



# Kick-Butt Copy Checklist

Create Copy to Kick Butt, Dominate Your Market, and Make More Money in Less Time!

## Find Out How Many of The 12 Copy Components Are in Your Marketing Pieces.

Scoring: For statements 1 to 12, determine how your marketing piece incorporates the key points. Circle the number of stars for each one and record your comments. Then add up all the scores for a total of zero to 60 stars. (5 stars: highly effective; 0 stars: missed the target)

Score

### 1. Clarity of Purpose.....★★★★★

The marketing piece is created and deployed with a definite purpose in mind.

---

---

### 2. Killer Headline .....★★★★★

Strong headlines and subheads grab attention and draw the reader into the message.

---

---

### 3. Clear Statement of Value .....★★★★★

The value of the offer and its benefits are clearly presented and easily understood.

---

---

### 4. Compelling Story.....★★★★★

There is a compelling personal story to help communicate the benefits.

---

---

### 5. Irresistible Offer .....★★★★★

There is a specific detailed offer that practically begs the reader to respond.

---

---

### 6. Better Than Risk-Free Guarantee .....★★★★★

A strong guarantee assures that the reader assumes virtually no risk in accepting the offer.

---

---

**Score****7. Overcoming Objections.....★★★★★**

The piece identifies objections and provides reasons why these objections shouldn't limit action.

---

---

**8. Testimonials.....★★★★★**

Testimonials include full identification, photos, and audio or video clips as appropriate.

---

---

**9. Definite & Urgent Call to Action.....★★★★★**

There is a definite call to action and a specific deadline for the offer.

---

---

**10. Multiple Ways to Respond.....★★★★★**

Prospects can respond by many methods: phone, fax, e-mail, web site, prerecorded message.

---

---

**11. Bonuses.....★★★★★**

In addition to the main offer, bonuses increase the value of the overall package.

---

---

**12. P.S. – Restating The Offer.....★★★★★**

Multiple P.S. statements restate the offer for people who jump to the end of the piece.

---

---

**Total Score .....**

**Legend Scoring Guide:**

46-60 Excellent – You should see great results.

31-45 Better Than Average – Fine-tuning may increase performance.

16-30 About Average for This Type of Marketing – Definitely room for improvement.

0-15 Below Average – Needs to be totally revised, but now you know how to fix it!