

| 8.20 Checklist for the content of the text | |
|---|--|
| Did you ...? | If not, what's the problem and how can you fix it? |
| Did you describe the product's benefits? | |
| Did you lead with your strongest point, rather than leaving it for the last line? | |
| If there is an offer, did you feature it early and prominently, including in the addenda? | |
| Does the first sentence of the text follow through on the promise of the headline? | |
| Is the information provided specific and concrete? | |
| Is the tone of the ad enthusiastic? | |
| Is the ad believable, backed by testimonials or evidence as necessary? ¹³ | |
| Is it persuasive: does it create a desire for the product or prove its superiority? | |
| Does it have emotional appeal? | |
| Did you make important points several times? | |
| Did you phrase the ad so that the reader will naturally agree with your statements as he reads them, and will therefore be in the right frame of mind to agree when you tell him to buy your product? | |
| Did you put the reader's understanding ahead of anything else? | |
| Did you paint vivid pictures that appeal to the emotions as well as the intellect? | |
| Did you show how your product can solve the reader's problem, and did you make buying your product the quickest route to that solution? | |

Order from www.VersaQuill.com

¹³ For advice on use of testimonials, see Marcia Yudkin, "Magical Credibility Boosters," <http://www.epromos.com/educationCenter/qus27.jsp>