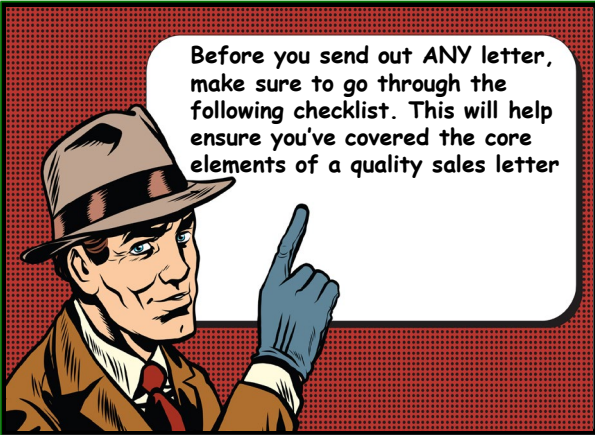


**The Ultimate  
Write Killer Copy  
FAST Toolkit**



# Killer Copy Checklist





Before you send out ANY letter, make sure to go through the following checklist. This will help ensure you've covered the core elements of a quality sales letter



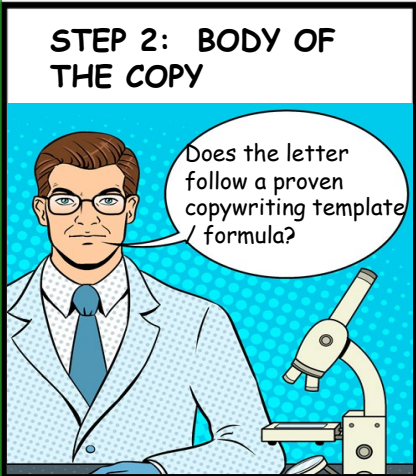
I GUARANTEE you'll find this incredibly useful the next time you send out a letter or put up a website.

**STEP 1: PRE-HEAD, HEADLINE AND SUBHEAD**

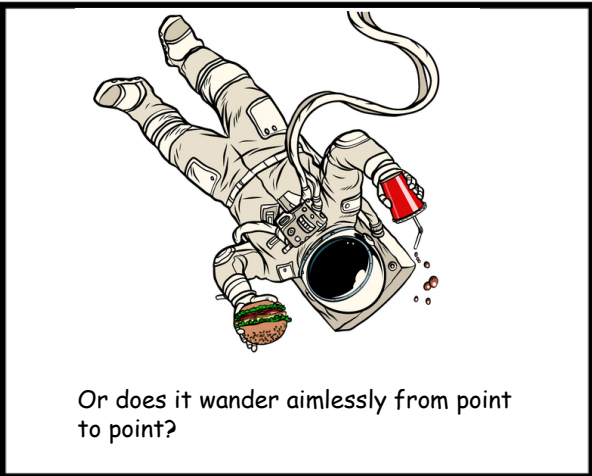
- Is the target prospect clearly identifiable?
- Does the main headline stress a clear, powerful, quantifiable benefit or make a BIG promise?
- Is it urgent? Unique? Useful? Packed with specifics?
- Have you gone through the process of writing multiple headlines before settling on this one?



Is that headline *really* the best you can do?



Does the letter follow a proven copywriting template formula?



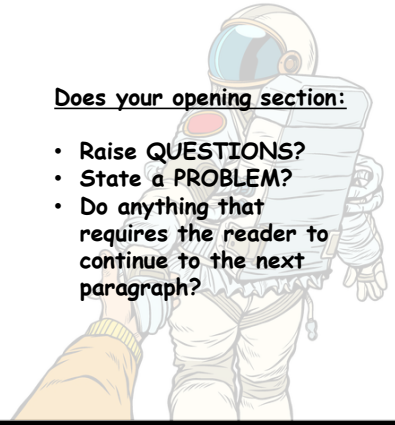
Or does it wander aimlessly from point to point?

Does the opening / lead work well for the prospect you're targeting?



