***The Accelerated Program for Seven-Figure Copywriting***

**FINAL ASSIGNMENT RUBRIC:**

**ONLINE SALES LETTER and ORDER DEVICE**

1. **Sales Letter**

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| **ITEM** | **CRITERIA/CHECKLIST** |
| **OVERALL** | * Follows AWAI’s The 4 P’s™: Promise, Picture, Proof, and Push
* Follows AWAI’s The Architecture of Persuasion structure reflected below
* Uses conversational copy
* Speaks to one person
* Is based on a strong USP (Unique Selling Proposition)/differentiation
 |
| **COMMENTS** | Well done presenting your sales copy here overall with the persuasive structure. The copy is conversational and flows very well from start to finish. You speak directly to the prospect in a knowledgeable tone, and you have a clear USP guiding your copy. And you hit the 4 Ps. Especially good job showcasing the benefits of this product in your Picture – great specific details here. The prospect can see their enjoyable retirement with financial comforts in their future. I would also recommend a few tweaks. In your Picture, focus on the benefits first and the talk about the features. By that I mean, I would move that section where you lay out all the different elements of the product by name to a point after you’ve shown the prospect the benefits they offer. In other words, show the results they can expect first, then tell them how they’ll get those results. |
| **BIG IDEA** | * Presents an exciting, arresting thought that directly or indirectly promises something the prospect desires
* Must be immediately ascertainable, intellectually stirring, and emotionally compelling
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| **COMMENTS** | You have a clear and compelling big idea here that is presented in a clear and enthusiastic way. You clearly understand what the prospect is going through and is concerned about… and you have a compelling solution that has been created specifically for their situation. |
| **HEADLINE** | * Uses AWAI’s The Four U’s™
* Presents one idea (Power of One™)
* Uses few words: 8-10 are ideal
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| **COMMENTS** | Well done with this headline. Your headline hits the 4 Us. It’s very ultra specific. And sticks to the power of one. It is a bit long. But for the most part if works because you have chosen your words carefully and you do showcase compelling benefits to attract the prospect. I would recommend taking out the name of the product / service. You generally don’t want to include those in a headline. First, if the prospect has heard the name before, they might feel that they don’t have to read the letter. Second, you want to focus on the results/benefits in your headline. I also would suggest some small tweaks to make your headline more concise and removing some lines that are somewhat redundant:Unlock the Secrets of Retiring like the 1% - Investment Club Taking Limited Applicants: Your Lifeline to Financial Security and Dignity! |
| **LEAD** | Uses one of the six direct or indirect Lead Types appropriate for the prospect awareness of your product or service |
| **COMMENTS** | You have a strong Problem/Solution lead here. This engages the prospect with the copy and keeps them reading to find out more. |
| **SALES ARGUMENT/ BODY COPY** | * Includes powerful proof via bulleted lists of benefits as well as facts, testimonials, endorsements, charts, and other proof elements
* Each element is believable
 |
| **COMMENTS** | Those testimonials make for great Proof. But to further create trust, I would recommend also highlighting the experience and expertise and background of the experts the prospect will be working with.You could also include other Proof. Like a chart showing the club’s track record of successful investments and that sort of thing. |
| **CLOSE/** **FALSE CLOSE** | * Includes the offer(s) and an effective call to action
* Includes clear instructions on how to buy or order
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| **COMMENTS** | It’s always a great idea to include bonuses and extras to attract the prospect to take action. And coaching offers can also be very effective.However, I would recommend revisiting this section. When it comes to the different options available, it’s not clear what is included in each level of membership. Does the coaching club include everything that newsletter members get too? Also, does the 50% discount also apply to the coaching club? |
| **GUARANTEE** | * Rationalizes the buying decision
* Removes any buyer’s remorse or hesitation
* Initiates the ongoing relationship
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| **COMMENTS** | A strong guarantee here. Most financial services will not agree to guarantee returns. But that’s something to bring up with the client in a real world situation. |
| **P.S.** | It does at least one of these:* Reminds your prospect of the promise
* Introduces a new benefit, promise, or premium
* Adds an extra dose of credibility
* Reinforces how important it is to act right away
* Reminds your prospect of the no-risk guarantee
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| **COMMENTS** | A great way to entice a reluctant prospect to take action is to include this extra bonus. |

1. **Order Device**

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| **OVERALL** | * Restates the major promise in an affirmative way
* Restates the guarantee
* Collects all relevant data
* Secures the payment information
* Prompts the action
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| **COMMENTS** | Well done here. All the needed elements are here. |