



COPYWRITING ACADEMY

WRITING WORDS THAT SELL



THE PERFECT SALES LETTER

Checklist



The following checklists will help evaluate any copy you write and make it stronger.

THE 4 U CHECKLIST

These four elements should be present in every piece of copy you write, whether it is a headline, and email, or even a blog post. The copy should be or contain:

- Urgency.** There should be a compelling reason for the reader to stop and read it now.
- Unique.** Is there something about the copy that makes it different, that makes it stand out?
- Useful.** Can you demonstrate that what you are writing about is immediately useful?
- Ultra-specific.** The more microscopically specific you can be the better. Not “weight loss tips”, but rather “Five Weight Loss Tricks For Diabetic Women over the Age of 40”

HEADLINE (OR SUBJECT LINE)

IDEA STARTERS

- Shock Value** (“Read This or Die!”)
- Startling and Unusual Comparison** (“Sugar Is the Heroin Of 2014”)
- Make a Deal** (“Give Me 30 Days, And I’ll Give You Normal Blood Sugar Levels”)
- Be a Myth Buster** (“The Low-Carb Diet Is Not the Answer To Normal Blood Sugar Levels”)
- Ask a Question** (“How Did This Woman Gain 75 Pounds While Eating Only 1000 Cal per Day?”)
- Establish a Deadline** (“Respond by Midnight Tonight And Save \$50”)
- Invoke a Mystery** (“Why Don’t Doctors and Nurses Get Sick?”)
- Attack the Common Enemy** (“Natural Cures THEY Don’t Want You to Know About”)
- Make an Astounding Prediction** (“In the Next Five Years, 80% of Americans Will Have Diabetes”)
- Expose a Scandal** (“How the Big Food And Big Pharma Industries Manipulate Your Doctor And Destroy Your Health For Profit”)



RAY'S "POWER EMOTION" CHECKLIST

Use these emotions to trigger powerful responses to your copy. How can you write copy based on...

fear

frustration

greed

envy

joy

hope

shame

powerlessness

anger

love

security

revenge

RAY'S "DELIGHTFUL DOZEN" CHECKLIST

Use this checklist to evaluate your copy to make sure it is the strongest it can possibly be.

- Does the title or headline (or subject line) compel you to read further?
- Does it contain a definition of the Problem?
- Does It make a Big Promise?
- Does it offer Proof?
- Does it make a Proposition (in other words, does it ask for the sale?)
- Does the copy complement our overall company strategy?
- Does it tap into an emotion?
- Does it focus on the reader instead of on the company or product?
- Is there one central Big Idea?
- Does it make a unique claim?
- Is it specific and easy to understand?
- Does it have credibility?

THE FOLLOWING TWO CHECKLISTS
ARE FROM THE BOOK "COPY LOGIC"

THE CUB CHECKLIST

The purpose of this critique is to eliminate "stoppers" from your copy.

★ When doing a CUB review of your copy, you're looking for three things that will "stop" your reader:

Confusing copy

Unbelievable copy

Boring copy

Either read the copy yourself, or even better, have another team member or two read over your copy and just ask them to look for any of these three things, and mark those sections for you. Then make the needed corrections to eliminate anything that is confusing, unbelievable, or boring.

THE FOUR-LEGGED STOOL EVALUATION

This is a quick and simple technique that will ensure the sales message contains the four essential components of the best direct response copy. This test will not, in itself guarantee breakthrough copy. But it will make all of our copy well-balanced.

★ Read the copy and look for these four elements:

The Big Idea. Each promotion needs to have a big "tipping point idea".

The Promise of Benefits. There must be a promise that makes it easy for prospects to imagine how much better their lives will be once they begin using the product.

Proof. Once a prospect has made the emotional decision to buy, their rational mind kicks in. We need to supply a ton of proof to help them justify their purchase.

Credibility. Just as you need to provide proof that the product will do what you claim it will do, you need to establish the credentials of the people in the company behind it.

