

Checklist For Getting Your Home Inspection Prospects & Referral Sources To Buy From Your Advertising!

If You're Holding Your Advertising Dollars Accountable To Make Sales, Be Sure To Ask Yourself These Questions:

- ___ Is your main headline on your ad or sales letter an intriguing attention-getter that stresses the very best benefit to the reader?
- ___ Can your reader grasp what you are offering in three seconds or less?
- ___ Have you written your letter or ad from the prospect's perspective, not from your perspective?
- ___ Are your claims backed up with facts, a track-record, testimonials?
- ___ Does your ad or sales letter answer the six key questions: WHO? WHAT? WHERE? WHEN? WHY? and HOW?
- ___ Are your claims 100% true? (Readers and listeners will sense a snow job.)
- ___ What is your Unique Selling Proposition (U.S.P.)? What makes you different?
- ___ Are you treating your readers and listeners as if they are idiots. (Big mistake if you are.)
- ___ Is your offer irresistible?
- ___ Is your guarantee bold, eye-popping, and attention-getting? (i.e. double-your-money-back)
- ___ Do you have a deadline for the offer to expire and a good reason for the deadline?

- ___ Is it easy to order?
- ___ Have you told your prospect exactly how to respond with step-by-step instructions?
- ___ Have you told your prospect who you are?
- ___ Is your letter, your ad easy to read, scannable, with lots of headlines, sub-heads, strategic underlines?
- ___ Is your letter written in a conversational, friendly style?
- ___ Have you anticipated and answered all your reader's possible objections?
- ___ Are the graphics and packaging of your offer attention-getting?
- ___ Are your graphics enhancing your message or obscuring your message?
- ___ Are you giving away something to boost response?
- ___ Have you stripped out empty "hype" words like "best ever" and "amazing"?
- ___ Have you replaced empty hype words with facts and proof?

Finally:

- ___ Are you tracking and measuring results meticulously?
- ___ Are you testing (one element a time)?

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One Home Inspector Helping Another!