**Conversion Equation Checklist!**

**If a grade is below 3 the ad must be re-worked**.

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|  | ***Overall:*** | |
| ❑ 0: | Totally wrong concepts, try again | |
| ❑ 1: | Does not interrupt (or False-Uptime); does not engage, gets no results (what most people write) | |
| ❑ 2: | Basic ad structure is there; can’t be fixed with “red-line” | |
| ❑ 3: | Good ad that interrupts and engages; lacks power in building the case and an appealing call to action | |
| ❑ 4: | Engages prospect and builds case well; offer needs strengthened; needs help with wordsmithing (for power) | |
| ❑ 5: | Clear, passionate, precise & powerful Ad! Nails internal conversation. Irresistible and obvious choice! | |
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|  | ***Interrupt: Headlines & Voice Over or Intro (for Radio/TV)*** | |
| **Points**  **\_\_\_\_\_** | ❑ 0: | No headline at all |
| ❑ 1: | Company name or play on words; does nothing to compel reader/listener to continue |
| ❑ 2: | Headline exists; poor or crass HOT BUTTON; False Uptime Alert! |
| ❑ 3: | Hot Buttons Activated; not articulated well, but says in basic terms what needs to be said |
| ❑ 4: | Good headline, penetrates reader’s internal conversation; work on clarity and precision |
| ❑ 5: | Powerhouse! Headline is powerfully worded and hits HOT BUTTONS passionately |
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|  | ***Engage: Promise To Educate & Facilitate Decision*** | |
| **Points**  **\_\_\_\_\_** | ❑ 0: | If Headline score is 0, 1, or 2…then automatic score of 0 here. |
| ❑ 1: | Nothing to make reader want to listen…no sub-headlines; no add’l info at all, incoherent |
| ❑ 2: | Contains sub-headlines that are NOT connected to internal conversation…reader clicks back! |
| ❑ 3: | Reader can tell from scanning ad that there may be decision-facilitating info ahead |
| ❑ 4: | Use of Hot-Button-based sub-headlines gives reader promise of useful info in the ad |
| ❑ 5: | Reader eagerly engaged! Quick scans reveals congruence with other sub-headlines & offer |
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|  | ***Educate: Building Your Case*** | |
| **Points**  **\_\_\_\_\_** | ❑ 0: | No case building info; crass, cute, sex-based or abstract ideas or image/institutional creativity |
| ❑ 1: | Some features menu listed; not quantified, nothing compelling; perhaps wrong or incoherent points |
| ❑ 2: | Case points begun, but not developed; poorly quantified/quantified |
| ❑ 3: | Case points listed with some qualification/quantification; educates on a basic level |
| ❑ 4: | Builds a good case and anticipation; educates thoroughly, but could be more powerful & articulate. |
| ❑ 5: | Executes solid, well-rounded case; a Judge/Jury would be proudly say, *“I would have to be an idiot…”* |
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|  | ***Offer: Risk Reversal / Ethical Bribe*** | |
| **Points**  **\_\_\_\_\_** | ❑ 0: | No offer at all (if there’s an offer, but no landing page or capture box give “0’) |
| ❑ 1: | Contact info present; nothing specifically mentioned as an offer |
| ❑ 2: | Tells prospect to call for more info or to speak with a representative; no capture box; no landing page |
| ❑ 3: | Offer easily detectable; no incentives; could be much more motivating; poor capture/landing page |
| ❑ 4: | Good offer, captures prospect action—doesn’t capture widest possible audience; opt-in needs help |
| ❑ 5: | Excellent, obvious choice for NOW/FUTURE buyer; Irresistible & Compelling Offer, Opt-in & Nurture pieces |
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|  | ***Powerful, Passionate, Precise & Elegant Format*** | |
| **Points**  **\_\_\_\_\_** | ❑ 0: | A total mess; try again |
| ❑ 1: | Does not flow, no logical reason for any placements; haphazardly done; not professional |
| ❑ 2: | Basic structure is in place; lacks power; unclear; spacing, thought flow is fuzzy or blah |
| ❑ 3: | Structurally sound, flows reasonably well, some parts are still done poorly; seduction focused |
| ❑ 4: | Proper use of type fonts & sizes; spacing well done; photos/graphics congruent & compelling, etc. |
| ❑ 5: | Reader can quickly scan and understand main points; knows exactly what action to take |
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| **Total Number Of Points: \_\_\_\_\_\_ Divided By 5 = \_\_\_\_\_\_\_ This Is Your Marketing Writing Level** | | |

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