

Writing Evaluation Worksheet: Use this worksheet to grade any marketing piece. If the grade comes back “L-3” or lower, it should be reworked—but you will know exactly where to make it stronger.

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 still interrupts.
- L-4: Good headline, interrupts prospect; work on intensity and tone to make it more powerful.
- L-5: Powerhouse! Headline has proper intensity and tone and hits the right HOT BUTTONS.

Engage: Promise To Educate & Facilitate Decision Maker

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 to be found.
- 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

Control: Building Your Case

Points

- L-0: No case building materials present; maybe cute or institutional.
- L-1: Some features generically listed; not quantified, not compelling; perhaps menu-board style.
- L-2: Relevant and important issues at least listed but not developed; poorly quantified.
- L-3: Relevant and important issues 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 to do business with anyone else but you!*”

Decision: 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 prospects on all points of the Educational spectrum 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: (L- _____)

What Your Score Means:

- L-0: Totally wrong concepts, try again. This is a waste of your money.
- L-1: Does not interrupt (or False-Betas); does not engage, will get average situational results. Most ads are L-1.
- L-2: Interrupts, hot buttons possibly present but not well articulated; will get good situational results.
- L-3: Interrupts and engages; important and relevant issues defined; lacks power in articulation.
- L-4: Interrupts and engages; important and relevant issues defined; articulation is good. Great results likely.
- L-5: Well articulated, powerhouse ad interrupts and engages, gives reader control, leads to immediate action.