

# TARGET

## MARKETING

www.targetmarketingmag.com

## Pat Friesen's

# Copy Checklist

*What all copywriters want to know*

*(... and only you can tell them)*

- What is your objective?
- What is the brand personality?
- Who is the audience?
- What is the product/service?
- What is the offer?
- What are the top 3 buying objections?
- What is the call to action?
- What is the format?
- What media is being used?
- What is the test plan?
- Will it be translated into languages other than English?
- What other copy resources are available to the writer?
- Provide a product sample.
- Offer a sample of the control.
- Provide Web links, when appropriate.