

THE DIRECT MARKETER'S CHECKLIST By Denny Hatch**Questions 1-10****All Media**

1. Does your message employ at least one (preferably several) of the seven key copy drivers—the emotional hot buttons that make people act: Fear - Greed - Guilt - Anger - Exclusivity - Salvation - Flattery?

Yes No

2. Does your copy contain some or all of the 13 most powerful and evocative words in the English language: You - Save - Money - Guarantee - Love - Results - Proven - Safety - Easy - New - Health - Discovery - Free?

Yes No

3. Since “you” is the subject of every sales effort, is your promotion about “you”—as opposed to “we,” “us” or “our”?

Yes No

4. *“The prospect doesn't give a damn about you, your company or your product. All that matters is, ‘What's in it for me?’” —Bob Hacker*

Are you emphasizing your product and what it will do for the prospect rather than yourself and your company?

Yes No

5. *“Probably well over half our buying choices are based on emotion.” —Jack Maxson*

“When emotion and reason come into conflict, emotion always wins.” —John J. Flieder

Is your sales pitch emotional (rather than analytical and rational)?

Yes No

6. *“People want quarter-inch holes, not quarter-inch drills.” —MBA Magazine*

Does your sales pitch highlight benefits (e.g., you get quarter-inch holes)—as opposed to features (e.g., buy a drill)?

Yes No

7. *"Your job is to sell, not entertain."* —Jack Maxson

"Cute and clever simply don't work." —Nigel Rowe

Is your presentation cute, clever and entertaining?

Yes No

8. Do you make an offer?

Yes No

9. *"You cannot sell two things at once."* —Dick Benson

Are you giving the prospect too many choices?

Yes No

10. *"The right offer should be so attractive that only a idiot would say, 'No.'"*
—Claude Hopkins

"If you want to dramatically increase your results, dramatically improve your offer." —Axel Andersson

Is your offer the very strongest one you can field?

Yes No

From <http://www.targetmarketingmag.com/article/the-direct-marketers-checklist-manifesto/1>