

Basic 20-Point Copywriting Checklist

1. Your sales pitch employs AT LEAST one of the following 7 Key Copy Drivers, and preferably all seven (If not, tear it up and start over)

Fear | Guilt | Flattery | Exclusivity | Greed | Anger | Salvation

___Yes___No

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 | Results | Proven | Safety | Free | Save | Easy | New | Health | Discovery

__Yes___No

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 emphasizing your product over your company or yourself.

___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

Your presentation is NOT cute, clever, and entertaining (If it is, change it).

___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'."

___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 turn on a dime and go out with it immediately again to new prospects.

___Yes___No

20. Twenty percent of your marketing budget is for testing.

___Yes___No

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