

12-point checklist

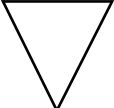
Here are my 12 key points to remember on every piece of print marketing you produce. More details in my talking tips on YouTube: www.youtube.com/user/WritingWithoutWaffle

1. Name that 'does what it says on the tin'

2. Logo that 'tells the story at a glance'

3. Slogan that prompts 'Ooh, that's useful'

4. Compelling headline to make you read on

5.  'Upsidedown' layout (logo at the end)

6. AIDA (Attention Interest Desire Action)

7. Content that answers WIIFM

8. Boxes (ever decreasing importance)

9. Z-pattern eyeflow (F-pattern for web)

10. Call to action to trigger MWR (bottom right)

11. Benefits v features ('so what' test)

12. USP (Unique Selling Proposition)
