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## 32 Point Copywriting Checklist to Bulletproof Your Copy

By Kris Mills

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As a direct response copywriter, I (naturally) go through a set process to ensure that my copy hits the mark. A vital part of this process is performing "checks and balances" to ensure that all the important elements are there AND that there are no redundant or response-draining elements.

With that, I put together a 32 point copy checklist which I consult religiously. Here's a version of the checklist I use. I hope you find it to be as helpful as I do.

1. Does the headline in your body copy and/or the opening paragraph include the word 'you' or at least imply it?
2. Does it attract attention and shout out strong, "specific" benefits?
3. Does it relate to the needs of your reader?
4. If you are marketing to a specific group, have you flagged that group in the subject?
5. Does the subject header include the person's name?
6. Does the body copy begin with "Dear [name]?"
7. Does your subheading or second paragraph flow on from the headline hinting at a solution to their problem?
8. Does your copy address the fears or wants and needs of your buyer and show them how to achieve results?
9. When you've made claims, have you shown why it gets results?
10. Have you started with the most powerful benefit first?

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11. Have you given your reader all the benefits and details they need to make a buying decision?
12. Have you addressed any potential objections in your copy?
13. Have you included testimonials and case studies?
14. Have you included a guarantee?
15. Have you included a limited offer?
16. Does the offer have a high perceived value to your reader? Does it interest them?
17. Have you told your reader the reasons why you're making the offer?
18. Does your last paragraph summarise the most powerful sales appeal and create a sense of urgency?
19. Have you told your reader what to do eg. "Call now on xxxxx for xxxx"?
20. Have you made it easy for your reader to respond?
21. Does your copy follow this flow – "Problem, Agitation, Solution"?
22. Is it written in a friendly, easy to understand, conversational tone?
23. Short words, short sentences, short paragraphs?
24. Can you replace any word with another word that packs more of a punch?
25. Have you been specific in your figures not rounded off?
26. Do paragraphs flow into each other well?
27. Have you highlighted important words?
28. Is your copy easy to understand?
29. Are there any redundant words – scrap them?
30. Do you use "you" twice as much as you use "I" or "we"?
31. Is all your copy in active not passive voice?
32. Have you included a PS that creates a further sense of urgency?

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Kris Mills of Words that Sell <http://www.wordsthat sell.com.au> is an experienced direct marketer, copywriter, author and internet marketer.

### **Profit Boosters Copywriting Checklist**

**By Mike Pavlish**

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:

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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



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