

Copywriting Checklist

Go ahead and print this out... it's all yours. Forever!

The First Few Sentences

Most people will not read past the first few sentences. Unless...

The headline:

- Does your headline attract attention?
- Is your headline short and snappy?
- Is your headline specific as opposed to vague or cliché?

***** Need help with your headline? *****

Download our [Cheat Sheet of Attention-Grabbing Headline Formulas!](#)

The subhead:

- Does your subhead have more than 10 words that further explains your headline?
- Does your subhead contain a hook that pulls in your reader into your copy?
- Does this hook have your top benefit that targets the #1 pain point of your target audience?

The first sentence:

- Is the first sentence of your copy shorter than 5-7 words?
- Have you started with the most powerful benefit?
- Does your first sentence arouse enough curiosity to get people to read the next sentence?

The Meat and Potatoes of Your Body Copy

Congratulations! You've had a strong start. Don't let it go to waste with a weak finish...

Use the right style and tone:

- Is it written in a friendly, easy to understand, conversational tone?
- Can you replace any word with another word that packs more of a punch?
- Do you engage readers with interesting stories without going heavy on the sales pitches?

Make your copy easy to read and scan:

- Do you break the copy up into smaller chunks, using lots of subheads and bullet points?
- Did you read your copy aloud to see whether it flows logically and naturally?
- Have you highlighted or bold-faced important phrases?

Establish credibility and authority:

- Do you have the skills and resources to deliver on the promises you make?
- Do you support your arguments with facts, testimonials, statistics, and specific figures?
- If you use a superlative like “fastest”, “simplest” or “safest”, can you prove it?

Address and overcome buyer objections:

- Have you addressed any potential objections in your copy?
- Have you given your reader all the benefits and details they need to make a decision?
- Have you included a guarantee that reduces your buyer's risk?

Inject a sense of urgency and scarcity:

- Did you appeal to people's fear of loss? What are people missing by not buying from you?
- Are you applying the power of scarcity (e.g. limited time sale) to nudge your buyers?
- Do you include any sense of urgency in your call to action?

Use social proof to your advantage:

- Have you included reviews or testimonials from previous customers?
- Did you write story-based case studies to support your offer?
- Did you paint vivid pictures with your words for readers to imagine working with you?

Use SEO in your copy:

- If you're writing for an online audience, have you used your keywords?
- Did you put your keywords in the page title, h1 tag and evenly distribute through your copy?
- Did you fill in the meta description tag, meta keywords tag and social meta tags?

Close with a powerful call to action:

- Is your call-to-action impeccably clear?
- Is this action easy for the reader to take?
- Did you include a “P.S.” that creates extra curiosity and interest?

Edit and polish your copy:

- Did you write in active voice, not passive voice?
- Did you eliminate clichés, redundant words or weak phrases to tighten up the copy?
- Did you check for grammar and spelling mistakes? You don't want to look silly, do you?
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