Conversion Formula in Practice

If you score below 3 then the ad must be re-worked

OVERALL – Add up your score from the calculator at the bottom of the page

- □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, but it 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 more power)
- □5: Clear, passionate, precise & powerful ad! Nails internal conversation. Irresistible and obvious choice!

INTERRUPT/CAPTIVATE – The headline, the HOT BUTTON; Hits on the problem and grabs attention

Points

_____

- □0: No headline at all
- □1: Company name or play on words; does nothing to compel the reader to continue on
- □2: Headline exists; it may be a poor or crass HOT BUTTON; False narrative
- □3: Hot Buttons Activated; not articulated well, but does get the point across
- □4: Good headlines, penetrates the reader's internal conversation vs just the emotional jolt; work on clarity and precision
- □5: Powerhouse! Headline is powerfully worded and hits the HOT BUTTONS passionately

ENGAGE/FASCINATE – This is the sub-headline; The promise of the solution they want but don't have

Points

_____

- □0: If the Headline score is 0, 1 or 2, then automatic score of 0 applies to this section
- □1: Nothing that makes the reader want to listen/read on, no sub-headline or additional intriguing information
- □2: Contains sub-headlines that are NOT connected to the reader's internal conversation; not related to the emotion from the headline. Reader clicks back/closes tab.
- □3: Reader can tell from scanning ad/page that there may be some decision leading information ahead
- □4: Use of Hot-Button based sub-headline that gives a promise of something useful in the ad/page
- □5: Reader eagerly engaged! Quick scans reveal congruence with other sub-headlines and offer

EDUCATE – Showing the reader why your product/service is superior/ builds the case for you

Points

_____

- □0: No case building info; inappropriate or abstract ideas or images that don't relate to the problem
- □1: Features or a menu shown vs value provided; not quantified; wrong points; nothing different or compelling
- □2: Case is being built, but not fully developed, poorly qualified/quantified; tie in is not succinct
- □3: Basic level of education provided, but limited or too much
- □4: Builds a good case and anticipation; educates the reader thoroughly, can be more powerful & articulate
- □5: Executes solid, well-rounded case; highlights why you're the choice; validates the brain's need for proof

OFFER /CLOSE– Something that is so compelling they want to say YES! Risk reversal is an option

Points

_____

- □0: No offer at all (if there is no link to a landing page on the ad or no capture info box= a zero)
- □1: Contact info is present however there is nothing specifically mentioned as being an offer
- □2: Tells the prospect to call for more info; no capture box or landing page- Only gets buy now
- □3: Offer is easily detectable; no or little incentives; could be much more motivating; poor capture/landing page
- □4: Good offer that ties in; motivates and captures prospect action; doesn't capture all intended audiences; opt-in needs attention (if applicable)
- □5: Excellent, obvious choice for the NOW or FUTURE buyer, vs just the now buyer; irresistible & compelling offer; tied to nurturing campaigns

POWERFUL MESSAGE, PASSIONATE, PRECISE & VISUALLY APPEASING

Points

_____

- □0: Not even close; try again
- □1: Does not flow, placement is not logical, haphazard, looks unprofessional
- □2: Basic structure is in place; but falls flat; not clear or blah
- □3: Structurally sound, good flow; needs some help still though
- □4: Formatting and images are done well and together make the ad compelling
- □5: Reader can quickly scan, in the correct order, and knows exactly what action they should take

Total Number of Points_____   Divided By 5=_____   This is Your Marketing AD Level