Does your opening section:

- Raise **QUESTIONS**?
- State a **PROBLEM**?
- Do anything that requires the reader to continue to the next paragraph?



Does the copy draw the reader in with every sentence... making them want to keep reading?

Have you read the copy aloud? Does it read, sound, and flow smoothly?

Is the copy conversational?

Does it read like someone talking face-to-face?

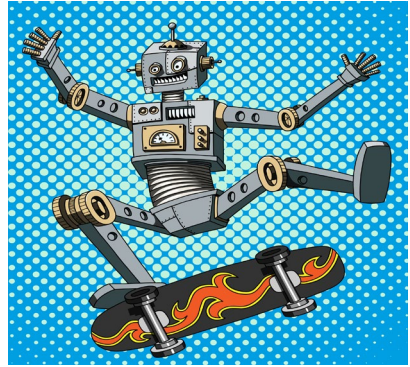
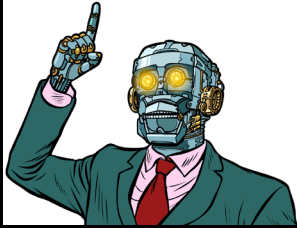




Does the copy work on a double-readership path?

Does it make sense for someone who reads the entire thing? AND...

... for those who only skim headlines and highlighted points?



Does the copy speak to ONE and only ONE SPECIFIC person?

Does it use language, jargon & phrases that naturally fit with the target prospect?



Do you use the word "YOU" and "YOUR" and "YOURS" throughout?

Do you provide lots of proof to convince the reader to act NOW?

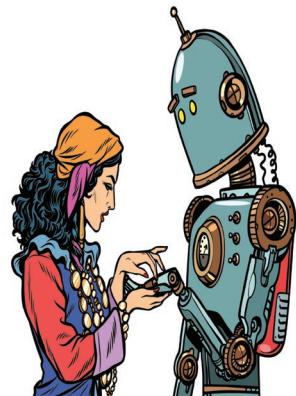


FINALLY: Do you clearly ask the reader to take ONE specific action after reading?



STEP 3:  
THE  
OFFER

Is the offer clear and easy to understand?





Have you built up the value strongly enough to justify the price?



Is there a good reason to act NOW?



Is there any way you could change the offer to make it any better? Is there anything you could do to make this offer absolutely **IRRESISTIBLE**?

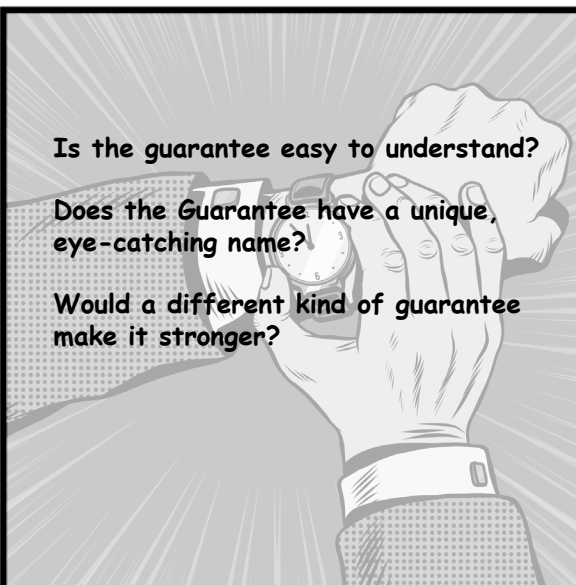
#### STEP 4: THE GUARANTEE



Is the guarantee easy to understand?

Does the Guarantee have a unique, eye-catching name?

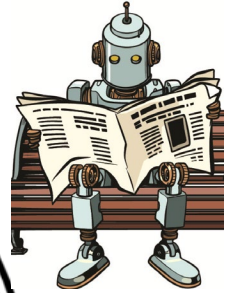
Would a different kind of guarantee make it stronger?



Have you fixed all typos, misspellings, formatting glitches, pagination errors, etc.?



