



HOW TO EVALUATE YOUR CREATIVE





The Big Five

- Read the brief. Have you met it?
- Review quickly. Ignore details. Does the approach make sense? Is it emotional?
- Does it *demonstrate* the problem and solution?
- Is it appropriate? Don't be funny about serious things - and vice versa
- Is your competitive advantage clear very quickly?



Gain and keep attention

- Is your promise precise, not vague?
- Does the opening (headline, subject line, envelope) give a reason to carry on?
- Do you say why you are writing/talking?
- Does it flow logically, step by step?
- Have you used any knowledge that may matter to your prospect?



Will your argument persuade?

- Do you give *every* reason to reply?
- Is every sensible objection dealt with?
- Any testimonials? Independent proof?
- Does it read like someone talking?
- Any relevant fact omitted?
- Repeated the chief arguments at least three times?



How to get action

- Reminded them what they gain and what they may lose?
- Asked repeatedly for a reply?
- Reminded them of the incentive?
- Would an idiot understand it?
- Given a reason to reply now? Close date? Limited number?