9-Step
Foolproof
Copywriting
Checklist

PRACTICAL COPYWRITER

ROBERT HAWKINS

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A few words about the Copywriting Checklist I am providing here.

Copywriting formulas, blueprints checklists etc. are ten-a-penny. Dime-a-dozen. You can go to Google and download a few dozen at will.

So you have to ask yourself, how do I measure the value in these?

How do I define what they are worth? What is it that would make one more valuable than another?

And there is only one inescapable answer.

The value in any form of material about copywriting lies in its track record.

The fantastic thing about the internet is that we can instantly find information about pretty much any topic under the sun.

But the ease of putting information online which *provides* that fantastic opportunity, is also its downfall.

What does that mean?

Well, speaking plainly, anybody can have a Wordpress blog running in about five minutes, starting from scratch. There's no requirement, or filter, for quality. Or even truth!

Within minutes from a standing start, absolutely anybody can be typing in anything they want, and presenting it to the world at large.

And the unfortunate truth is that much of the content online has been copied, rewritten and rehashed from other content, over and over again.

Like the telephone game (or Chinese whispers), the message we end up with is nothing like the message we started with. And even the content that started it all is unproven.

In other words the big problem lies in knowing whether what you are reading is factual, credible or whether it's even true at all.

In the realm of copywriting, this is particularly problematic because you are investing, and putting at risk your time, your effort— and your money — when you create sales material based on such information.

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Your whole business is at stake — you can't risk it on some process which is unproven and maybe flawed. You can't afford that — nobody can.

I can't guarantee you any kind of success — but I can promise you this...

This checklist and indeed all the copywriting material on my website has been created by me and has come from my personal experience. I have personally typed every word from my own knowledge, starting with a blank page.

So it's important for me to explain what my experience is.

Not for the sake of me bragging, but so that you can have confidence in putting the material to use.

The copywriting information and knowledge I have is distilled from thousands of hours of personal work in the trenches.

Tweaking and testing sales copy countless times over a period of years, with hundreds of thousands of dollars worth of paid advertising at stake.

And the results brought in millions of dollars, and created a multi-million dollar company in the process.

So, whilst I can't guarantee you success, I can assure you that this checklist will give you a valid and solid foundation for creating an effective sales letter.

Best of luck with your copywriting

Robert Hawkis

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☐ Attention

1
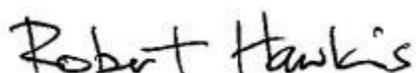
Use your headline, pre-headline and lead-in to grab the reader's attention and move him on to the next section.

☐ Pain/Problem

2

Describe the biggest pain or problem the target market is currently experiencing. Your reader needs to feel you are talking about him and to him.

☐ Agitate the pain

3

Make it feel urgent. Emphasize the consequences if left untreated. Why he must find a solution.

☐ How your solution solves the problem

4

Why the prospect must have your product. Align your product with solving the problem. Why it is the best solution.

☐ What the prospect gets with your solution

5

Contents and bonuses.

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☐ **Price**

State your price. Emphasize any discount and explain why your product is great value at that price.

6

☐ **Guarantee**

Risk reversal. A 100% money-back guarantee takes the risk away from the reader and puts it on you. 30 or 60 days is good

7

☐ **Call To Action**

Tell your reader explicitly what to do next – eg click your buy button NOW.

8

☐ **PS (Post-Script)**

Summarize your offer. Last-ditch attempt to capture people about to click away. Also for people who have skipped straight to the bottom to see the price.

9

Something else for you…

If you would like more detailed step-by-step help with exactly how these sections are written, take a look at The Ultimate Copywriting Formula

It has 9 video modules, fully explaining the formula. We go through each section, and create an example for each, building a complete over-the-shoulder example sales letter onscreen as we go.

Anybody can follow this simple system — you don't need any special skills or experience. You'll understand the reason for each section of the sales letter, and you'll have formulas and examples for each section that you can easily adapt to any product or market.

This is as close to 'done for you' as it is possible to make it. You simply go through the formulas for each section of your sales message, and you plug in information about your prospect and your product — and I show you how to get that, too. Quickly and efficiently, the way the pros do it.

My goal was to give you the exact information, that you could take action with immediately. There's no fluff or filler, it's lean and mean. You can absorb everything in an afternoon and create your own high-converting sales message at the same time, just by following along with the steps.

Take a look here