MPINCC Annual Conference & Expo 2016

How to Create Outrageously Effective Marketing Materials

Ron Rosenberg

February 10, 2016

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 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. Or call us at 800-260-0662 to speak with our staff about having Ron present at your next event.
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)

1. Clarity of Purpose..................................................................................................................★★★★★
   The marketing piece is created and deployed with a definite purpose in mind.
   
   _____________________________________________________________________________________

2. Killer Headline ......................................................................................................................★★★★★
   Strong headlines and subheads grab attention and draw the reader into the message.
   
   _____________________________________________________________________________________

3. Clear Statement of Value .....................................................................................................★★★★★
   The value of the offer and its benefits are clearly presented and easily understood.
   
   _____________________________________________________________________________________

4. Compelling Story ..................................................................................................................★★★★★
   There is a compelling personal story to help communicate the benefits.
   
   _____________________________________________________________________________________

5. Irresistible Offer ....................................................................................................................★★★★★
   There is a specific detailed offer that practically begs the reader to respond.
   
   _____________________________________________________________________________________

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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<tr>
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<th>Outrageous Marketing Copy Checklist</th>
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<tbody>
<tr>
<td>7.</td>
<td><strong>Overcoming Objections</strong></td>
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<td>The piece identifies objections and provides reasons why these objections shouldn't limit action.</td>
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<td>8.</td>
<td><strong>Testimonials</strong></td>
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<td>Testimonials include full identification, photos, and audio or video clips as appropriate.</td>
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<td>9.</td>
<td><strong>Definite &amp; Urgent Call to Action</strong></td>
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<td>There is a definite call to action and a specific deadline for the offer.</td>
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<td>10.</td>
<td><strong>Multiple Ways to Respond</strong></td>
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<td>Prospects can respond by many methods: phone, fax, e-mail, web site, prerecorded message.</td>
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<td>11.</td>
<td><strong>Bonuses</strong></td>
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<td>In addition to the main offer, bonuses increase the value of the overall package.</td>
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<td>12.</td>
<td><strong>P.S. – Restating The Offer</strong></td>
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<td>Multiple P.S. statements restate the offer for people who jump to the end of the piece.</td>
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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!