



## MPINCC Annual Conference & Expo 2016

### How to Create Outrageously Effective Marketing Materials

Ron Rosenberg

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Ron Rosenberg, president of QualityTalk, Inc., is an award-winning speaker, author, and coach. He is a nationally recognized expert on marketing and customer service, has authored several books and learning systems, and leads high-level marketing and business development coaching programs.

Since 1994, Ron has presented thousands of presentations to businesses and associations serving a wide variety of industries and professions including self-storage, funeral, nursery and landscape, medical and dental, and others too numerous to list. He has also worked with groups that serve minority and woman-owned businesses, community rehabilitation programs, early child education, and military families, and has spoken for many association-management and destination groups.

Over 20,000 people have subscribed to his *GoMarketYou!* newsletter. His expert commentary has been featured in *The New York Times* and *The Washington Post*, and in *Smart Money* and *Real Simple* magazines. He has been a guest on nationally syndicated radio shows including *ABC Radio*, *Dateline Washington*, and *The Gary Nolan Show*.

Visit [www.BusinessSelfDefenseOffer.com](http://www.BusinessSelfDefenseOffer.com) and get two free months to Ron Rosenberg's **Business Self-Defense® Inner Circle**, with tools, tips, and strategies to help you grow your business or organization.

For details on keynote, breakout or training programs, visit [www.RonRosenbergSpeaker.com](http://www.RonRosenbergSpeaker.com). Or call us at 800-260-0662 to speak with our staff about having Ron present at your next event.

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# Ron Rosenberg's Outrageous Marketing Copy Checklist

To Help You Dominate Your Market and Improve Your Business Results!

## Find Out How Many of The 12 Copy Components Are in Your Marketing Pieces

Scoring: For statements 1 to 12, determine how your marketing piece incorporates the key points. Circle the number of stars for each one and record your comments. Then add up all the scores for a total of zero to 60 stars. (5 stars: highly effective; 0 stars: missed the target)

Score

**1. Clarity of Purpose.....★★★★★**

The marketing piece is created and deployed with a definite purpose in mind.

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**2. Killer Headline .....★★★★★**

Strong headlines and subheads grab attention and draw the reader into the message.

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**3. Clear Statement of Value .....★★★★★**

The value of the offer and its benefits are clearly presented and easily understood.

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**4. Compelling Story.....★★★★★**

There is a compelling personal story to help communicate the benefits.

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**5. Irresistible Offer .....★★★★★**

There is a specific detailed offer that practically begs the reader to respond.

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**6. Better Than Risk-Free Guarantee .....★★★★★**

A strong guarantee assures that the reader assumes virtually no risk in accepting the offer.

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Score

**7. Overcoming Objections..... ★★★★★**

The piece identifies objections and provides reasons why these objections shouldn't limit action.

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**8. Testimonials..... ★★★★★**

Testimonials include full identification, photos, and audio or video clips as appropriate.

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**9. Definite & Urgent Call to Action..... ★★★★★**

There is a definite call to action and a specific deadline for the offer.

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**10. Multiple Ways to Respond..... ★★★★★**

Prospects can respond by many methods: phone, fax, e-mail, web site, prerecorded message.

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**11. Bonuses..... ★★★★★**

In addition to the main offer, bonuses increase the value of the overall package.

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**12. P.S. - Restating The Offer..... ★★★★★**

Multiple P.S. statements restate the offer for people who jump to the end of the piece.

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**Total Score.....**

**Legend Scoring Guide:**

46-60 Excellent – You should see great results.

31-45 Better Than Average – Fine-tuning may increase performance.

16-30 About Average for This Type of Marketing – Definitely room for improvement.

0-15 Below Average – Needs to be totally revised, but now you know how to fix it!