

www.getwsodo.com

PROJECT: _____

NAME: _____

Please Initial as Completed

- | | |
|--|--|
| ___ Did you call out your audience? | ___ Where you clear and brief on deliverables? |
| ___ Did your grabber evoke shocking intrigue? | ___ Did you write 20 "SO" bullets |
| ___ Is your promise crystal clear? | ___ Did you add desirable premiums? |
| ___ Did you set a timeline for results? | ___ Did you show rock solid proof? |
| ___ Did you remove objections in my headlines? | ___ Did you make a clear commanding to action? |
| ___ Did you add risk reversal in my headlines? | ___ Did you add scarcity to motivate action? |
| ___ Did you add a desired end result image? | ___ Did you post a warning in PS? |
| ___ Did you use used a B.U.D.A. in your sub? | ___ Did your recap in PPS |
| ___ Did you peel the onion in deck copy? | ___ Did you use you far more than I? |
| ___ Did you open with Imagine or Pain? | ___ Did you use why-because logic? |
| ___ Did you leak a big secret? | ___ Did you use small one syllable words? |
| ___ Did you stress the new discovery? | ___ Did you edit under 4th grade level? |
| ___ Did you demonstrate ease of use? | ___ Did you run Grammerly? |
| ___ Did you demonstrate speed of results? | ___ Did you edit aloud 3 times? |
| ___ Did you sell the opportunity? | ___ Did you use 3 line MAX paragraphs |
| ___ Did you make your product a replacement? | ___ Will your sub-headlines stand alone |
| ___ Did you establish authority in your story? | ___ Did you use rhythm of 3's |
| ___ Did you properly set the scene? | ___ Did you do a 3 person cub review? |
| ___ Is your character deck interesting? | ___ Did you add look, see, how? |
| ___ Did you follow the story arc? | ___ Did you create new vocabulary? |
| ___ Are you worse off than them in the story? | ___ Did you italicize action verbs? |
| ___ Did you transition w/recap? | ___ Did you underline facts like numbers? |
| ___ Did you ask 6 yes questions? | ___ Did you bold promises? |
| ___ Did you use 3 questions pivot? | ___ Did you all caps big points? |
| ___ Did you introduce your product? | ___ Did you strike through old prices? |
| ___ Did you explain its USP? | ___ Did you highlight new vocabulary |

SIGNATURE: _____

DATE: _____