

# W14

*"You may be disappointed if you fail,  
but you are doomed if you don't try."*

— Beverly Sills

**Wednesday  
Morning**

**Fax**

*from*

**The  
Castle  
Press**

## **16** point high-response copy checklist

Renowned ad writer Peter J. Fogel uses this checklist to make his own copy pull at its best and shares its items here with you:

- Write to the right customer with the right offer.
- Write now. Edit later.
- Write at the sixth-grade level.

Your prospect may be a Nobel laureate in nuclear physics. Still, make your copy easy to understand, your offer simple to grasp.

- Write paragraphs of no more than six lines, and preferably fewer.
- Write 80% of your copy in words of five or fewer letters.
- Write in sentences of 15 to 20 words tops.
- Write every sentence to express one thought, max.
- Write in the present tense, second person.

Use "you" as often as you can.  
For every time you write I, Me, We, Us, or Ours, Use four "You" or "Yours."

- Write your first draft, then read it out loud.

Note the areas where you stumble and rewrite them.

- Write your copy, then ask a friend for comments.
- Write to give your prospect information he probably does not have.
- Write groups of points in three to five bulleted paragraphs.
- Write your ordering information prominently, to make it easy to find.
- Write your headline in no more than seven words.
- Write and rewrite your headline and subheads as if they were key to your ad's success. They are.

Pay careful attention to your P.S.  
After your headline, it is what people read most. Use it to reinforce your main selling benefits.

- Read other writers' direct-mail pieces to figure out if they work, and why.

Good ideas are too rare and precious not to borrow.

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1222 North Fair Oaks Avenue  
Pasadena, California 91103  
1-800-794-0858  
www.castlepress.com

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