
- A call to action is used to get the reader to respond
- The piece is written to the target demographic
- Does the reader get emotionally involved from reading the message?
- Is picture painted with words and is the reader in that picture?
- Is there an irresistible offer?
- Is a value associated with the offer if applicable?
- Is there a sense of urgency for the offer?
- Does anything in the copy distract from the goal of the email?
- Are there testimonials and are they used effectively?
- Are the testimonials from people just like the target market?
- Are paragraphs kept to 6 or 7 sentences?
- Is the copy without clichés?

- Is story telling used to convey the message?
- Are the key selling points identified?
- The piece will work the best with an irresistible offer, is there one?
- Does the piece contain an element that will get the it opened? IE.
Tee, ball marker if in a envelope containing no copy and laser printed label or if there is no grabber is there something on the outside of the envelope to entice the reader to open it?

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- Home Page must have 150-400 words of text. 300 is considered ideal!
- All copy should be written with BENEFITS not features in mind
- All bullet copy should also be complete benefit statements not just features
- Is the copy written only for the small percentage of people that will buy.
Do not write to appeal to the masses who can't or won't.
- Does the copy tell an interesting and believable story.
- DO NOT SAY what everyone else does.
- Is the copy packed with "What's in it for me style?" benefits?**
- Is the copy loaded with secondary and comparative benefits?
- Are benefits positioned to prove their value?
- Is the copy vivid?
- Have limitations been disclosed to?
- Copy should discourage unqualified buyers.

- ☑ Do not allow anything in the copy to detract from the main purpose of the piece to get a response.
- ☑ Copy should sell happiness.
- ☑ The longer the copy the better it sells as long as it is interesting
- ☑ Keep paragraphs to six sentences even at the expense of traditional grammar. Paragraphs should be short and arranged for ease of reading not meaning.
- ☑ A reader should also be able to get the entire sales pitch by reading the sub-headings
- ☑ Nothing is left out of the sales presentation? Meaning if you don't tell them enough to motivate them to buy as if they were standing in front of you and asking questions they won't.
- ☑ **People should be told what you want them to do**
- ☑ Testimonials hit on different benefits of the product. They should back up and confirm the key points of your copy?
- ☑ Give multiple reasons for response.
- ☑ Create subtle pressure to get the prospect to respond to the offer.
- ☑ The offer should be repeated often in different ways through out the text.
- ☑ Prospects should be given reason to ACT now!
- ☑ What will the prospect risk or lose if he does not act now?
- ☑ The offer should be clear and compelling.
- ☑ Avoid cheesy clichés ie *Holding your outing here is a hole in one!*

Bonus...proven headline templates...

Are you _____ ?

Are you prepared for all the changes that Google is about to make?

How I _____

How I turned my company around in 30 days

How to _____

How to win friends and influence people.

Note: there could be a specific and targeted flag.

Sore feet sufferers: how to walk again comfortably TODAY

If you are _____, you can _____

If you are a first time homebuyer, you could get \$8,500 in tax credits and dramatically reduce your 2010 federal tax bill.

Secrets of _____

Secrets of the Ballantyne retailer with a 900 square foot store that generated \$15,000 in three days.

Thousands (hundreds, millions, etc.) now _____, even though they _____.

Millions are now using the Internet to generate significant income even though they know very little about the inner workings of the web.

Warning: _____

Warning: is your bank going to survive?

Give me _____ and I'll _____

Give me an hour and I'll give you movie star teeth.

_____ **Ways to** _____

12 ways to collect 1,000 opt-in email addresses a month and 12 ways to maximize response and revenue from your massive email database.

25 ways to make your customers, clients, or patients feel like they are the most important client, customer, or patient on the planet.

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