

This copywriting checklist will make your sales copy more potent than any copy written by incompetent Madison Avenue ad agents

Andre Bell's "Killer" 95-Point Copywriting Checklist

For years Madison Avenue ad agents made their money by withholding information from people like us.

They created an image of being members of an elite group possessing arcane, inherited talents and confused the masses into believing that few could understand their unique 'talents'.

...it's all smoke and mirrors

Aside from the "secrets" that copywriters have tested, developed, and "hidden" from the general public (which I'm about to reveal to you in this free report), there's nothing that makes the copy that's written by a professional copywriter any better or more powerful than copy written by anyone else -- provided you have access to similar resources, same amount of time to study and learn, and have several good case study examples to refer to.

But what really makes the difference is knowing your business inside and out, like you do.

I should know...

I launched my first direct response marketing business and started writing my own copy when I was only 13 years old. I made tons of mistakes--but always had money in my pockets.

After 27 years of research and study, I'm leveling the copywriting playing field by sharing with you what I've learned over the years. Why? Because the more success you have, the stronger the economy gets. Helping you succeed benefits everyone. Even me.

So if you are a do-it-yourselfer looking for info, you will love this quick 'cheat sheet' copywriting checklist. And even if you're someone who's not interested in writing your own copy, but just want to learn how to judge good copy from bad copy, the secrets you next uncover are exactly what you've been looking for.

Free is good...

Don't make the mistake of thinking because this is free it must be worthless--how wrong you'd be!

Hopefully you recognize this for what it is, my desire to show "open palms" how I create copy that rocks and show I have nothing "hidden" up my sleeves.

"Drink Me"

"However, this bottle was NOT marked 'poison,' so Alice ventured to taste it, and finding it very nice, (it had, in fact, a sort of mixed flavor of cherry tart, custard, pine-apple, roast turkey, toffee, and hot buttered toast,) she very soon finished it off. 'What a curious feeling!' said Alice..."

Lewis Carroll - Alice In Wonderland

I get nothing for sharing these tips with you. You can "**drink**" them in and benefit or you can reject them. Either way the choice is yours.

Why do I share these tips knowing full well *most* people will selfishly grab this list without so much as saying thank you?

Stupidity I guess...

Or maybe I just want to test that "universal giving" theory 'new age' people talk so much about. They say the more you freely give to others the more the 'universe' will give to you in return. Maybe they're right, maybe not. Only time will tell.

So lets go...

Pre-Approach:

1. Verify you're using the proper medium before investing tons of money
2. Create targeted message – communicate to niche/vertical/'ideal' client
3. Verify if advertising is justified at all. If not, don't advertise
4. Verify this is a product or service people actually want
5. Appeal to existing market, not attempt to create a need or new market
6. Avoid trying to create desires. Use desires they already have!
7. Test everything: offers, headlines, layout, guarantees, pricing, etc

Format:

1. Create non-ad layouts: advertorial/editorial layout, magalogs, etc
2. Test AIDA formula
3. Problem/agitate/solve format i.e. define the problem. Why has it not been solved (use emotions to paint a 'painful' picture). What WIIFM benefits are available that your reader doesn't know about or has overlooked, or has been hidden from him? Paint an emotionally attractive 'after' picture of your reader benefiting from your solution exists?

What's the next step that should be taken to see this 'after' situation made a reality?

4. Test different ad sizes and shapes to see which pulls best
5. Use subheads to break up long messages and keep 'skimmers' interested
6. Positive language outsells negative language for most industries
7. Be low key and helpful, not overtly pushy
8. Use an us-against-them viewpoint
9. Place border around ads
10. Place dashes around official looking coupons
11. Verify your contact information is present (so often forgotten)
12. Use plain and sincere language
13. Avoid clever or entertaining message simply for sake of being clever
14. Seek sales, not applause
15. Speak one-on-one, not to people as a group
16. Talk about the prospect and to the prospect
17. Be service oriented, altruistic
18. Use curiosity where appropriate
19. Use emotional not passive voice

If you would like to **automate the formatting of your next sales letter or web page** this software will help: [Easiest sales letter writing software I've ever found](#)

Headlines:

1. Write benefit-oriented headlines
2. Use "hurt and rescue" headlines
3. Tell what you are going to do to help get the benefits
4. If possible, mention your offer in your headline and/or subhead
5. Structure headlines and offers based on pre-existing needs, desires, fears, and wants
6. Expose and relate to specific situations, feelings, problems, beliefs, fears, desires, etc they are now faced with

Writing headlines is easy, when you have a collection of pre-written headlines to work from. [Here's where to get all the headlines you'll ever need to create killer sales letters.](#)

Body Copy:

1. Open message with a short word or phrase or a question to draw target market in. Not a questions they can mentally say "no" to. But something they agree with or don't know the answer to.
2. Relate to specific situations, feelings, problems, beliefs, fears, desires, etc they are now faced with
3. Focus on overt benefits, not features
4. Benefits/WIIFM – appeal to clients wants, needs, values, and interests
5. Demonstrate how you will accomplish the promised benefits

