

Harry's Marketing Checklist

Basic do's and don'ts.

Key points.

- 1) Create a headline that draws attention, implies a clear benefit.
- 2) Write body copy with benefits to the reader. Use "You, avoid "I" or "We".
- 3) Include a call to action - "Call now" etc.
- 4) Include street, telephone number and web address.
- 5) Expiry date or limited time offer.

Consider this before starting.

- A) One of the most overlooked ways in which to increase response is to narrow your focus. It is often more effective to be repetitive to a smaller group than to run a once only campaign to a larger group. Repetition with consistent branding is the key.
- B) Do you know why the reader should choose your business, product or service over your competition? This could be a key feature in your marketing piece.
- C) Your headline gets read around 8 times more than the body copy. It consumes the majority of your budget so if you have 10 hours to create your marketing piece spend 8 hours on the headline. A solution to a problem can be good, a clear strong benefit even better. Some key words – New, Free, Save, Now, Easy, Proven, Amazing, Help ...

Detailed Checklist.

- Your headline has the major bearing on response. It should imply a clear, strong benefit, draw attention and entice the reader to continue to the body copy. Avoid large company name headline.
- Use "You" and "Your" - reduce "We", "Us", "I", "Our". Ensure at least 2 to 1 ratio.
- Use upper and lower case in headline and body – ALL CAPS GET lower response.
- Avoid using **reverse text** - many older readers overlook it. (Reverse headings OK.)
- Keep text lines short – don't exceed 70 - 80 characters per line/column.
- Keep text visually interesting - indents etc. Large blocks of fine text do not get read.
- Increased leading (space between text lines) improves legibility.
- Do not type to edges - unless creating a classified ad - use smaller point size text.
- Avoid solid horizontal lines across the page – they stop the reader.
- Include a call to action, how to order. e.g. - Call Now ... Go to www. . for free information ebook, etc.
- Include:
- Validity/expiry date, limited time, "Only while stocks last" etc.
- Telephone number – not oversize but legible and easy to spot when dialling, differentiated from fax or leave fax off.
- Street address. (A PO Box address only reduces response.) Include directions and a small map if appropriate.
- Hours of business.
- Brand names or logos that you represent.
- A guarantee if possible.
- Include a photo of people in the business if appropriate.

Consider.

Good design is critical, it should be professional and eye catching but when art and legibility conflict, legibility must win out.