

# Marketing Evaluation Tool

## Interrupt: Headlines

- Points \_\_\_\_\_
- L-0: No headline at all
  - L-1: Company name or play on words; does nothing to beg the reader to continue
  - L-2: Headline exists; ACTIVATORS not connected to HOT BUTTONS; False Beta Alert!
  - L-3: Hot Buttons Activated; not articulated well; but says in basic terms what needs to be said
  - L-4: Good headline, draws reader's interest; work on articulation—generally passes headline evals.
  - L-5: Powerhouse! Headline is powerfully worded and hits major HOT BUTTONS

## Engage: Promise To Educate & Facilitate Decision Making

- Points \_\_\_\_\_
- L-0: If Headline score is L-0, L-1, or L-2...then automatic score of L-0 here.
  - L-1: Nothing in ad to make reader want to continue listening...no sub-headlines; no add'l info at all
  - L-2: Contains sub-headlines that are NOT connected to ACTIVATORS...reader gives up
  - L-3: Reader can tell from scanning ad that there may be decision-facilitating info ahead
  - L-4: Use of ACTIVATOR-based sub-headlines gives reader promise of useful info in the ad
  - L-5: Engaged! Reader quickly scans and becomes enthralled based on excellent sub-headlines

## Educate: Building Your Case

- Points \_\_\_\_\_
- L-0: No case building language present; maybe cute or institutional
  - L-1: Some features generically listed; not quantified, no compelling; perhaps wrong points
  - L-2: Relevant and important points at least listed but not developed; poorly quantified
  - L-3: Relevant and important points listed with some quantification; educates on a basic level
  - L-4: Relevant and important issues detailed; educates prospect; builds a good case
  - L-5: Educates as to relevant and important issues; then builds solid, well-quantified case; prospect truly controls information and says, "I would have to be an absolute fool..."

## Offer: Lowering the Risk

- Points \_\_\_\_\_
- L-0: No offer at all
  - L-1: Contact info present; nothing specifically mentioned as an offer
  - L-2: Tells prospect to call for more information or to speak with a representative
  - L-3: Offer easily detectable; no handle, offer not as motivating as it should be
  - L-4: Good offer, gets prospect to take action—still does not capture widest possible audience
  - L-5: Excellent offer with handle that draws in all NOW and FUTURE buyers; causes them to take immediate action!

## Interrupt & Engage: Format

- Points \_\_\_\_\_
- L-0: A total mess; try again
  - L-1: Does not flow, no logical reason for any placements; haphazardly done; not professional
  - L-2: Basic structure is in place; lacks power due to poor articulation, spacing, thought flow, etc.
  - L-3: Structurally sound, flows reasonably well, some parts are still done poorly
  - L-4: Proper use of type fonts and sizes on headlines, sub-headlines; spacing well done, etc.
  - L-5: Reader can quickly scan and understand main points; knows exactly what action to take

Total Number Of Points: \_\_\_\_\_ Divided By 5 = \_\_\_\_\_ This Is Your Marketing Writing Level

*This is what your Marketing Writing Level means:*

- L-0: Totally wrong concepts, try again
- L-1: Does not interrupt (or False-Alphas); does not engage, gets no results (what most people write)
- L-2: Basic ad structure is there; can't be fixed with "red-line"
- L-3: Good ad that interrupts and engages; lacks power in articulation and building the case
- L-4: Engages prospect and builds case well; needs help to be more powerful
- L-5: Well articulated, powerhouse ad engages prospect, gives him control, and gets him to take immediate action