

# Copywriting 20-Point Checklist

1. Your sales pitch employs AT LEAST one of the following Seven Key Copy Drivers, and preferably all seven. (If not, tear it up and start over).  
 Fear    Guilt    Flattery    Exclusivity    Greed    Anger    Salvation
2. What follows are the 13 most powerful and evocative words in the English language. If your copy is not laced with these, go back and insert them wherever you can.  
 You    Money    Guarantee    Love    Results    Proven    Safety  
 Free    Save    Easy    New    Health    Discovery
3. Your sales pitch DOES NOT USE any of the following words: “We,” “Us” or “Our(s).” (If it does, get rid of them!)    Yes    No
4. Your sales pitch is emotional (rather than analytical and highly rational).    Yes    No
5. “The prospect doesn’t give a damn about you, your company or your product. All that matters is, ‘What’s in it for me?’” -Bob Hacker  
 You are not emphasizing your company or yourself over your product.    Yes    No
6. “People want quarter-inch holes, not quarter-inch drills.” -MBA Magazine  
 Your sales pitch highlights benefits – what this product or service will do for you (e.g., Think of it! You can create quarter-inch holes) – not features (e.g., We want to sell you a quarter-inch drill).    Yes    No
7. “Your job is to sell, not entertain.” -Jack Maxson  
 “Cute and clever simply don’t work.” -Nigel Rowe  
 Your presentation is NOT cute, clever and entertaining.    Yes    No
8. You make an offer.    Yes    No
9. “You cannot sell two things at once.” -Dick Benson  
 You are not giving the prospect too many choices.    Yes    No
10. The right offer should be so attractive that only a lunatic would say ‘No.’” -Claude Hopkins  
 Your offer is the very strongest one you can field.    Yes    No
11. Your company name and address appear on every piece in the promotion.    Yes    No
12. You include a guarantee of satisfaction.    Yes    No
13. You include testimonials from happy customers or donors.    Yes    No
14. You have a built-in mechanism that allows the reader to respond.    Yes    No
15. You make it easy to respond.    Yes    No
16. You have a fail-safe system in place that enables you to measure responses by source.    Yes    No
17. You are ready to send out material immediately to all who respond.    Yes    No
18. Included with the shipment are absolutely fool-proof instructions.    Yes    No
19. If the promotional effort is successful, you can immediately turn on a dime and message again to new prospects.    Yes    No
20. Twenty percent of your marketing budget is for testing.    Yes    No

**Print and apply to every promotion you undertake. For additional help with your marketing needs call Plumb Marketing or visit our website.**



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