

THE 22-POINT MESSAGE DEVELOPMENT CHECKLIST

- Your messages do not beat around the bush—they establish relevance quickly
- You use headlines and subheads to keep the prospect interested
- You focus on benefits over features
- You have included your competitive edge
- Your messages are focused and narrow
- You summarize with bullet points and numbered lists
- Your messages use branding and interesting names
- You focus on defining the problem and providing a solution
- Your messages relate with their frustrations
- You verbalize what you want *for* the customer and what you want *from* them
- Your messages appeal to the emotions of customers and touch their hot buttons
- You paint mind pictures so the customer can visualize solutions
- You make the communications “risk free” for the customer
- Your messages create urgency and create a fear of loss
- You use powerful words that most connect with customers (see list below)
- Your messages avoid trite overused clichés
- You address common objections (see list below) in your messages
- You provide clear and precise instructions on what the customer is to do next
- Your messages do not over-promise
- Your messages clarify what your product/service/company is not
- Your messages share testimonials
- Your messages have a personality