

COPY, MESSAGING, AND OFFER CHEAT SHEET

1

There are eight proven methods of headlines. **What is your headline?**

1. Direct
2. Benefits
3. News
4. How-to
5. Questions
6. Command (nicely)
7. Informative
8. Testimonial

2

Offers characteristics are: specific, relevant, exclusive, obvious and time-sensitive.
Offer examples are:

- Buy one, get one free
- Try-before-you-buy
- A prize awarded for a specified action
- Complete a survey
- Consultation – free or reduced
- Price discount
- Free sample
- Be the first!
- Information/education

3

Body copy should be short and concise, limited to three paragraphs or less consisting of three to five sentences. Avoid complex sentence structure and use bullets and whitespace.
Always proof your work!

4

Make the reader feel something. Tell them a story.

5

Don't forget basics like phone number, address and directions. If you have digital channels, include them.

6

Suggested fonts include Arial, Century Gothic, Gill Sans, Helvetica, Optima, Tahoma and Verdana.

7

Variable data allows each printed piece to have different elements from the others, including text and pictures. **Can you make your piece more personalized?**