

Short Checklist

- Unmet need or problem
- Attention / interest
- Benefit / solution
- Unique value / USP
- Validation / reference
- Ask for action and include web
- Logo / brand name
- Distinctive, positive vocabulary
- Words implying benefits
- Clear core message
- Bullet points
- Relevant number
- Letter, syllable, symbol
- Easy legibility
- Proven layout
- Brand color
- Optimized table
- Crystal-clear diagram
- Suitable, consistent visuals