



► Copy that Sells!

Does your copy captivate, motivate or inspire? To see if your copy is fit for print, take this short quiz.

■ Does your copy?

1. Grab the attention of your target audience?
2. Address a *need* of your target audience?
3. Convey honesty and believability?
4. Provide a solution to a problem?
5. Read the way people talk?
6. Say what you mean to say?
7. Contain direct and concrete ideas and views?
8. Make a promise you can keep?
9. Contain a strong call to action?
10. Stand the test of time?
11. Evoke the intended emotion?
12. Link the ideas expressed with the company in reader memory?
13. Clearly convey features and benefits?
14. Increase confidence in your company's abilities?
15. Provide a fast, fun, easy read?

If you answered yes to 14 or more of these questions, congratulations, your copy is achieving a majority of the desired goals! If you answered yes to 10 – 13 of these questions, your copy may need some tweaking to generate the response desired. If you answered yes to 9 or fewer questions give us a call! Let us help you create copy that turns your business goals into a reality!

m
a
r
k
e
t
t
i
n
g

Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

Visit the GetSizzle.com Web site and you'll find a variety of marketing vehicles such as articles, tips, case studies, guides, research, surveys, etc. with a wide range of topics and insights. Check the site often as additions to this knowledge base are made frequently.

For more information on GMS visit www.GetSizzle.com or to discuss a project and services call 972.978.8197.