

16 Point Copywriting Checklist

Written By
Connie Ragen Green



ELEMENTS

Headlines -

Pre-Headlines, Sub-Headlines

Teaser

Reason Why

Urgency/Scarcity

Features & Benefits

Scare Tactic

Storytelling/Case Study

Testimonials

Guarantee/Conviction Statement

Bonus

Bonus Testimonial

Cost Comparison

Recap

Columbo Technique

P.S./P.P.S.

Call to Action

PARALLEL TRACKS

Write ten or more; use the best and the others become pre-headlines and sub-headlines

Zeigarnick Effect - state of mental tension caused by uncompleted tasks. Lead prospects on a linear path.

Justify a price reduction

Give a compelling reason to BUY NOW!

...so that... Write these in pairs. We buy benefits, not features.

Consequence if they don't buy

**Problem ~ Intervention ~ Result
Emotional**

Complete names, results based

Outrageous - I am so sure my product will...

Must be valuable enough to sell

Audio/Video

For the price of a cup of Starbucks coffee

Tell them again what they'll receive

One more thing I almost forgot...

People ALWAYS read these

Tell them what to do next