

# Conversion Equation Evaluator!

If a grade is below 3 the ad must be re-worked.

## Overall:

- 0: Totally wrong concepts, try again
- 1: Does not interrupt (or False-Uptime); does not engage, gets no results (what most people write)
- 2: Basic ad structure is there; can't be fixed with "red-line"
- 3: Good ad that interrupts and engages; lacks power in building the case and an appealing call to action
- 4: Engages prospect and builds case well; offer needs strengthened; needs help with wordsmithing (for power)
- 5: Clear, passionate, precise & powerful Ad! Nails internal conversation. Irresistible and obvious choice!

## Interrupt: Headlines & Voice Over or Intro (for Radio/TV)

- Points**
- 0: No headline at all
  - 1: Company name or play on words; does nothing to compel reader/listener to continue
  - 2: Headline exists; poor or crass HOT BUTTON; False Uptime Alert!
  - 3: Hot Buttons Activated; not articulated well, but says in basic terms what needs to be said
  - 4: Good headline, penetrates reader's internal conversation; work on clarity and precision
  - 5: Powerhouse! Headline is powerfully worded and hits HOT BUTTONS passionately

## Engage: Promise To Educate & Facilitate Decision

- Points**
- 0: If Headline score is 0, 1, or 2...then automatic score of 0 here.
  - 1: Nothing to make reader want to listen...no sub-headlines; no add'l info at all, incoherent
  - 2: Contains sub-headlines that are NOT connected to internal conversation...reader clicks back!
  - 3: Reader can tell from scanning ad that there may be decision-facilitating info ahead
  - 4: Use of Hot-Button-based sub-headlines gives reader promise of useful info in the ad
  - 5: Reader eagerly engaged! Quick scans reveals congruence with other sub-headlines & offer

## Educate: Building Your Case

- Points**
- 0: No case building info; crass, cute, sex-based or abstract ideas or image/institutional creativity
  - 1: Some features menu listed; not quantified, nothing compelling; perhaps wrong or incoherent points
  - 2: Case points begun, but not developed; poorly quantified/quantified
  - 3: Case points listed with some qualification/quantification; educates on a basic level
  - 4: Builds a good case and anticipation; educates thoroughly, but could be more powerful & articulate.
  - 5: Executes solid, well-rounded case; a Judge/Jury would be proudly say, "I would have to be an idiot..."

## Offer: Risk Reversal / Ethical Bribe

- Points**
- 0: No offer at all (if there's an offer, but no landing page or capture box give "0")
  - 1: Contact info present; nothing specifically mentioned as an offer
  - 2: Tells prospect to call for more info or to speak with a representative; no capture box; no landing page
  - 3: Offer easily detectable; no incentives; could be much more motivating; poor capture/landing page
  - 4: Good offer, captures prospect action—doesn't capture widest possible audience; opt-in needs help
  - 5: Excellent, obvious choice for NOW/FUTURE buyer; Irresistible & Compelling Offer, Opt-in & Nurture pieces

## Powerful, Passionate, Precise & Elegant Format

- Points**
- 0: A total mess; try again
  - 1: Does not flow, no logical reason for any placements; haphazardly done; not professional
  - 2: Basic structure is in place; lacks power; unclear; spacing, thought flow is fuzzy or blah
  - 3: Structurally sound, flows reasonably well, some parts are still done poorly; seduction focused
  - 4: Proper use of type fonts & sizes; spacing well done; photos/graphics congruent & compelling, etc.
  - 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