



# Copywriting Checklist

20 Tips To Write More Persuasively

# Copywriting Checklist



## 1 - Write How You Speak

Look at any classic sales letter, download any swipe file and you will see one thing ALL great copy has in common - it is written in a conversational tone. Remember you are communicating to a person, a human being, not a robot. Just imagine explaining your message as if you were talking to your friend.

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## 2 - Keep It Super Simple

With copy you are writing and trying to communicate a message, not a research paper. Assume you are writing to an audience with no past knowledge or experience. Make your copy easy to understand, avoid complex words or jargon. When in doubt - simplify more.

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## 3 - Don't Try To Be A Genius

Study and take inspiration from past marketing material. The work and research has been mostly done for you already by other expert marketers. Take what already works, tweak and apply it to suit your needs. Your job with copy is to bring in customers and convert them, not to come up with the most original ideas.

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## 4 - Talk To One Person

Make your writing personal. Write to one guy or gal - personalize it. It should feel intimate, friendly like "you and me just sitting down and talking".

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## 5 - Facts Tell, Stories Sell

Want to make you writing interesting? Easy. Just make it a story. Stories are memorable and move people. With a story, even the most mundane topic suddenly becomes exciting.

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## 6 - Build Credibility

Show your customers why they should trust you. Use testimonials, numbers, graphs, statistics. The more the better. When others say it - its infinitely more powerful than when you say it.

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## 7 - Create Images In Their Mind

Your copy must never bore the reader. Use words that pack a huge emotional punch. Tickle their senses. Take a boring word like "walk" and change it to "crawled" and you instantly create a more definite image in their mind.

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## 8 - Be Specific

People are downright skeptical of any advertising they see. Including specifics greatly increases your believability. Specifics hold much more weight than generalities with your prospect when you are trying to make a statement.

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## 9 - Answer Objections Before They Surface

Write down all the possible objections a prospect could have and try to resolve them inside the copy. Objections, excuses, sticking points, frequently asked questions. Don't try to avoid them. Bring them up and resolve them because they're thinking about them anyway.

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## 10 - Focus On The Headline

Up to 80% of the sales success of your advertising will be a direct result of your headline. If your headline sucks, nobody clicks, nobody reads your sales letter, nobody cares about your ad, nobody watches your video and nobody clicks the "buy" button.

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## 11 - Find Out Their Current And Desired State

Where are they now, what are their pains and struggles? Where do they want to ideally be, why? Show them that you understand their current situation and explain how your offer can reach their desired situation.

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## 12 - Differentiate

What does your product do differently from other solutions? What does it not do? Who is it for? Who is it not for? What is your unique selling proposition? Why should they do business with you versus every other option?

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## 13 - Compel To Act With Scarcity

Loss is more powerful than gain. People will try to seize opportunities and resources that are rare or are becoming rare. Mention and bring to attention the deadline, limited spots or limited product quantities.

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## 14 - Be Market Driven In Everything You Do

Don't start the creative process with random ideas. Figure out who the target is first. Develop your offer to a particular somebody. If you want to get through the creation process quicker, give yourself a smaller canvass.

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## 15 - Sell Benefits, Not Features

Features are the technical aspects of your product. The cold raw facts. Boring "stuff". The benefits are what those features will help me do. The "so what?". You don't sell a 1385.543 megapixel camera... You sell the ability to take "accurate, crisp and beautiful pictures".

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## 16 - Huge Promise - Make It Magical

Who is interested in the brutal, cold hard reality? No one! Who is interested in a magical, easy and effortless solution? Almost everyone. Sell the magic pill. What can you say (truthfully) about your offer, that will set up an almost unbelievable opportunity?

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## 17 - Explain Why They Need To Take Action Now

The most common decision humans make is to simply “do nothing”. Show them the pain of doing nothing, why there is no “time to lose” and the painful consequences of not buying now. Explain exactly what you want them to do, when and how. Hand hold them through the entire process.

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## 18 - Writing is Rewriting

What should you do when you think you are done writing? Stop. Take a step back and walk away from your work. Let it sit and marinate, then come back and start editing it with fresh new eyes. Rinse and repeat.

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## 19 - Read Your Copy Out Loud

Why? Because when you read your ad out loud you will find errors, “stumbling blocks”, parts where your writing does not flow quite right. Mark those parts when you are reading and then when you are finished reading come back and fix them.

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## 20 - Test, Test, Test

Continuously test all parts of your copy. Simple changes in your headline or call to action can increase your results exponentially, sometimes 10x for the same ad cost. Which version is better? Let the market decide!

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## Recommended Reading:

- **The Boron Letters** - Gary Halbert
- **The Ultimate Sales Letter** - Dan Kennedy
- **Scientific Advertising** - Claude C. Hopkins
- **The Brilliance Breakthrough** - Eugene M. Schwartz
- **Cashvertising** - Drew E. Whitman
- **DotCom Secrets** - Russell Brunson
- **Crypto Copywriting Secrets** - Ben Settle