

David Garfinkel's 11-Point Copy Effectiveness Checklist

- 1. “Grab-ability” of your copy** – does your copy “grab” the reader’s/viewer’s attention from the start and hold on tight until the close?
- 2. Your claims:** how unique and believable are your claims?
- 3. Proof of claims:** how convincing is your proof?
- 4. Testimonials:** how well can your target market relate to the people giving testimonials?
- 5. Objections:** How well do you anticipate – and answer – objections?
- 6. Flow factor:** How well do you develop and refresh curiosity; How effective are your subheads to keep the reader engaged; how smooth are your transitions; how well do you keep building anticipation, right up to the close?
- 7. Consistency:** Are there logical and/or emotional inconsistencies that need to be fixed?
- 8. Rapport and empathy:** How well do you make your prospect feel comfortable with the languaging and tone of your message?
- 9. Stories:** How effective and intriguing are your stories?
- 10. Bullet points:** How much sales power does each bullet point have?
- 11. Your close:** How strong and appealing is your close?

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