

# Advertising Checklist

by

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**Struggling writing your ad?  
Take The Easy Option &  
Let Steve & Jennie Do It For You!**

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“Your first ten words are more important than your next ten thousand...” -- Elmer Wheeler

## **The Media**

- Do my prospects read the media I want to advertise in?
- Have I checked the media is being read by asking my existing customers?
- Are my competitors advertising in the same media? This tends to be a good thing.
- Have I negotiated the best possible rate?

## **The Headline**

- Focus: Did I use a headline that will grab the attention of my real prospects?
- Did I consider using one of the proven styles of headlines:
  - ~ The Direct Statement Headline ~ The Question Headline ~ The Testimonial Headline ~
  - ~ The Command Headline ~ The How-To Headline ~ The Indirect Headline ~
  - ~ The Guarantee Headline ~ The Frustration/Problem Headline ~ The Deep Discount Headline ~
  - ~ The Personalized Headline ~ The Benefit Headline ~ The “Reasons Why” Headline ~
  - ~ The Short Headline ~ The Case History Headline ~ The News Headline ~
  - ~ The Numbered Headline ~ The “Not This-- But This” Headline ~ The “If... Then” Headline ~
  - ~ The Invitation Headline ~ The Offer Headline ~ The Attachment Headline ~
  - ~ The Combination Headline ~
- Is the headline loaded with attention-getting words designed to stop readers in their tracks and get them interested?

- Is it very clear at first reading, or is it confusing or ambiguous?
- Does it say what I want it to say?
- Would the message be enhanced by using a relevant photograph or a graphic?

### **The Body**

- Did I present valuable, wanted information or offer in the ad itself?
- Did I focus on the customer's needs and wants rather than on myself?
- Is the offer itself is a true bargain?
- Is the advert a Direct Response ad, not institutionalised?
- Did I create two or more versions of my ad so that I can start out testing one against the other right away?
- Is the ad specific and detailed in its claims?
- Did I tell the full story of my product or offer?
- Did I sum up benefits as I drove to close the "sale"?
- Did I use an example of someone successfully using my product, even if it is me?

### **The Closing**

- Is there a clear Call to Action?
- Have you provided any urgency, is there a reason why they should call right now?
- Are my contact details clearly shown? In big, noticeable letters and numbers?