



# 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.

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**2. Killer Headline .....★★★★★**

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

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**3. Clear Statement of Value .....★★★★★**

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

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**4. Compelling Story.....★★★★★**

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

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**5. Irresistible Offer .....★★★★★**

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

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

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

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**Score**

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

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

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**8. Testimonials..... ★★★★★**

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

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

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

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

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

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**11. Bonuses..... ★★★★★**

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

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

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

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**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!