



Checklist: How to assess your own creative work

Two types of feedback:

1. Briefing Questions
2. Craft Questions

The copy does not necessarily need to achieve all these milestones/outcomes. This checklist is for you to use as a guide to follow to determine if your copy is meeting 'best practice' direct marketing principles.

Briefing questions:

- Follow the briefing questions
- Avoid judgements - ask questions
- What is the company called?
- What are you actually selling? What is the name of this product/service?
- Can you describe the target audience?
- What would be that person's name? e.g. Bob
- What is the major problem they have that your product/service solves?
- What is the insight you have discovered about this product?
- What is the overarching creative proposition that you'd like to convey?
 - Why are they buying this? Top 25 reasons why people buy
- What stage of the buying process are they at – awareness, interest, desire, trial, action, advocate?
 - Does the copy give them the right information for their stage?
- What would be the top 5 questions they have about this product?
 - Are those questions answered in the copy?
- What do you want 'Bob' to do as a result of reading the piece?
 - Book in, buy, trial, subscribe to newsletter, read the download, watch a video
 - We can't always get them to buy instantly – we need to 'keep them warm'
- Where will the piece appear?
 - Email? Web banner? Magazine? Blog?
 - Have you checked the word count? Does it fit?
- What is the next step for Bob if he says 'yes' to this offer? Where does he get taken?
- How is what you offer different to the competitors? What's your USP?
- What's the best part about this product as far as Bob is concerned?
- Who else could Bob buy this from? Why is yours better?
- What would happen if Bob didn't buy this from you but from someone else?
- What would happen if Bob didn't buy this at all?
- How will you know if this piece has been a success?

Craft questions:

- Headline – is it catchy, attention grabbing, identifying a problem?
- Does it contain the audience niche in the headline?
- If you were to put it amongst a print out of multiple Twitter posts, would the headline stand out for the intended audience?
- Could this headline apply to any other product or company in the sector?
 - If so, what needs to change to make it unique to this company/target audience?
- Sub head - is it catchy, attention grabbing, identifying a problem?
- Image – does it need one? If so, what?
- Has it been written from the client's perspective (We do this...) or the customer's perspective (You'll...)
- Have the features been translated into benefits using bridging phrases (which means that, that's good because, that's important because...)
- What is the offer/lead magnet? Easy to deliver, cheap to access, useful for the reader?
- Are the sentence lengths varied?
- Have you checked the word count? Does it fit?
- Does the piece need 'link phrases' to keep up momentum (It's no secret that, in addition, what's more, if you're like most people...)
- Does it pass the 'so what, who cares?' test?
- Can you read it out loud without losing breath?
- Have you proofed it? Increase point size and print off. Don't proof off the screen.
- Design: How does it look on the page? Cramped? Spacious? White space?
- Have you tried Canva to design it?
- Will you submit a design with the copy?
- Has the copy been formatted properly to submit to the client?
- If you can, send it to yourself in an email and see how it shows up on the page
- The Rest Test: Leave it overnight AT LEAST before you send to the client
 - Ideally a week in between reviews