Double-checked all the Headlines and Subheads for errors / typos?



**STEP 5:  
BEFORE IT  
GOES OUT THE  
DOOR...**



Did you include a P.S.?

Is there anything to add to sweeten the deal?

Any way to drive urgency?

Did you test the "call to action" info to make sure it worked?  
(phone, fax, online, etc.)





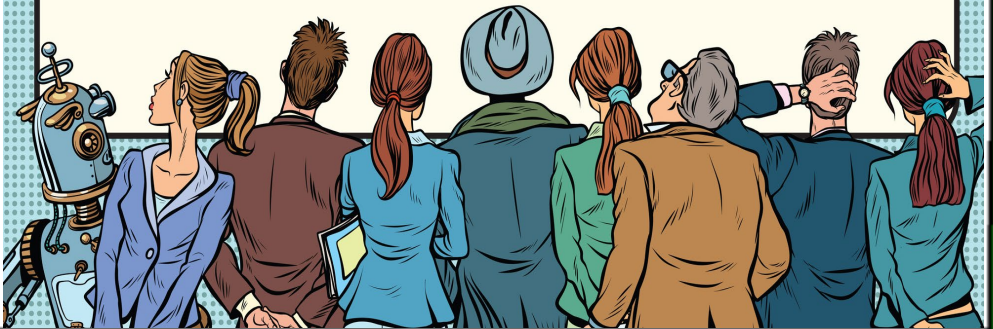
# TO RECAP...

## STEP 1: PRE-HEAD, HEADLINE AND SUBHEAD

- ✓ Is the target prospect clearly identifiable?
- ✓ Does the main headline stress a clear, powerful, quantifiable benefit or make a **BIG** promise?
- ✓ Is it urgent? Unique? Useful? Packed with specifics?
- ✓ Have you gone through the process of writing multiple headlines before settling on this one?
- ✓ Is that headline really the best you can do?

## STEP 2: BODY OF THE COPY

- ✓ Does the letter follow a proven copywriting template / formula?
- ✓ Does the opening / lead work well for the prospect you're targeting?  
Does your opening section:
  - Raise **QUESTIONS**?
  - State a **PROBLEM**?
  - Do anything that requires the reader to continue to the next paragraph?
- ✓ Does the copy draw the reader in with every sentence... making them want to keep reading?
- ✓ Have you read the copy aloud? Does it read, sound, and flow smoothly?
- ✓ Is the copy conversational? Does it read like someone talking face-to-face?
- ✓ Does the copy work on a double-readership path?
- ✓ Does the copy speak to **ONE** and only **ONE SPECIFIC** person?
- ✓ Does it use language, jargon, & phrases that naturally fit with the target prospect?



- ✓ Do you use the word "YOU" and "YOUR" and "YOURS" throughout?
- ✓ Do you provide lots of proof to convince the reader to act NOW?
- ✓ **FINALLY:** Do you clearly ask the reader to take ONE specific action after reading?

### STEP 3: THE OFFER

- ✓ Is the offer clear and easy to understand?
- ✓ Have you built up the value strongly enough to justify the price?
- ✓ Is there a good reason to act NOW?
- ✓ Is there any way you could change the offer to make it any better?
- ✓ Is there anything you could do to make this offer absolutely **IRRESISTIBLE**?

### STEP 4: THE GUARANTEE

- ✓ Is the guarantee easy to understand?
- ✓ Does the Guarantee have a unique, eye-catching name?
- ✓ Would a different kind of guarantee make it stronger?

### STEP 5: BEFORE IT GOES OUT THE DOOR...

- ✓ Have you fixed all typos, mis-spellings, formatting glitches, pagination errors, etc.?
- ✓ Double-checked all the Headlines and Subheads for errors / typos?
- ✓ Did you include a P.S.?
- ✓ Is there anything to add to sweeten the deal?
- ✓ Any way to drive urgency?
- ✓ Did you test the "call to action" info to make sure it worked? (phone, fax, online, etc.)

