

Create Copy That Connects and Converts Like Crazy

10 Point Checklist

Jaimee Maree

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Direct response copywriters are masters at moving people to action. They know how to make the audience feel, think, and respond as close as possible to the desired action.”

JAIMEE MAREE

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Understand my target audience and their needs in order to write effective copy. Conduct research to determine important areas, such as demographics, interests, and pain points.
- Create an authentic and attention-grabbing headline that speaks to my audience's pain points and is relevant to my content. A great headline can capture the attention of readers.
- Use clear and concise language and avoid jargon and technical terms in my copy. Effective copywriting allows the audience to easily understand my message.
- Focus on the benefits of my products and services rather than the features. Explain how my product or service can solve my client's problems and make their lives easier.
- Use storytelling to connect with my audience and to make my content memorable. Storytelling can be a powerful tool to illustrate my points and to create engaging content.
- Demonstrate the effectiveness of my product and service through social proof. Social proof, including customer testimonials and reviews, can help build trust with my audience.
- Craft a clear and compelling call to action. This encourages the audience to take action. For example, it compels them to make a purchase or sign up for a newsletter.
- Proofread my copy for clarity and consistency before publishing to ensure it is error-free. Remember, my copy represents the voice of my brand.
- Optimize my copy for SEO before I publish the content on my website. Use relevant keywords and other SEO techniques to help my content rank higher in search engine results pages.
- Visit [Savvy Copy](#) for more tips on copywriting, including free, downloadable lead magnets and other content marketing resources. Also, take advantage of Jaimee's free copy review on their website.