

# Copywriting Checklist

## Content Creation Checklist

- 1 Objective.**  
Have you set an objective?  
What do you want to achieve from this marketing piece?
- 2 Message.**  
What is the one key message you want to send to the reader?  
What do you want people to know about your business?
- 3 Character.**  
What image do you want your company to have?  
What language and tone of voice do you need to write in to be consistent with this image?
- 4 Value Proposition.**  
What are the products/services you offer your customers?  
Why should a customer buy your product/service?
- 5 Benefits.**  
How will your product/service benefit the customer?  
Tip: List the key features of your product/service and then list the benefit of each feature.
- 6 Evidence.**  
Prove that the benefits are real by showing testimonials, product reviews and results from market research.
- 7 Encourage Action.**  
Now that you have your customers interested, guide them to what they should do next.  
For example, should they contact you, download a whitepaper, visit your website?
- 8 Stickiness.**  
Will your message stick?  
Have you written your message in a way that will be remembered?

### Having trouble stringing a sentence together?

Debut Marketing can help you write copy for all your marketing materials including websites, brochures, e-newsletters, ads, banners and more! **Contact us to find out more.**