

Profit Boosters Copywriting® Checklist

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You can use this copywriting checklist when you are copywriting - or to evaluate copywriting. It is based on what works best from over 1,200 copywriting projects we have done since 1978. It will lead to significantly more response from your copywriting.

Before writing

1. Study the company and the product/service being sold thoroughly so you have all the information you will need.
2. Research the prospects and the market to determine what benefits the prospect wants most, secondary benefits wanted, objections, and what would get him to buy now. Key: Don't guess; research.
3. Develop the main emotions you can touch with your copywriting for this project, and how you will do it. The strongest emotions are love, fear, greed, acceptance, survival, anger and health.
4. Think like your prospect; and not like the marketer.
5. Develop the best offer(s) you can make to the prospect. Your offer includes pricing, terms, bonuses and guarantee.

At this point, you know the company and product, what the target prospect wants most, his objections, the main emotions you can touch, and you have developed a terrific offer.

Headline and start of copy

6. Write at least 20 different headlines before choosing the best one.

Headline winners include a big, bold promise of the benefits the prospect wants most, specific figures, a guarantee, credibility enhancers, a special offer.

Legendary marketers John Caples and Claude Hopkins proved that one headline can pull 10 times the response as another headline ... with no other changes in the copywriting.

7. Start of copy should re-enforce the main benefit(s) of the headline, elaborate, and incorporate the secondary benefits the prospect wants most.

Body of copy

8. Develop the prospect problem and pain points. Reinforce how these problems will remain or even get worse unless he takes action, and how your product/service is the best solution.

9. Copywriting should be first person, one-to-one, conversational.

10. List the prospects likely objections to buying, and overcome those objections.

11. Sincerely flatter the prospect if you can.

12. Get the prospect to mentally "picture and enjoy" the end-result benefits of buying.

13. Use testimonials, specifics, tests, clients, studies, success stories and memberships to add credibility and believability.

14. Be sure it is easy to read and "scan". Use sub headlines with prospect benefits, short sentences, short paragraphs.

15. If any copy is dull or boring, cut it or revise it.

16. If the flow gets slowed or stopped at any point in the copy, fix it.

17. Copywriting must be passionate, enthusiastic.

18. Create urgency to get a response now.
19. Tell the prospect what he will lose if he does not respond now.
20. Tell the prospect exactly what to do.
21. Close, Close, Close. Get action now.

(Mike Pavlish is the president of Profit Boosters Copywriting. They have completed more than 1,200 copywriting projects for clients since 1978. Fees start at \$3,000.00 and up. He can be reached at www.ProfitBoostersCopy.com.)

(Note to Editors: This checklist may be published in its entirety, or linked to, at no charge, if you also include the last paragraph about the author and the company.)