ServiceKey FAST TRACK ACADEMY

REAL IDEAS • REAL CHANGE • REAL SUCCESS

MARKETING CHECKLIST

Marketing checklist: this is a checklist that I use before every marketing piece is sent out from my office, no matter what type of media I'm using. Whoever is sending out the marketing will use this checklist to make sure that these parts are all dealt with and nothing is missed.

☑ Check when complete

- ☐ **Envelope format/Layout**
  - ☐ Teaser: are you using the entire envelope? Or,
  - ☐ Blind: can you tell that it is direct mail?

- ☐ **The headline – the top**
  - ☐ Does your headline catch the reader's attention and demand that he reads the rest of the ad?
  - ☐ Are you using a subhead that supports the headline?

- ☐ **The salutation – greeting**
  - ☐ Did you properly personalize your mailing? Or,
  - ☐ If using a generic salutation, did you clearly define the group the mailing is going to?

- ☐ **Getting your copy read – demand attention**
  - ☐ Did you give your offer a name?
  - ☐ Did you make a "why wouldn't they buy" list and answer them?
  - ☐ Did you create an interesting and arousing opening sentence?
  - ☐ What does the reader gain if he responds or lose if he doesn't?
  - ☐ Did you end all pages in incomplete sentences?
  - ☐ Use short sentences and short paragraphs?
  - ☐ Use graphic enhancement to make your mailer easier to read?
  - ☐ Have a middle school age child read your copy to make sure they understand all words?
  - ☐ Tell the reader their advantages to respond?
  - ☐ Include all pertinent info? (method of payment, sizes, location, hours, etc.)

- ☐ **The deadline – when and why**
  - ☐ Is your deadline by time or amount?
  - ☐ Did you ask the reader to respond several times in the mailing?

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- ☐ **Testimonials – social proof**
  - ☐ Did you put in as many as you can?
  - ☐ Did you properly identify them?

- ☐ **The illustration – visuals create emotion**
  - ☐ Do you have room for an illustration?
  - ☐ Does the illustration tell a story?
  - ☐ Is the illustration properly captioned?

- ☐ **Free gift – teaser to take action**
  - ☐ Are you offering a free gift or gift with purchase?
  - ☐ Have you properly described the gift to maximize its perceived value?
  - ☐ Do you have room to show a picture of your giveaway?

- ☐ **The guarantee. Is it strong? Ask why.**

- ☐ **The P.S.**
  - ☐ Does your P.S. re-state your offer, your guarantee, your giveaway, your deadline?
  - ☐ Do you have room for more than one P.S.?

- ☐ **The list. Are you mailing to the people most likely to respond?**

*For more information about this marketing checklist, and other ways to improve your marketing, refer to my book **The Secrets of Business Mastery**, chapter 7: Master Your Marketing and Sales.*