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## **"Preflight" Direct Response Copy Checklist**

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Thank you for taking the time to complete this checklist. Your answers and information will help me write copy that generates the intended response. It will also provide me with all the information I need to write accurate copy.

Accurate completion of this checklist significantly reduces time spent rewriting copy and almost always ensures an accurate first draft that's very close to being ready to mail or go live.

Convenience. Please fill in the details in a Word or Pages document or you can record an MP3 or even record a video directly from your computer. Or we can speak on the phone or through Skype ... whichever is easiest for you. Please feel free to include links to websites and attach any and all marketing materials ... EVERYTHING is useful and valuable.

Thank you for your business and for taking the time to go through this "pre-flight" questionnaire.

## **Pre-Writing Questions**

**Please complete the sections that are relevant to your product.**

Name of the product/service:

Please describe the product/service in detail (features):

What is the primary problem this product/service solves?

Is the copy coming from a specific person or the company. If it's a person, please provide biographical information.

What's the ONE benefit that's most likely to make someone try or buy the product or service?

What do potential customers fear?

What frustrates potential customers?

What do prospects desire?

What do potential clients know or believe about the category?

Please provide print or digital articles about your and the product or some type of article about what you offer from the media.

Please provide reviews or links to reviews on your website or other websites.

How does the copy/project fit into the marketing strategy/tactics?

Please list the full benefits of the product/service.

What are specific numbers associated with the results this product generates?

For example...from 2000-2010, if you had invested in this stock fund, you would have generated a 2% return. But if you had used the Vector Stock Investing System, your \$100,000 would be worth \$312,555 today

OR

Last month, a client saved \$5,670 over list price on a home.

OR

A Vector Insulation customer reduced their July power bill...in the heat of summer, from \$149.55 to \$54.20.

What is the unique selling proposition of the company and the product/service?

What is the value proposition of the product/service?

What would you recommend as the primary motivator (can be one or all).

FEAR  
GUILT  
GREED  
EXCLUSIVITY  
SOLUTIONS

What do clients especially like about the business and the product/service?

Is there are a story associated with this product/service?

What is the price of the product service? Do you want it on/in the sales page/copy or just the order form/page?

What is (are) the offer(s)?

What can you do to instill a sense of urgency so that people are motivated to buy quickly? What will generate the sense of urgency? Please include a date ... expiration ...

What is (are) the step(s) you want the reader to take after reading the copy?

Please describe the PSYCHOGRAPHIC of the buyer. Please also describe the demographic, although the demographic is usually less important. Here's a definition of psychographic.

<http://en.wikipedia.org/wiki/Psychographic>

Psychographic factors include lifestyle, interests, attitudes, values, and personality.

Please list competitors. How is the product/service different/better?

What does the client/customer stand to lose if they don't get the product/service?

What is the call to action?

Is there a downsell or upsell? Please detail.

How are people getting to the landing page or website? Please describe the traffic/database strategy.

What makes you especially excited about the product or service?

What has worked before in your copy? What has not worked?

Please include/attach testimonials or send a link to testimonials.

If the company has a significant history, please detail the prominent and important points and/or moments. Or include a link.

THE MOST IMPORTANT QUESTION ...

The reader is reading the copy thinking, consciously or sub-consciously, "what's in it for me?" and the copy has to answer the question. Put yourself in the shoes of a potential customer and answer the question.

Will there be sidebars? If so, please detail.

Please attach video and/or photos, if applicable.

Are you split testing? If so, please detail what you want to test...

Product

Price

Offer

Guarantee

What are the limitations of the product/service?