

## The Conversion X-Ray Checklist

(Print This Out & Keep It Close)

### Before You Start Writing

Do I have the following:

- One Customer?
- One Big Problem?
- One "Common Solution"?
- One Hurdle?
- Your One Big Promise?
- One Enemy?
- One New Insight about the solution?

### The Pre-Headline & Headline

- Do I call out to one specific audience with a specific problem?
- Can I write a headline in this format:

*How To [OUTCOME] In [SHORT TIME] Without [HASSLE] Even If [EXCUSE]*

How To

In

Without

Even If

## The Introduction, The Struggle & The Discovery

- Do I introduce myself? Who I am? What I have done?
- Do I show them how I can relate to their struggle because my situation was very similar?
- Do I tell a story about how I discovered a new perspective or solution that lead to me finally getting results?
- Do I list compelling reasons, using proven bullet formats, why this new solution works so much better than all the other alternatives available?
- What proof am I offering that this works?
- Proof that I am reliable
- Proof that others have done it
- Proof / Reason that they can do it as well.

## The Reveal

- Does my product title focus on the specific problem or the result they want
- Do I clearly describe what they will get in the course
- Do I use compelling and curiosity-building bullets to increase the desire for the product?

## Setting The Value of The Offer

- Cost of doing it by yourself
- Cost of higher priced and inferior options
- The cost your friends tell you that you should charge

## Risk Reversal

- How am I taking all the risk off the prospect's shoulders?
- What type of guarantee am I offering?
- Is my guarantee better than others?
- Am I playing that up enough with visual language and specifics?
- Have I explained exactly how the refund process works?

## Urgency

- Am I using some type of limitation in my offer?
- "Limited Time" - offer only made available for a short time.
- "Limited Amount" - only certain number of units available
- "Rarity" - These are insider secrets that only a few people know about. Get in now before this advantage is lost.

## Previous Satisfied Customers

- Do I have relevant and specific testimonials from people that my prospects can relate to?
- Is the testimonial in a compelling format?
- See "Good, Better, Best" testimonial formats from previous Copy Chief "Question Authority" Training...

## Call To Action

- Do I give clear instructions on the exact steps to follow in order to make a purchase?
- Do I use the language of “Emotion, Logic and Fear”?

## The PS

- Do I make use of the PS to restate the main hook and offer while stressing urgency and risk reversal?
- Do I include the CTA angles from above?
- Does it make the reader want to head back into the copy?