



# COPYWRITING CRITIQUE CHECKLIST



**How many of these 42-points are missing from  
your latest piece of sales copy or content?**

by  
Steve Plummer

Copyright © 2023 Symmetry Marketing and Publishing. All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission from the author.

**Disclaimer:** All the information, techniques, skills and concepts contained within this publication are of the nature of general comment only, and are not in any way recommended as individual advice. The intent is to offer a variety of information to provide a wider range of choices now and in the future, recognising that we all have widely diverse circumstances and viewpoints. Should any reader choose to make use of the information contained herein, this is their decision, and the contributors (and their companies), authors and publishers do not assume any responsibilities whatsoever under any conditions or circumstances. It is recommended that the reader obtain their own independent advice. Any income statements and examples are not intended to represent or guarantee that everyone will achieve the same results. Each individual's success will be determined by his or her desire, dedication, effort, and motivation. There are no guarantees you will duplicate the results stated here, recognising that any business endeavour has inherent risk for loss of capital.

For general information on other products and services, please contact the author via email: [steve@symmetrymarketingandpublishing.com.au](mailto:steve@symmetrymarketingandpublishing.com.au)

## Meet Symmetry Marketing and Publishing Founder Steve Plummer - Marketing Strategist, Marketing Coach, Sales Language Expert, Speaker

Steve is a master in the art of marketing strategy and sales language. He has consulted to and written promotions for just about every type of business from start-ups to major national speaker tours and even the corporate world where an ASX listed top 200 company retained his services for more than 18 months.



**He has devised strategy and written copy that has produced sales in the 10s of millions of dollars.**

A former high school Head of Faculty and Deputy Principal, Steve is widely regarded as a gifted and intuitive teacher who loves nothing more than mentoring others – from the stage, in small groups, or live online - to bring out their brilliance and genius. He also regularly runs training courses teaching the principles of great marketing and the art of sales language.

### Recent clients include:



# Each of these Elements Adds to the Profitability of Your Copy

## How Many Are You Missing?

### Your Copy Must Have...

#### HEADLINE:

- ☐ **Attention-getting, “show stopper”** that compels them to read on - passes the WIIFM test (**W**hat’s **I**n **I**t **F**or **M**e) and the “**So what?**” test?
- ☐ Has the **Hidden Benefit** technique been used/considered?
- ☐ Uses proven headline **power words**
- ☐ Uses the market’s **magic words**
- ☐ **Graphics:** bold, quotation marks around HL, centre-justified
- ☐ **Novelty** and invoke a “*Honey you gotta see this!*” type of response?
- ☐ Give the reader a **compelling reason to read on?**

#### OFFER:

- ☐ Is the offer clear and have the “*I’d be crazy not to say yes!*” feel?
- ☐ Is the value proposition clear?
- ☐ Are there bonuses with a name and \$ value?
- ☐ Are the bonuses “sold”?
- ☐ Is the **CALL TO ACTION** clear with multiple contact options?
- ☐ If the offer is complex is there a summary table?
- ☐ Is there a guarantee which contains the magic words, and laid out to the formula and visuals?
- ☐ Is the **RESULT** sold more so than the “thing”?

#### PROOF:

- ☐ Testimonials with headlines and full details?
- ☐ Do the testimonials stand out from the rest of the copy?



- ☐ Market data?
- ☐ Product data?
- ☐ Social proof?
- ☐ Track record?
- ☐ Is the elephant in the room dealt with?

### **COPY:**

- ☐ Written to **ONE person**?
- ☐ Revolve around an appropriate **story** using one of the “universal connectors” which draws your reader in?
- ☐ Start with an opening that immediately draws the reader in?
- ☐ Follow one of the PROVEN formulae (PASPA, AIDA, PASTOR etc)
- ☐ Focus on the cost of INACTION?
- ☐ **Quick and easy to read with varied** sentence lengths and a bias towards short crisp sentences that still flow?
- ☐ Are bullets true teasers or fascinators which heighten desire?
- ☐ **SPECIFICITY SELLS**... are place names, numbers, people's names used?
- ☐ Push your reader's **emotional buttons** (we buy on emotion) and include factual data where appropriate (we justify with logic)?
- ☐ Is there a **clear single purpose** and one purpose only?
- ☐ Has it been spell checked and read aloud for “bumps” because “**speed of the read**” and rhythm and flow is VITAL in any copy?
- ☐ Is there a clear “**dual readership**” **path** which caters for the skim reader as well as the ‘every word’ reader?
- ☐ Is the copy **visually easy and interesting** to read?
- ☐ If photographs are included, do they have captions?
- ☐ Does it use proven **CLICKS** where appropriate?
- ☐ Is at least one PS included, preferably 3?
- ☐ Are connector phrases used to quicken the read?
- ☐ Is the font large enough so it's easily read?
- ☐ If offline, do pages **end with a cliff hanger** to compel them to turn the page, are pages numbered and contain a direction to turn the page or read on?
- ☐ Is the copy directed only at those in the market?





## So what's next?

Can I add great value to your business? Is there “symmetry” to us working together? Right now, neither of us knows for sure so here's the easy first step to finding out...

### Complimentary, No Obligation 30-Minute **Marketing Calibration Call** with Steve Plummer

*We'll discuss in confidence where you are “at” right now, where you'd like to be and the possibilities of what that might look like moving forward and more!*

**Go to:**

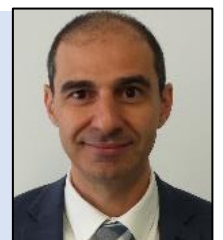
<https://calendly.com/symmetrymarketing/30min>

## What recent clients say...

*“He's caused us quite a problem because we now have a resourcing challenge in that the numbers we were chasing have arrived and we need the staff to meet demand. We would not be where we are today without him and I'm more than happy to recommend Steve to any business that needs marketing strategy and targeted sales copy, so long as your business is NOT in competition with us!”*  
**Mark Dacey, General Manager ESAM Consulting, Brisbane**



*“His work has had a profound positive impact on our business and demonstrated that his methodology works. Case in point, a 600% ROI to date, not inclusive of future opportunities in the pipeline, that derives from key Marketing Initiatives and project implementations. His insight, creative mind and instinctive ability to connect through the power of words is uncanny.”*  
**Daniel Desteno, National Manager Healthcare, Adelaide**



*“With Steve on-board you will create, plan and move mountains in ways and by means previously unimagined. Your staff and teams become empowered, motivated and energised with new tools, approaches and psychologies to take on new markets, optimise existing customer bases, launch new products and services, solve the insoluble and resolve that intractable blockage that you have been losing sleep over for way too long.”* - **Martin Kenrick - Director, Raw Power, Sydney**

