



# COPYWRITING CHECKLIST

Copywriting for Beginners

This checklist goes with my series of posts on copywriting for beginners.  
The first post is at: <https://fearlessaffiliate.com/copywriting-for-beginners-the-basics>

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Before you start writing...

- **Determine what action you want your visitor to do after consuming your content.** This answer might be something like "buy my product" or "sign up for my newsletter"
  - **Consider what problem you are solving for your reader.** Define why your visitor needs your product or service.
  - **Decide what the goal of this copy will be.** If you are building your mailing list, then the goal of your copy would be to get new visitors to enter your sales funnel.
  - **Create an outline.** You want your copy to be "scan and consume". Stay on track by creating an outline before you get to work.
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## 5 Elements of a Good Landing Page

- **Write your headline.** The headline is what convinces your visitors to read your landing page so make it interesting
- **Create the body.** The body of your landing page is your chance to connect with your readers. Be engaging and make them want to learn more about your brand or product.
- **Make the call to action.** Be direct and ask your visitors to take a specific action, like signing up for your newsletter or clicking a link.
- **Add your form.** Be sure that the CTA is obvious, so create a sign up form.
- **Test your form.** Always, always, always test that your form works. Fix problems *before* you go live.
- **Create your guarantee.** Get your visitors to trust you by adding a privacy policy or money back guarantee to your offer. This eases a visitor's mind and makes them more likely to follow the call to action.

# Copywriting Checklist (2)

## AIDA: The Copywriting Template for Bloggers

- **Attention.** Start with a headline that makes a bold statement or ask a provocative question. An example is "The 10 smartest things you can do to..." or "Warning: Don't even think about doing ... until you do ...".
  - **Interest.** Follow up your headline with copy that is interesting and makes your visitors curious. Be funny, entertaining, or memorable.
  - **Desire** Let customers know how easy, simple, and fun life can be if they only had your product or service. Appeal to their FOMO (fear of missing out)
  - **Action.** Make a short, direct call to action so visitors know exactly what to do next. It can be helpful to use countdown timers as well as adding in discount coupons to encourage conversions. Give your visitor only *one* call to action per page.
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## Copywriting for Social Media

- **Share your journey.** Let your visitors know who you are by talking about shared interests. Use personal stories of how the product or service that you are promoting has helped you and/or made your life better or easier in some way.
- **Offer value.** As you share your everyday life, give your visitors valuable information. Tell them how to pick the right camping gear or what Vegan foods to avoid.
- **Ask questions.** Keep visitors engaged by asking complex questions. The questions that inspire the most responses usually begin with 'How...?' or 'Why...?'
- **Use different copy for different social media channels.** Twitter offers a different number of usable characters than Facebook; Instagram is more visual than LinkedIn. Tailor your copy to the platform you are using.
- **Use the 4 C's of copywriting:** Clear, concise, compelling and credible. Be sure to tell a story and then use cliffhangers to encourage visitors to click through.

# Copywriting Checklist (3)

## Copywriting for Online Ads:

- **Know the goal of your advertisement.** Before you decide on a budget, pick the goal for your ad. It could be: driving traffic, building your email list, or selling your product.
  - **Create a short headline.** Remember, ads may be viewed on mobile devices so short headlines work best.
  - **Research your image size(s).** Make sure to pick images that have the best dimensions for your advertising platform.
  - **Write the body copy.** You will only have a sentence or two to get your ideas across, so focus on what your visitors need to know and how you can give it to them.
  - **Set up a landing page for your ad.** If you send visitors to your front or home page, they may get confused. Have a specific page on your site where they can go to learn more about your brand or products.
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## Using Analytics for Copywriting

- **Look at your popular content.** Popular content is the type of content that your followers and fans want to see more of.
  - **Consider traffic sources.** When you know where most of your visitors are coming from, you can spend more time investing in those platforms.
  - **Study your demographics.** Pay attention to facts about your visitors that surprise you. Keep in mind how you can use this information in your future copy
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## A/B Split Testing

- **Focus on testing one feature at a time.** This will give you the best results to help you clearly see which elements you should tweak or change.
- **Track your results.** Use a spreadsheet and update it with statistics from your analytics and social media metrics.
- **Continue Testing.** Don't run just one split test, but multiple tests so that you can keep learning about the community that you serve.
- **Give yourself plenty of time.** Plan to spend several weeks split testing your copy. Make sure that you take note of insights you are gaining about your target market.