



MATT BACAK'S CHECKLIST

Checklist 4 - Funnel Copy

Project Name: _____

Date: _____

Yes No

Once you've done your market research and know who your ideal customers are... Once you know their pain points, their needs, desires, and all the little things that make them tick, you can start turning all these insights into a high converting sales copy. Here's a 15 point checklist that will help you make sure you have a persuasive funnel copy that resonates with your audiences and presses all of their buttons that gets them to take action.

1

Good copy starts with knowing who your audience is.

If you don't know who you're writing for, you can't sneak into people's minds and address their needs, fears, desires, and secret wishes.

2

Use the same language your buyers use to connect with them.

Avoid jargon and complicated words your readers don't understand.

3

Don't expect your copy to appear magically when you start typing.

Apply a solid copywriting process of research, planning, writing, and editing. Good copy is carefully crafted, step by step.

4

Start at the end.

You can't write compelling copy if you don't know the goal of your content. Each paragraph and each sentence should contribute to achieving that goal.

Notes



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5

Have a genuine interest in helping people.

Solving real problems is more important than understanding persuasion tricks. Even the highest-paid copywriter can't write good copy for a product nobody wants.

6

Translate each product or service feature into a benefit by asking yourself: what benefit will this feature provide to the customer?

7

Write for scanners and readers.

Scanners want to grasp your main story by skimming your headlines, subheads, and bullet points. Readers want to know the finer details.

8

Persuade with emotion.

Back up with facts. Appeal to people's emotions to seduce them to buy, and help them justify their purchase with logic and facts.

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10

Engage readers with stories

they're more riveting than sales pitches.

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11

Take away the reader's objections to buying from you.
What's stopping them from taking the next step?

12

Boost your credibility with social proof.
Let people know who else has hired you or how many projects you've completed. Create a sense of popularity by mentioning your waiting list.

13

Appeal to people's fear of loss.
What are people missing by not buying from you?

14

Overcome buyer's procrastination by nudging them to make a decision.
Apply the power of scarcity: offer a time-limited promotion, create a limited edition, or have limited availability. Or add a countdown timer to create a sense of urgency.

15

Reduce your buyer's risk with a guarantee.
Because it can give people the confidence to buy.

Notes