

# THE ART OF Copywriting

When writing copy use this...

## 10 POINT CHECKLIST

- # 1 **Headline**
- # 2 **Bullets & Lists**
- # 3 **Testimonials**
- # 4 **Offers & Guarantees**
- # 5 **Jazz It Up**
- # 6 **Personalisation**
- # 7 **Dual Readership Path**
- # 8 **Call To Action**
- # 9 **Deadline**
- # 10 **No Jargon**

***PS - Don't forget the PS!***

