



MARKETING CHECKLIST



Questions to ask or answer when writing for marketing

- ✔ Who is your target audience?
- ✔ What are their problems/pains?
- ✔ Why is this what they need to read, see, or hear, and why?
- ✔ Does the subject line grab them and bring them in?
- ✔ Does the first sentence draw them in further?
- ✔ Does the message address their pain in a simple, easy-to-understand way?
- ✔ Are we saying the most that we can with the least amount of words?
- ✔ Will they understand what we're saying? Are we presenting a simple, strong solution?
- ✔ Do we have a strong enough message that urges readers to take action?
- ✔ What is one idea/thing I learned from creating this marketing piece?
- ✔ What action will be taken as a result of what I've learned?

More wisdom: Consider these points while creating your message from *Made to Stick* by Dan & Heath Chip.

Keep it simple and unexpected. Make it concrete, credible and include a story with emotion.

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