

Copywriting Checklist

By Campbell Rodriguez

- Before Writing
 - Study the company and the product/service to understand what is being sold.
 - Research the prospects and the market to determine what benefits the prospect wants most.
 - Develop the main emotions that can be touched with the copywriting for this project.
 - Think like the prospect; and not like the marketer.
 - Develop the best offer that can be made to the prospect.
- Start of the Copy
 - Write at least 20 different headlines before choosing the best one.
 - Watch headline length.
 - Make sure the information in the headline is repeated in the bodycopy.
 - In the introductory part reinforce the main benefit(s) of the headline and elaborate.
- Body of the Copy
 - List the prospect's likely objections to buying, and overcome those objections.
 - Flatter the prospect if you can.
 - Get the prospect to mentally 'picture and enjoy' the end-result benefits of buying.
 - Use testimonials, studies and success stories to add credibility and believability.
 - Use the words 'free', 'new', 'save', 'no-risk', 'guaranteed', 'easy', 'simple', 'fast' whenever you can.
 - Create urgency to get a response as soon as possible.
 - Tell the prospect what he will lose if he does not respond.
 - Tell the prospect exactly what to do to order.
 - Be sure the copywriting is easy to read and 'scan.'
 - Read your copy aloud.
 - Use short paragraphs.
 - If the flow gets slowed or stopped at any point in the copy, fix it.

- Ensure your copy is passionate and enthusiastic.
- Make sure your copy is transparent.
- Remember that openness and honesty are vital.
- Make sure your copy is conversational.
- Make sure the tone of voice reflect your client's brand values.
- Do the proofing after the copy has been dropped into the design.