



Copy Review Checklist

- Market awareness
 - Does this speak to an UNAWARE audience?
 - Does this speak to a PROBLEM-AWARE audience?
 - Does this speak to a SOLUTION-AWARE audience?
 - Does this speak to a YOU-AWARE audience?
 - Does this speak to a DEAL-READY audience?
 - Is it aimed at the right segment of the audience for the traffic that will see it (HOT, WARM, COLD)?
- Headline/deck
 - If I'm in the target AUDIENCE, is it clear this is for me?
 - Is there a clear BENEFIT to engaging with this message?
 - Is my CURIOSITY provoked such that I need to read more?
- Hook
 - Am I hooked within the first 15 seconds?
 - Does this force me to set aside everything else and engage with it?
 - Do I really feel like this is about me? For me? Gives me benefit?
- Value-first
 - Do I believe I'll get value simply from consuming the sales message?
- Big Idea Type
 - Does it solve an URGENT PROBLEM? If so, what is that problem?
 - Does it present a 10X OPPORTUNITY? If so, what is that opportunity?
 - Does it make an IMMINENT PREDICTION? If so, what is that prediction and the PROBLEM/OPPORTUNITY it will create?
- UPSEEN Test
 - Does this message feel UNIQUE from everything I've seen before?
 - Is the idea PROVEN quickly in a way that feels believable?
 - Is it SIMPLE to understand how this will benefit me?
 - Is it EMOTIONAL and compelling on a human level?
 - Is the message ENGAGING intellectually, to the point where I'd want to talk about it with friends?
 - Does this feel like a NEW discovery?
- Power of One
 - Is the ONE GOOD IDEA behind the entire message?
 - Is there ONE CORE EMOTION that hooks me in?
 - Is there ONE CAPTIVATING STORY that shows the transformation possible?
 - Is there ONE SINGLE, DESIRABLE BENEFIT to compel response?
 - Is there ONE INEVITABLE RESPONSE that's clear and easy?

- PAISA
 - Is the PROBLEM or unfulfilled need/opportunity clear?
 - Is the AGITATION of the current and future unsolved problem shared in an emotional way?
 - Are other solutions shown as INVALID in a way that demands a new solution that can only be my offer?
 - Is a general SOLUTION proposed that establishes buying criteria matching mine?
 - Is my solution presented with an ASK that demands ACTION?
- Six Human Needs
 - How can this fulfill my need for CERTAINTY of avoiding pain and gaining pleasure?
 - How can this fulfill my need for UNCERTAINTY/VARIETY, unknown, positive change, and novel stimuli?
 - How can this fulfill my need for SIGNIFICANCE and feeling unique, important, special or needed?
 - How can this fulfill my need for CONNECTION/LOVE, feeling close or in union with someone or something?
 - How can this fulfill my need for GROWTH, expansion of capacity, capability or understanding?
 - How can this fulfill my need for CONTRIBUTION, the sense of service and focus on helping, giving to and supporting others?
- Mechanisms
 - What problem-mechanism am I introduced to that gives me a new understanding of my persistent problem?
 - What's the 1% tiny difference that I didn't know before, that will make success easy?
 - Is there a clear solution-mechanism that addresses the problem-mechanism and makes success likely?
- Not my fault
 - He/she feels the pain, they are at fault, and you get the benefit?
 - Have you helped me feel justified, as the reader, that this is not my fault?
 - Have you given me the power to take control over the situation and turn my victimhood into success?
- Proof/Credibility/Believability
 - Does the voice of the promotion have significant credibility on this topic?
 - Are the fundamental claims believable?
 - Is the voice one of credibility and authority?
 - Is the voice confident in its message and the offer being made?
 - Are the promises big but believable?
 - How does it handle skepticism and objections?
 - Does it align with the market's preexisting beliefs, such that they don't have to change their beliefs and identity to respond?
 - Are testimonials and customer stories used to support the copy?
- Visuals
 - Does the format match the style and voice of the copy?
 - Is the visual presentation clear?
 - Does the formatting support readability and emphasize important points?
 - Are graphical elements being used to support the copy?
 - Does the copy or message suggest any bigger considerations around visual presentation?

- Connection/backstory/personal reason why
 - Do I feel a personal, human connection with the voice of the promotion?
 - Do I believe the voice of the promotion is aligned with my best interests?
 - Do I believe they feel and empathize with my pain?
 - What do I know about their backstory that makes this about more than just making money off of me?
- Filters
 - How often did I think SO WHAT?! when going through the copy?
 - How often did I think BULLSHIT! when going through the copy?
 - Were there many negative thought packets?
- Readability
 - Is the language simple enough? What's the FK score?
 - Does it feel like it's talking to ME? Or speaking to a general audience? Or the voice is talking to themselves?
 - Does it feel quick and easy to read?
 - How is the pace? Is it entertaining and stimulating?
 - Does it flow logically? Does it make sense? Does each point build on the last?
 - Does it consistently deliver new information, stimulate my curiosity, and keep me engaged?
- Ease of results
 - How easy does success feel?
 - Does the process to reach my desired outcome feel clear and achievable?
- Future Pacing
 - Is there a compelling picture of how my life will have changed AFTER I buy and use this product/service?
- Personal fit
 - Can *I* do it? Is it possible and attainable for me?
 - Does this give me a benefit I actually want?
 - Will this take me from MY hell? Will this take me to MY heaven?
 - How do I know this is a fit for me?
 - Why is now the right time for ME?
- USP
 - Why should I, the perfect prospect, choose to respond to this offer, over every option available to me in the market, including creating my own solution, going with a competitor, or doing nothing at all?
- Product presentation
 - Are the benefits of the product clear?
 - Are the features of the product clear?
 - Is the dimensionalized benefit of the product clear?
 - Is the ROI of the product clear?
 - Does the product feel easy to use to get the desired outcome?

- Offer
 - Is the value presented in a way that feels overwhelmingly tilted in my favor as the buyer?
 - Are there relevant bonuses that add to the product?
 - Does the price feel dramatically lower than the value?
 - Do my payment options feel fair and accessible?
 - Are there offer tiers that encourage the best customers to buy more?

- Guarantee
 - What are the terms of the guarantee? Time? Satisfaction? Performance?
 - Is the guarantee dramatized in the most compelling way?
 - Does it feel like I'm trying it today, instead of making a commitment?
 - Is the risk of the transaction removed from me, the buyer, and taken on 100% or more by you, the seller?

- Response
 - Is it clear how to respond?
 - Is there a time-based reason to act now?
 - Is there a quantity-based reason to act now?
 - Is there a personal reason presented for why it's urgent?
 - Do any urgency enhancers feel believable and not gimmicky?
 - Are the CTA buttons clear and consistent with the message?
 - Do I feel comfortable giving you my money/payment info?
 - Is the order form clear and easy to use?
 - Is the order form built to maximize cart value? Does it include logical upsells, reasons to buy more?

- Funnel
 - Are there other offers in the funnel?
 - What upsells are there? Do they make sense?
 - What downsells are there? Do they make sense?
 - What happens to buyers?
 - What happens to non-buyers?