

Valued at £197

YOUR MARKETING CRITIQUE

WARNING

DO NOT submit your critique
without first completing the
checklist inside

help me
grow

ideas to help business flourish



YOUR MARKETING CRITIQUE Checklist

1

Your Headline. Does your piece have an attention-grabbing headline to convince your audience that it's worth their time to start reading. Ask yourself honestly: Would I read this, or bin it? It's hard to grab peoples attention. Just because you've taken the time to create some marketing doesn't mean they'll read it. Your piece needs to capture and keep their attention. Struggling with headlines? Let me know.

2

Your Testimonials. Testimonials are a superpower that every marketer needs in their arsenal. What other people say about your business is worth a whopping 10x, your own marketing message. All good marketing pieces are supercharged with testimonials from past customers. Where possible include full details including location, company, better still a photo or video.

3

Benefits not features. What are the benefits for a customer of using your service or product? Why would they choose you above your competition. Don't just go through the motions of telling them what you do. Tell them why they'd be crazy to even consider the competition.

4

Your Call to Action. Every marketing piece has to have a purpose. What do you want your customer to do? Is it designed to make the phone ring, for the prospect to visit your website, redeem a coupon? A clear call to action is essential to explain what the next step is and what they should do. Getting this right, will improve how effective your marketing is.

5

Your Offer. Always include an offer - with a deadline. Using a compelling offer in your marketing, in combination with a deadline, will give the reader a reason to TAKE ACTION. People are busy and easily distracted, so need a reason to take action and this nudge is perfect.

Steps completed? You are now ready to submit your item for critique.