

68 Point Power Copy Checklist

1. Can I use a story, analogy or metaphor? Do I have a hook or secret or compelling story behind the 'deal' (developed at NASA, pool in Hawaii with red algae, only distribution rights in industry, secret sauce or recipe)
2. Create scarcity (limited time offer, pre-publication, limited quantity, overstock, pending price increase, limited edition, product shortage, deadline for all bonuses, early bird bonus for fast response).
3. Free bonuses worth more than actual product (invoke greed)
4. Enemy to rally against
5. Reason why
6. Compare apples to oranges value comparison.
7. Why should they act now?
8. Add irrelevant detail (i.e. I like Budweiser. I'm a Bulls Fan, etc)
9. Would it be silly for me to pass on this offer?
10. Create authority
11. Create liking with personal stories and build trust
12. Damaging admission – give people the truth
13. Testimonials/Proof - Have I provide a preponderance of proof?
14. Are you using specifics?
15. Why wouldn't a customer respond – how you can counter that? Bring it up. Answering objections before or as people would think about them
16. Yessing, nodding their head, "uh-huh" that's like me. Adding phrases like: isn't that right? Sound familiar? Etc.
17. Pique curiosity
18. Reciprocation – can I give the reader something first? Free info or a freemium or a love gift. Charities with their calendars or address labels.
19. Are you selling a cure or prevention? Don't sell prevention.
20. Contrasting (sweaters don't look like a big purchase after I bought a suit)
21. Gain commitment and consistency
22. What pain will they have if they don't order now?
23. Mix of longer sentences with short one word or 2-3 sentence fragments. Make it sound good to the ear because people read to themselves in their heads.
24. What pleasure, gain and benefit will they get if they order now?
25. Visualization of new life
26. Slippery slope with the first few words that engage the reader.
27. Subheads that make a selling argument all by themselves (double readership)
28. Compelling copy transitions to keep moving the reader along
29. Attention getting headline
30. What features/benefits does my competition stress? Can I incorporate all of those points into my copy or bonuses?
31. How open is my audience to this message? Can I just go straight into the pitch or do I need to establish my selling story?
32. Establish ROI (selling money at a discount)
33. Intimidate into buying
34. Is it visually stimulating? Different colors for headlines, subheads, etc. Bolding, italics, yellow highlighting. Bring the margins in. Use a clear dark type on white background. Different sizes, colored screens, boxes. Dividing up the copy into panels.
35. Do I have one objective with the copy and am I totally focused on it?
36. Is this how I would say it if I was sitting down and talking to the customer over a beer? Contractions, simple words, using words like "listen" "take a look at this".
37. How about 1 or 2 worn clichés?
38. Have I proved that I "walk the talk"?
39. Controversy. "Exposed" The real dirt on something. How you hated a product but then it turns around a negative.
40. Problem – agitation – solution. Headache and then the aspirin.

THE INTERNET ENTREPRENEUR'S HOME BUSINESS SUCCESS KIT

41. Did you make it easy to order?
42. Did you ask for the order several times? (But not before you have presented a complete argument.)
43. Justify the purchase in the mind of the buyer. Nobody needs a Porsche.
44. Comparison and then subsequent rejection of every other available option out there
45. Guarantee. But not always money back consider a delicate procedure like LASIK (eye surgery) – nobody cares if they get their money back if they can't see.
46. Double your money back or some other outrageous guarantee
47. Guarantee the sales letter (\$25 for wasting your time)
48. Stress instant gratification (especially if you're selling a downloadable product)
49. Trial period – don't make them make a decision (which is associated with pain). Test drive. "30 day hold your check" – delayed billing.
50. In a nutshell – here's what you get. Summarize the offer if it's a long one.
51. Offer a deluxe option right up front? Or as an upsell?
52. Ask questions that can not be answered with a yes/no (especially important up front) that involve readers
53. Give readers a quiz or another involvement device
54. Offer payment options (multiple credit cards or breaking up payments over several months).
55. Does the first sentence compel you to read the second, the second the third, and so on?
56. Contextual rapport (if I am writing to Therapists what clues and jargon can I use to create rapport that comes from being in the field)
57. Do I have testimonials I can use to combat and handle each type of objection?
58. Is there an endorser I can use for this target group?
59. Have I stated the offer or guarantee in the most impactful way (ie If you are not happy I'll give you your money back vs. If this isn't the greatest thing to ever happen to your business I will cheerfully refund every cent you paid or Money back guarantee vs. Iron Clad, No Questions Asked, Get Every Red Cent back Guarantee)
60. Don't decide now....
61. What grabber (dollar bill, penny, band aid, aspirin) could I use?
62. Have I taken away the sale
63. What about a PS, PPS or PPSS?
64. Do I have the "driving" premium...the thing they must have but can only get with purchase of deluxe version?
65. Is the copy good and thorough enough to do the job it is supposed to do (very hard to sell an expensive product off of a classified)
66. Go back and add "you " more often
67. Remove most "that"s
68. Can they belong to exclusive or elite club?