

Checklist For Profitable Ads

Use this guideline to make sure all your ads get the best response. Put as much of this as possible into your ad:

- Does your ad fulfill your strategy statement?
- A picture or large headline to stop your ad from being overlooked
- Is the ad show-stopping? Does it look different than your competitor?
- Is the key point clear in the visual/headline combination?
- Are there several element of the 7 Ways To Create Believability?
- Is the main benefit of the ad glaringly clear at first glance?
- Is the type you want read first the largest on the page?
- Does the headline offer the reader a BIG benefit?
- Read only the headline and ask, would the prospect be interested?
- Does the first sentence feed directly from the headline?
- Can any words that say, "I" or "we" be turned to "you" or "you get"?
- Does the first line of copy lead off of the headline?
- Did you involve prospects by asking a question, telling story, explaining how to?
- Is copy broken up with subheads and bullet points so it's easily read?
- Do you have an irresistible offer?
- Does the offer cry out CALL TODAY OR YOU LOSE?

