

Copywriting Checklist

by Marcia Yudkin

Headline and Opening

1. Is the headline attention-getting and clearly written? (Bonus points if it is also creative, but it doesn't have to be.)
2. Is your headline geared to the proper audience and consistent with the copy that follows it?
3. Is the lead engaging and likely to make your target market want to keep reading?
4. In your word choice and attitude, did you create rapport with your target market early on?

Features and Benefits

5. In your description of what's on offer, have you avoided (or explained) terminology that the reader might not know?
6. Did you include a crystal-clear, unambiguous description of what you're selling?
7. For each feature (or most of them, at least), did you mention its "so what" – why it matters?
8. Did you ask yourself "And why is that important?" enough times to get at the real benefit(s) to your buyer?
9. Will readers get a clear and honest picture of how they will be better off from buying?

Differentiation

10. Implicitly or explicitly, did you address how what you're selling is different from what competitors sell?
11. Is it clear why buyers would be better off buying specifically from you?

12. Are the differences dramatized without going overboard to hype?
13. Is there a story included that might help the reader understand why you created the offering or why it's so badly needed?
14. Have you enabled readers to understand the sensory and experiential dimensions of what you're selling?

Credibility

15. Is the bio of the person(s)/company behind the offering written in such a way that it's clear they're qualified for what they do?
16. Did you provide testimonials - if possible, fully signed ones?
17. What about other trust elements that can persuade people on the fence that this is legit?
18. Have you avoided promising anything you can't really deliver?
19. If your profession has specific compliance regulations for marketing, have you made sure your piece meets them?
20. Did you head off any predictable objections, concerns, worries and fears?
21. Have you included other relevant elements of social proof, besides testimonials?
22. If there is a niggling worry in the back of your mind that something in your copy isn't above board, have you confronted and addressed that issue?
23. Did you perform a spell-check and do additional proofreading to avoid typos and factual mistakes?

Formatting

24. Even if the piece has not yet had its final design, can you say that it will look inviting rather than forbidding to readers?
25. Do your subheads and other formatting devices help people who skim pick up your main points?
26. Have you used (but not overused) boldface to emphasize key points?

27. Did you consider having at least one section of bullet points?
28. Is your writing within the appropriate readability level for your audience? (If not, try using shorter words and shorter sentences.)

Tone

29. Did you use more "you" than "I" or "we"?
30. Thinking about how you want to come across to your prospect (friendly, serious, authoritative, compassionate, etc.), is your piece written to communicate that tone?
31. Are the complexity/simplicity and level of informality/formality both internally consistent and appropriate to your audience?
32. Do you use language that helps readers believe you understand their world?
33. Did you define/explain all specialized terms you use, even if you believe most prospects understand them?
34. Have you addressed both feelings and objective factors in your writing?

Offer

35. Can someone skimming the copy quickly and easily identify exactly what it is you are selling?
36. Is the format of the offering (live workshop, recorded infoproduct, PDF files, monthly membership, etc.) clearly stated?
37. Did you state who your offering is for - and perhaps who it's not for?
38. Is the price clearly presented and very easy to find?
39. Do you make it crystal clear what's included in the price and what isn't?
40. Do you drive home the value of your offering - that is, the ways in which it's definitely worth what people will be paying for it and maybe even a fantastic deal?
41. If possible, did you state a guarantee?
42. Did you explain why someone should buy now, rather than wait?

43. Do you have a clear call to action that will stand out on the page?

44. Will readers know how/where to find you if they have questions?