

Georgina's Guide to Writing a Little GEM 😊

Your COPYWRITING CHECKLIST

Working on your marketing?

Boost your response rates with these 14 proven elements...

- 1 Include your **Unique Selling Point**
- 2 Hooking **headline**
- 3 Personalise your message with **YOU**
- 4 Focus on **benefits**
- 5 Include an **offer**
- 6 Fixed **deadline**
- 7 Remember a **call to action**
- 8 Integrate **testimonials**
- 9 Break up text with **bullets & lists**
- 10 Include scannable **subheads**
- 11 Remove risk with a **guarantee**
- 12 Include **photos & cartoons**
- 13 Write for your target **somebody**
- 14 Don't forget the **P.S.**

- **Don't rush.** Great marketing needs your time and creativity.
- Test, test, test...
- Dare to be different, stand out, and express your personality.

P.S. Want more copywriting templates and checklists like this? Simply visit www.gemwriting.co.uk/checklists

Discover your **WORDS** • *Craft your* **MESSAGE** • *Express your* **VOICE**

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