

COPYWRITING

CHECKLIST

#1- Niche

- Identify the companies and personas you target, broken down into firmographic and demographic data:
 - Job title
 - Industry
 - Company size
 - Niche keywords
 - Day-to-day duties
 - Location
 - Revenue
- Targeting everyone with a general offer dilutes your copy, making it unappealing to anyone.

#2- Pain point

- Understand that people buy to solve problems and achieve desired outcomes, not for features.
 - Highlight the challenge and provide specifics.
 - Explain why the challenge is an issue and the pain points it brings.
 - Show the consequences of continuing in the old way, focusing on time and cost.
- Hook: Capture attention within 2-3 seconds:
 - Pattern interrupt: Use something unexpected or different to stand out.
 - Techniques: Storytelling, creative openings, humour, unconventional formatting, contrast/contradiction.
- Personalisation and Relevance:
 - Inject personality: Add relatable stories, informal language, or a touch of humour.
 - Avoid jargon/buzzwords: Keep the message straightforward.
 - Keep it concise: Focus on brevity and clarity.

#3- Solution

- Clearly state what you offer and the results your customer gets:
 - Be specific about the desired dream outcome.
 - Show why you are unique.
- Explain the tangible benefits of your product/service:
 - Help prospects see the positive change your product/service brings.
- Highlight why your approach is the best:
 - Emphasise the best method to move from point A to point B, whether economic or emotional.

#4 - Credibility:

- Build trust with social proof:
 - Testimonials, positive reviews, success stories, endorsements.
 - Show the cause-effect relationship between your solution and the customer's positive outcome.
- Name-drop companies you've worked with:
 - Add success metrics and stats on what customers achieved.
 - Invite prospects to see social proof on your website.

#5 - CTA:

- Plan a strong call to action:
 - Ensure it is clear, easy to understand, not overcomplicated, and involves only one ask.
 - Provide a "what's in it for me" aspect to entice action.
- Make the CTA compelling and intriguing. Examples of effective CTAs:
 - "Simple walkthrough on how you can do X by doing X"
 - "An action plan to show how X will get the results"
 - "Review market opportunity and how it can you with X"
 - "Brief 30-minute conversation to show the right strategies to take advantage of X"
 - "Short product tour to show how it can solve X problem"

The money is in the follow-up:

- Avoid bland follow-up messages like "thoughts?" or "checking in." They don't cut it.
- Five effective strategies you can use:
 - Don't let your initial message go to waste—rewrite it and send it again.
 - Grab attention with a different opening line or subject.
 - Add a touch of humor to your follow-up—memes and jokes can work wonders.
 - Limit yourself to 2-3 follow-ups max; being overly persistent can backfire. If you still don't get a response, give it a break and try again in a month