CREATING GREAT COPY CHECKLIST

You're more than qualified to craft your own copy. After all, who knows your audience and your products or services better than you? All you need is a little structure and organization. The following checklist will help you stay on track. This checklist covers a sales page, an opt-in page, and your product description.

Sales Page/Product Description Page Checklist

- ☐ Know Your USP
  - ○ I know my USP.
  - ○ I've also written down the USP for my new product or service. I know what makes it different/better.

- ☐ Know Your Audience
  - ○ I know the specific segment of my audience that will be interested in this product or service. I've created an audience description or create a quick paragraph that describes who they are.
  - ○ I know the problem(s) that my audience facing as they relate to my product or service.

- ☐ What's The Problem?
  - ○ I've identified the problem that my product or service solves.

- ☐ What's Possible?
  - ○ I've outlined the value and benefits that your product or service solves.

- ☐ Urgency/Scarcity
  - ○ I know how to overcome possible challenges for buying and have created an offer they can't refuse.

- ☐ Price
  - ○ I've researched prices for my product or service and have created a price plan to demonstrate value and to reframe the price in my copy.

- ☐ Logical Support
  - ○ I've gathered relevant facts to support my claims
  - ○ I have testimonials, reviews, and endorsements lined up so that I can strategically place them in my copy.

☐ I've formatted my copy to make it easy to read.

☐ I've chosen relevant images to support my copy, not distract from it.

☐ I've crafted a compelling headline to attract my reader's attention.

☐ I've crafted subheadings to effectively pull readers through my copy.

☐ I've made the "buy now" call to action button and invitation clear and easy to read/find.

☐ I've used emotional language to help connect with my reader.

Opt-In Page Checklist

Keep in mind that your opt-in page will require the same audience research and problem solving approach that a sales page requires.

☐ I've crafted an attention grabbing headline.

☐ My form format, including colors, font and images, supports the single goal that I have for my page, to gain subscribers.

☐ I've only asked for one element from my prospect, their email address.

Use this checklist to keep track of everything you need to do in to create a fiction career that makes money and turns your creativity into profit.