6. Paint emotional word pictures: before/after situations, negative circumstances they are now faced with, reaping benefits
7. Demonstrate specifically how you have the solution to their problems
8. Bullet points - innumerate if appropriate
9. Place logos & company name at end of message, not at top (except web pages)
10. Quantify claims, be specific not general
11. Urgency
12. USP - explain why your solution is the only realistic solution
13. Complete sales message in every ad, i.e. mini-sales letter
14. Use as much copy as needed to tell a complete story
15. "Hook" in question & statement form [unusual, interesting, dramatic, humorous]
16. Create celebrity, personality
17. Keyed/traced
18. Professionally designed, not amateurish looking
19. Assure pictures help sell, not distract or turn off? Verify pictures outsell print in same space
20. Be first. Preempt market.
21. Avoid successive, multi-part ads
22. Test different messages in different towns. Track which is most effective.
23. Signature in blue ink on sales letters
24. Replace unnecessary commas with ellipses or eliminate altogether. Commas cause people to stop reading.
25. Remove excessive exclamation points. They look amateurish and turn people off.
26. Verifiable track record
27. Include newsworthy info
28. Sprinkle your message with info they say 'Gee, I didn't know that'. Must be info that triggers a desire for your product/service.
29. Use personable, charismatic approach i.e. identify the writer as a real live human being, refer to self
30. Photo of communicator
31. Reveal an Achilles' Heal: a moment of weakness, a time when things turned out poorly, a rags-to-riches account, etc
32. Reveal a damaging omission: a fault in your product or service, a market you're not appropriate for, a use that is all wrong for your product or service, etc. (D.O. is not the same as an Achilles' Heal)
33. Direct response mechanism (800#, specific name literature offer, ext #, etc)
34. Human-free method of getting info (fax-back, email, voice msg, etc)
35. Lead generation marketing/magnet (report, cassette, video, fax, sample, etc)
36. Increase frequency of communication, multi-step process
37. use a 'velvet cord' to draw people closer
38. Connect different thoughts with 'bucket brigade' words and phrases
39. Resolve objections
40. Use a false close to keep people off guard and from predicting your direction
41. Spring message with direct calls to action and hints
42. **Close:** summarize benefits, guarantees, bonuses, ask for the order
43. Use a PS (postscript) to offer additional benefit, urgency, bonuses, incentives

Here are my top recommendations for learning to write great copy... especially the body of your sales letter or web site:

[Direct Mail Sales Letter "Swipe File"](#)

[Ultimate Sales Letter](#)

[Copywriting Checklist](#)

Offers:

1. Use multiple coupon offers instead of single coupons. Single coupons are not as effective
2. Specific irresistible offer (widget)
3. test 100% free offer
4. test “puppy dog” free trials
5. create custom “Widget” that no one else is offering (combine base product/service with own or complimentary ancillary product or service). Example, bicycle shop includes free tune-ups
6. Appeal to pride by offering to customizing product with client’s name
7. test ‘send no money’ trials or provide product with payment in arrears, like book clubs

Here's more details on [how to create irresistible offers](#) that get noticed.

Bonuses:

1. Offer initial segment of bonus item free. Remaining portions delivered when client buys “x”
2. Offer “x” product or service free if client agrees to purchase “y”
3. Offer incentives for action
4. Change your competitor's USP or offer into a free bonus item.

Guarantees:

1. Prominent official looking guarantee certificate
2. BTRF guarantee
3. Extended guarantee

Proof:

1. Credibility statements (x years in businesses, x served, x countries, etc)
2. Use proof statements and credibility statements: studies, testimonials, independent

- evidence, articles, etc.
3. Testimonials or case studies citing specific benefits provided by your product or service. Use full names if possible. Avoid superlatives

Ok, that list is just a *start* to writing good copy

This list can't possibly cover hypnotic language patterns, NLP, psychological triggers, order devices, structuring offers, structuring guarantees, and a few more persuasive copywriting tidbits.

Here are my top recommended **psychological tools of persuasion**:

[Triggers](#)

[Advertising Secrets of the Written Word](#)

When you use the 95 elements in the checklist your copy will be stronger than any copy you can get from Madison Avenue ad guys--even if you paid them \$250,000 per year as most of them want--minimum.

Whoever said good copywriting is simply writing with common sense is full of crap...

Good copywriting requires following principles proven over and over again to move people to action. And it requires looking at successful examples you can emulate to save time from "reinventing the wheel".

How to setup your own profitable direct response marketing business

If you are serious about starting and running a direct mail business here are additional resources you **MUST** own.

Here's **THE BEST** ---> [How-to-setup-your-own-direct-response-business'](#) resource found anywhere. (You **MUST** add this resource to your arsenal if you are serious about making money with your words. I'm not exaggerating about this one bit)

The next best guide is [Gary Halbert's Boron Letters](#)

Second to Gary's is [7 steps to freedom](#) - by Benjamin D Suarez (hard to find)

[Building A Mail Order Business](#)

[Marketing Secrets of a Mail Order Maverick](#)

[The Great Formula : for Creating Maximum Profit with Minimal Effort](#)

[Mind Control Marketing: How Everyday People are Using Forbidden Mind Control Psychology and Ruthless Military Tactics to Make Millions Online](#)

[Million Dollar Mailings](#)

[Method Marketing](#)

[Steal This Book! Million Dollar Sales Letters You Can Legally Steal to Suck in Cash Like a Vacuum on Steroids](#)

How To Get Help Writing Your Next Sales Letter or Ad Copy

If after reading my checklist of 95 killer copywriting elements you feel you can write your own copy... go ahead and knock yourself out. I'm truly glad if you benefited from that information. However, if after reading the list you realize you need your copywriting work done for you... visit my page that explains my [copywriting services](#)

I promise if I accept your project you'll be happy with the results.

André Bell

PS: When you order any of the items from the links above (and I hope you do) I may get a small commission. I tell you this upfront because I don't want you to think I've misled you in any way. In fact, I'd still recommend those items even if I never saw a penny. Also, if you order from the links above I might start to believe in this universe-gives-back-to-those-who-give-to-it philosophy that 'new age' people keep talking about.

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