

Interrupt: Headlines

Points

- L-0: No headline at all
- L-1: Company name or play on words; does nothing to beg the reader to continue
- L-2: Headline exists; ACTIVATORS are not HOT BUTTONS; False Beta Alert!
- L-3: Hot Buttons Activated; not articulated well; but still interrupts
- L-4: Good headline; interrupts prospect; work on intensity and tone to make it more powerful
- L-5: Powerhouse! Headline has proper intensity and tone and hits the right HOT BUTTONS

Engage: Promise To Educate & Facilitate Decision Making

Points

- L-0: If Headline score is L-0, L-1, or L-2...then automatic score of L-0 here.
- L-1: Nothing in ad to make reader want to continue listening...no sub-headlines; no add'l info at all
- L-2: Contains sub-headlines that are NOT ACTIVATORS...reader gives up
- L-3: Reader can tell from scanning ad that there may be decision-facilitating to be found
- L-4: Use of ACTIVATOR-based sub-headlines gives reader promise of useful info in the ad
- L-5: Engaged! Reader quickly scans and becomes enthralled based on excellent sub-headlines

Educate: Building Your Case

Points

- L-0: No case building materials present; maybe cute or institutional
- L-1: Some features generically listed; not quantified, no compelling; perhaps menu-board-style
- L-2: Relevant and important points at least listed but not developed; poorly quantified
- L-3: Relevant and important points listed with some quantification; educates on a basic level
- L-4: Relevant and important issues detailed; educates prospect; builds a good case
- L-5: Educates as to relevant and important issues; then builds solid, well-quantified case; prospect truly controls information and says, "I would have to be an absolute fool..."

Offer: Lowering The Risk

Points

- L-0: No offer at all
- L-1: Contact info present; nothing specifically mentioned as an offer
- L-2: Tells prospect to call for more information or to speak with a representative
- L-3: Offer easily detectable; no handle, offer not as motivating as it should be
- L-4: Good offer, gets prospect to take action—still does not capture widest possible audience
- L-5: Excellent offer with handle that draws in all NOW and FUTURE buyers; causes prospects on all points of the Educational Spectrum to take immediate action!

Interrupt & Engage: Format

Points

- L-0: A total mess; try again
- L-1: Does not flow, no logical reason for any placements; haphazardly done; not professional
- L-2: Basic structure is in place; lacks power due to poor articulation, spacing, thought flow, etc.
- L-3: Structurally sound, flows reasonably well, some parts are still done poorly
- L-4: Proper use of type fonts and sizes on headlines, sub-headlines; spacing well done, etc.
- L-5: Reader can quickly scan and understand main points; knows exactly what action to take

Total Number Of Points: _____ Divided By 5 = _____ This Is Your Marketing Writing Level: (L- _____)

What Your Score Means:

- L-0: Totally wrong concepts, try again. This is a waste of your money.
 - L-1: Low interrupt value (False-Betas); does not engage, will get average situational results. Most ads are L-1.
 - L-2: Interrupts, hot buttons possibly present but not well articulated; will get good situational results.
 - L-3: Interrupts and engages; important and relevant issues defined; lacks power in articulation. Good results likely.
 - L-4: Interrupts and engages; important and relevant issues defined; articulation is good. Great results likely.
 - L-5: Well articulated, powerhouse ad interrupts and engages, gives reader control, leads to immediate action.
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